ХМЕЛЬНИЦЬКА ОБЛАСНА РАДА

ХМЕЛЬНИЦЬКИЙ УНІВЕРСИТЕТ УПРАВЛІННЯ ТА ПРАВА ІМЕНІ ЛЕОНІДА ЮЗЬКОВА

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23 жовтня 2024 року
м.п.

НАВЧАЛЬНО-МЕТОДИЧНІ МАТЕРІАЛИ
з навчальної дисципліни
«ДІЛОВІ КОМУНІКАЦІЇ (ВИКЛАДАЮТЬСЯ ІНОЗЕМНОЮ)»
для підготовки на першому (освітньому) рівні
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Завідувачка кафедри мовознавства
докторка педагогічних наук, професорка Ольга НАГОРНА

27.09. 2024 року

СХВАЛЕНО

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Завідувачка кафедри, докторка педагогічних наук, професорка Ольга НАГОРНА
27.09. 2024 року

Деканеса факультету управління та економіки,
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1. Структура вивчення навчальної дисципліни

1.1. Тематичний план навчальної дисципліни

№ теми	Назва теми	Кількість годин											
		Денна форма						Заочна форма навчання					
		усього	у тому числі					усього	у тому числі				
			л	п/с	лаб	інд	с.р.		л	п/с	лаб.	інд	с.р.
1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	Communication fundamentals	–	–	–	–	–	–	14	2	–	–	–	12
2	Foundations of business communication	–	–	–	–	–	–	14	2	–	–	–	12
3	Interpersonal Communication	–	–	–	–	–	–	14	2	–	–	–	12
4	Team and Group Communication	–	–	–	–	–	–	13	–	1	–	–	12
5	Business ethics.	–	–	–	–	–	–	11	–	1			10
6	Business etiquette	–	–	–	–	–	–	11	–	1			10
7	Intercultural Communication	–	–	–	–	–	–	13	–	1			12
	Усього годин	–	–	–	–	–	–	**90**	**6**	**4**	**–**	**–**	**80**

1.2. Лекції

№ з/п	Назва і план теми	Кількість годин	
		Денна форма	Заочна форма
1	2	3	4
1.	Communication fundamentals	-	2
1.1. 1.2. 1.3. 1.4 1.5 1.6 1.7.	Defining Communication Features of Communication Principles for Effective Communication Essential Components of Communication Communication Barriers Five Types of Communication Contexts The Responsibilities of a Communicator		
2.	The Foundations of business communication	-	2
2.1. 2.2. 2.3. 2.4. 2.5. 2.6 2.7 2.8 2.9 2.10	Defining Business Communication Basic elements of Business communication Types of Business Communication along with Examples Internal Business Communication External Business Communication Business Communication Methods Functions and Significance of Business Communication The Globalization of Business The Increasing Value of Business Information The Pervasiveness of Technology		

1	2	3	4
3.	Interpersonal Communication	-	2
3.1. 3.2. 3.3. 3.4.	How can you define interpersonal communication? What does effective interpersonal communication involve? What are the most important interpersonal skills? Why are interpersonal communication skills important?		
	Усього годин:	**-**	**6**

1.3. Практичні / семінарські заняття

Практичне заняття 1
Тема 4. Team and Group Communication
Питання для усного опитування та дискусії

1. Both traditional and innovative company structures can rely heavily on teamwork, don't they?
2. How can you define a group and a team. Is there any difference?
3. How can you characterize effective teams.
4. List the professional (i.e., work-related) groups you interact with in order of frequency.
5. What are the advantages and disadvantages of team work?
6. Are teams always successful?
7. What is a key reason that teams fail to meet their objectives?

Аудиторна робота

Виконання студентами усних та письмових (тестових) завдань з питань теми заняття.

Ключовими термінами, на розумінні яких базується засвоєння навчального матеріалу теми, є: decision-making process, to share a mission and the responsibility, futile argument, to generate pressures, cubicle, to evaluate alternatives, self-oriented roles, to explore options, team-maintenance roles, to break down barrier, task-facilitating roles, to discuss the pros and cons, to evolve, to lead to win–lose (lose–lose) outcomes, disruptive antics,, to clarify values, homogeneous teams, to overcome many obstacles, groupthink, to shake the hard-won camaraderie.

З метою глибокого засвоєння навчального матеріалу при самостійному вивченні теми студенту варто особливу увагу зосередити на таких аспектах:

The teamwork interactions among the employees represent one of the most essential elements of interpersonal communication. Collaboration is working together to meet complex challenges. It has become a core job responsibility for roughly half 69 the workforce. No matter what career path you pursue, it's a virtual guarantee that you will be expected to collaborate in at least some of your work activities. Your communication skills will pay off handsomely in these interactions, because the productivity and quality of collaborative efforts depend heavily on the communication skills of the professionals involved.

A team is a unit of two or more people who share a mission and the responsibility for working to achieve a common goal. Problem-solving teams and task forces assemble to resolve specific issues and then disband when their goals have been accomplished. Such teams are often cross-functional, pulling together people from a variety of departments who have different areas of expertise and responsibility. The diversity of opinions and experiences can lead to better decisions, but competing interests can lead to tensions that highlight the need for effective communication. Committees are formal teams that usually have a long life span and can become a permanent part of the organizational structure. Committees typically deal with regularly recurring tasks, such as an executive committee that meets monthly to plan strategies and review results.

When teams are successful, they can improve productivity, creativity, employee involvement, and even job security. Teams are often at the core of participative management, the effort to involve employees in the company's decision making. A successful team can provide a number of advantages:

● Increased diversity of views. Team members can bring a variety of perspectives to the decision-making process as long as these diverse viewpoints are guided by a shared goal.

● Increased acceptance of a solution. Those who participate in making a decision are more likely to support it and encourage others to accept it.

● Higher performance levels. Working in teams can unleash new levels of creativity and energy in workers who share a sense of purpose and mutual 70 accountability. Effective teams can be better than top-performing individuals at solving complex problems. Although teamwork has many advantages, it also has a number of potential disadvantages. At the worst, working in teams can be a frustrating waste of time. Teams need to be aware of and work to counter the following potential disadvantages:

● Groupthink. Like other social structures, business teams can generate tremendous pressures to conform with accepted norms of behavior. Groupthink occurs when peer pressures cause individual team members to withhold contrary or unpopular opinions. The result can be decisions that are worse than the choices the team members might have made individually.

● Hidden agendas. Some team members may have a hidden agenda —private, counterproductive motives, such as a desire to take control of the group, to undermine someone else on the team, or to pursue a business goal that runs counter to the team's mission.

● Cost. Aligning schedules, arranging meetings, and coordinating individual parts of a project can eat up a lot of time and money.

Team members who are committed to achieving the group's purpose contribute by displaying positive behavior. How can you be a good team member? The most effective groups have members who are willing to establish rules and abide by them. Effective team members are able to analyze tasks and define problems so that they can work toward solutions. They offer information and try out their ideas on the group to stimulate discussion. They show interest in others' ideas by listening actively. Helpful team members also seek to involve silent members. They help to resolve differences, and they encourage a warm, supportive climate by praising and agreeing with others. When they sense that agreement is near, they review significant points and move the group toward its goal by synthesizing points of understanding.

Not all groups, however, have members who contribute positively. Negative behavior is shown by those who constantly put down the ideas and suggestions of others. They insult, criticize, and aggress against others. They waste the 71 group's time with unnecessary recounting of personal achievements or irrelevant topics. The team clown distracts the group with excessive joke-telling, inappropriate comments, and disruptive antics. Also disturbing are team members who withdraw and refuse to be drawn out. They have nothing to say, either for or against ideas being considered. To be a productive and welcome member of a group, be prepared to perform the positive tasks. Avoid the negative behaviors.

Key takeaways:

• Team work has many advantages and disadvantages.

•Effective teams have a clear sense of purpose, open and honest communication, consensus-based decision making, creativity, and effective conflict resolution.

•Effective teams can pool knowledge, take advantage of diverse viewpoints, and increase acceptance of solutions the team proposes.

Тема 5. Business ethics

Питання для усного опитування та дискусії

1. What is ethics?
2. Give the examples of unethical business communication.
3. What are typical ethical topics in business?
3. Should companies encourage an ethical culture?
4. What is transparency?
4. What is copyright? Why are issues of copyright law so important for business communicators?
5. What elements are required to ensure ethical business communication?
7. Prove, that business communication is governed by a wide variety of laws designed to ensure accurate, complete messages.

Аудиторна робота

Виконання студентами усних та письмових (тестових) завдань з питань теми заняття.

Ключовими термінами, на розумінні яких базується засвоєння навчального матеріалу теми, є: to conceal, to adhere to stringent laws, assault, to abide by the Law, to deceive, to compete interests, deceptive, conventional standards, defamation, to damage the reputation, to discriminate, to document sources, to

distort, ethical dilemmas, endnotes, ethical lapses, ethics, ethical position, ethical / unethical, an explicit ethics policy, to exaggerate,, financial meltdown fraud, to flout company guidelines, footnotes, to give credits, lawsuit, inclusive language, legal / illegal, to incorporate ethics, legislation,, public backlash, libel, quotation marks, misleading, questionable ethics, misquoting, rigorous scrutiny, to omit, stealth marketing, plagiarism, to take responsibility, privacy, to violate a copyright, to refrain from, written code of ethics, references, regulations, to sue, slander, stunt, transparency, valid, virtue.

З метою глибокого засвоєння навчального матеріалу при самостійному вивченні теми студенту варто особливу увагу зосередити на таких аспектах:

Ethics refers to conventional standards of right and wrong that prescribe what people should do. These standards usually consist of rights, obligations, and benefits to society. They also include virtues such as fairness, honesty, loyalty, and concern for others. Ethics is about having values and taking responsibility. Ethical individuals are expected to follow the law and refrain from theft, murder, assault, slander, and fraud.

Ethical behavior is a companywide concern, but because communication efforts are the public face of a company, they are subjected to particularly rigorous scrutiny from regulators, legislators, investors, consumer groups, environmental groups, labor organizations, and anyone else affected by business activities.

Businesses today are well aware of the criticism heaped on them following the financial meltdown, and many are striving to develop an ethical culture. Smart companies legislation public backlash libel quotation marks misleading questionable ethics misquoting rigorous scrutiny to omit stealth marketing plagiarism to take responsibility privacy to violate a copyright to refrain from written code of ethics references regulations to sue slander stunt transparency valid virtue continue to incorporate ethics into their organizations and also to be more socially responsible. PepsiCo, for example, is striving to produce more healthful foods and beverages and also to reduce the company's impact on the environment through initiatives focused on water, energy, and packaging. Being ethical makes good business sense. Ethical companies endure less litigation, less resentment, and less government regulation.

Many business organizations are implementing policies and procedures to encourage an ethical culture. Companies are establishing codes of ethics, appointing ethics compliance officers, and instituting ethics training programs. Ethics codes typically cover five elements: responsibility, respect, fairness, honesty, and compassion. Companies are also developing Web-based programs and workshops that teach employees how to relate to each other, to the company, to customers, and to business partners. These trainings sometimes include ethical decision-making models and role-playing scenarios that help employees respond appropriately to dilemmas.

Typical ethical topics include workplace romance, e-mail appropriateness, Internet use, integrity, confidentiality, security, and harassment. If you join a large organization, you will probably be expected to sign a document assuring that you will comply with the company's code of ethics. In addition, you will be expected to comprehend the laws that apply to your job. Managers who conduct applicant interviews, for example, must know which questions are legal and which are not.

As a business communicator, you should understand basic ethical principles so that you can make logical decisions when faced with dilemmas in the workplace. Professionals in any field must deal with moral dilemmas on the job. However, just being a moral person and having sound personal ethics may not be sufficient to handle the ethical issues that you may face in the workplace.

Ensuring ethical business communication requires three elements: ethical individuals, ethical company leadership, and the appropriate policies and structures to support employees' efforts to make ethical choices. Moreover, these three elements need to work in harmony. If employees see company executives making unethical decisions and flouting company guidelines, they might conclude that the guidelines are 83 meaningless and emulate their bosses' unethical behavior. Employers have a responsibility to establish clear guidelines for ethical behavior, including ethical business communication. Many companies establish an explicit ethics policy by using a written code of ethics to help employees determine what is acceptable. For example, Gap Inc. (the owner of the Gap, Banana Republic, and Old Navy retail chains), publishes a detailed Code of Business Conduct for its employees, addressing such areas as conflicts of interest, product integrity, health and safety, protection of company assets and information, and political activities by employees.

A code is often part of a larger program of employee training and communication channels that allow employees to ask questions and report instances of questionable ethics. To ensure ongoing compliance with their code of ethics, many companies also conduct ethics audits to monitor ethical progress and to point out any weaknesses that need to be addressed.

Key takeaways. Ethics are the accepted principles of conduct that govern behavior within a society. Businesses usually implement policies to encourage an ethical culture, establish codes of ethics, which typically cover five elements: responsibility, respect, fairness, honesty, and compassion.

Практичне заняття 2
Тема 6. Business etiquette

Питання для усного опитування та дискусії

1. What is etiquette?
2. What is the difference between business ethics and etiquette?
3. What are the key aspects of business etiquette?
4. Why do you think people are more likely to engage in rude behaviors during online communication than during in-person communication?
5. Prove that business etiquette is vitally significant to your career.

Аудиторна робота

Виконання студентами усних та письмових (тестових) завдань з питань теми заняття.

Ключовими термінами, на розумінні яких базується засвоєння навчального матеріалу теми, є: appropriate / inappropriate, acronym-filled messages, behavior, to adjust one's style, courtesy, to be aware of, grooming, contentious point, habits, to ease into a conversation, to haunt, to be an embarrassment to the company, indiscretion, to get on your soapbox, instantaneous, to be a huge drain on morale, to interrupt, to invade someone's privacy, insult, to leave positive impressions, level-headed, morale-draining disruption, obnoxious, personal appearance, to offend, personal demeanor, profanity, shabby treatment, respectful / disrespectful, social setting, rude, to stir up emotions, upbeat and bubbly, to treat with respect, urgent, unassailable truths.

З метою глибокого засвоєння навчального матеріалу при самостійному вивченні теми студенту варто особливу увагу зосередити на таких аспектах:

Workplace etiquette includes a variety of behaviors, habits, and aspects of nonverbal communication. Although it isn't always thought of as an element of etiquette, your personal appearance in the workplace sends a strong signal to managers, colleagues, and customers. Pay attention to the style of dress where you work and adjust your style to match. Expectations for specific jobs, companies, and industries can vary widely. The financial industries tend to be more formal than high technology, for instance, and sales and executive positions usually involve more formal expectations than positions in engineering or manufacturing. Observe others, and don't be afraid to ask for advice. If you're not sure, dress modestly and simply – earn a reputation for what you can do, not for what you can wear.

Grooming is as important as attire. Pay close attention to cleanliness and avoid using products with powerful scents, such as perfumed soaps, colognes, shampoos, and after-shave lotions (many people are bothered by these products, and some are allergic to them). Shampoo your hair frequently, keep your hands and nails neatly manicured, use mouthwash and deodorant, and make regular trips to a barber or hair stylist.

If you work in an office setting, you'll spend as much time with your officemates as you do with family and friends. Personal demeanor is therefore a vital element of workplace harmony. No one expects (or wants) you to be artificially upbeat and bubbly every second of the day, but a single negative personality can make an entire office miserable. Rude behavior is more than an etiquette issue, too; it can have serious financial costs through lower productivity and lost business opportunities. Every person in the company has a responsibility to contribute to a positive, energetic work environment.

Given the telephone's central role in business communication, phone skills are essential in most professions. Because phone calls lack the visual richness of face-toface conversations, you have to rely on your attitude and tone of voice to convey confidence and professionalism.

Mobile phones are a contentious point of etiquette in today's workplace. They can boost productivity if used mindfully, but they can be a productivity – and moraledraining disruption when used carelessly. Be aware that attitudes about mobile phones vary widely, and don't be surprised if you encounter policies restricting their use in offices or meeting rooms.

Nearly half of U.S. companies already have such policies. Like every other aspect of communication, your phone habits say a lot about how much respect you have for the people around you. Selecting obnoxious ring tones, talking loudly in open offices or public places, using your phone right next to someone else, making excessive or unnecessary personal calls during work hours, invading someone's privacy by using your camera phone without permission, taking or making calls in restrooms and other inappropriate places, texting while someone is talking to you, allowing incoming calls to interrupt meetings or discussions – all are disrespectful choices that will reflect negatively on you.

Key takeaways. Etiquette is an essential element of every aspect of business communication. Personal appearance can have a considerable impact on your success in business. Given the telephone's central role in business communication, phone skills are essential in most professions. Like every other aspect of communication, your phone

habits say a lot about how much respect you have for the people around you.

Тема 7. Intercultural Communication

Питання для усного опитування та дискусії

1. What is the purpose of communication?
2. How can culture influence the communication process?
3. Why do you think intercultural communication is important for business?
4. Name the reasons for studying intercultural communication.

Аудиторна робота

Виконання студентами усних та письмових (тестових) завдань з питань теми заняття.

Ключовими термінами, на розумінні яких базується засвоєння навчального матеріалу теми, є: hostility, intercultural communication, subgroups, social boundaries, stereotypes, cultural background, subcultures, culture laden, tolerance, intercultural barriers, multinational, to gear smb up, ethnocentrism, cultural relativism, workforce, corporate culture, perception, communication codes, validity, to base smth on, belief, to be incorporated into, turn-taking, biased perception, attitude, even-handed approach, back-channel, uncertainty avoidance, code-switching, to tend to favour, entrepreneurial, to bridge cultures,

З метою глибокого засвоєння навчального матеріалу при самостійному вивченні теми студенту варто особливу увагу зосередити на таких аспектах:

Why does a corporation like IBM have 420,000 employees representing 184 languages and 96 nationalities in markets worldwide? Today, businesses operate across borders and social and political boundaries. People are increasingly connected throughout the world through the internet, communication technologies and the ease 102 of airline travel. Competitive, sustainable businesses can continually open new markets and build their presences and brands with professionals who can interact successfully with anyone, anywhere.

Organizations from the largest Fortune 500 multinational corporations to the smallest entrepreneurial start-ups must be effective at transcending the differences of geography and culture. They must employ professionals who are trained in communicating across boundaries and working with people from different backgrounds.

Intercultural communication is sharing information across boundaries, including geographic, cultural, social, ethnic, religious and educational backgrounds. Intercultural communication must occur among individuals within organizations, company representatives and external business partners and constituents.

This unit examines communication between different cultures – intercultural communication, also known as cross-cultural communication. This is complex for a number of reasons. First, we know how difficult it is to communicate across social boundaries because of factors which will be discussed, such as social stereotypes. Second, the concept of culture is itself complex. It is a socially sensitive subject as people, usually subconsciously, tend to approach it from the viewpoint of their own culture.

We start by looking at the general problems of communicating across social boundaries and then define and discuss some of the key concepts associated with cultural analysis. We follow this by showing how cultural factors affect cross-cultural communication, and explain management's responsibility in bridging cultures and some strategies they can use to overcome cross-cultural problems.

Researchers who have adopted what is known as the social identity approach argue that most of the time people think, feel and act as members of some sort of group. In other words, we do not necessarily act towards another individual in terms of their unique personality characteristics; we consider (perhaps subconsciously) our own group memberships and theirs and then we decide to act towards them in a particular way. From this point of view, many face-to-face meetings between individuals are really experienced as examples of what psychologists have called intergroup communication (communication between groups) rather than just communication between individuals.

How far this happens depends on how relevant the social identities are to the people in the situation. For example, if you are meeting a manager and you happen to be an elected staff representative, then you will be very conscious of those group memberships, even if the meeting is not about specific staff business. There are a number of important practical issues which follow from this perspective:

- Research on intergroup communication has shown that there may be predictable negative consequences unless the group members work very hard on their communication.
- If we are using 'group labels' to categorize the other people we meet, then we will probably also attach social stereotypes which may be misleading.

Much of this research has examined situations where two groups are in competition or in conflict. Typical processes include the following:

- Individual perceptions become biased and discriminatory. Group members tend to develop biased

perceptions within each group. For example, they will exaggerate the value of their own efforts in comparison to those of the other group.

- Group processes change to 'gear themselves up' for conflict. For example, there will be more emphasis on conformity to group norms, and a more authoritarian leadership style is likely to emerge.
- Discriminatory and antagonistic behaviour will lead to escalation of conflict. The groups will actually discriminate against one another at every available opportunity. The developing climate of hostility has obvious implications for communication. All communication from the 'other side' will be treated with suspicion, and scrutinized for evidence of their 'real intent'. Unfortunately, these processes can occur even when there is little direct advantage to either side from competing.

Jandt (1998) suggests four ways in which stereotypes can damage communication:

- They can make us assume that a widely held belief is true when it is not. This can be important when stereotypes are continually reinforced by the media.
- If we accept a stereotype, then we may believe that every individual in that group conforms to the stereotype.
- Stereotypes can lead to a self-fulfilling prophecy. If you are labelling someone according to the stereotype, then you will behave towards that person according to that label. They may well respond in ways which react to the labelling, rather than their genuine character.
- We can interpret others' behaviour according to the stereotype, and ignore other possible interpretations of their behaviour.

Key takeaways. Intercultural communication is the process of sending and receiving messages between people whose cultural backgrounds could lead them to interpret verbal and nonverbal signs differently. Every attempt to send and receive messages is influenced by culture, so to communicate successfully, you need a basic grasp of the cultural differences you may encounter and how you should handle them.

1.4. Самостійна робота студентів

Самостійна робота студентає однією з основних складових оволодіння навчальним матеріалом і виконується в позааудиторний час, передбачений тематичним планом навчальної дисципліни.

Під час вивчення навчальної дисципліни студенти повинні навчитися самостійно мислити, поглиблювати засвоєні на практичних заняттях знання, опановувати практичні навики спілкування за професійним спрямуванням.

Форма контролю самостійної роботи – перевірка конспекту або обговорення на практичному занятті. Питання самостійної роботи виносяться на поточний і підсумковий семестровий контроль.

Тема 1. Communication fundamentals

Питання для самостійної роботи

1. Draw what you think communication looks like.
2. List three environmental cues and indicate how they influence your expectations for communication.
3. How does context influence your communication? Consider the language and culture people grew up with, and the role these play in communication styles.
4. If you could design the perfect date, what activities, places, and/or environmental cues would you include to set the mood?
5. Prove that each of five components serves an integral function in the overall communication process.
6. Which of the verbal and nonverbal barriers do you find most challenging? What can you do to overcome these barriers at work and in your personal life?
8. What principles does effective communication depend on?
9. Do you agree with the statements?
1). Communication influences your thinking about yourself and others.
2). Communication influences how you learn.
3). Communication represents you and your employer.
4). Communication skills are desired by business and industry.

Тема 2. The Foundations of business communication

Питання для самостійної роботи

1. What is the value of business communication?
2. What is the definition of business communication?
3. What are the basic elements of business communication?
4. Why is business communication beneficial for execution or implementation of plans and policies.
5. Effective business communication is vital for achieving organizational goals, isn’t it?
6. Do you agree with the following statements:
1). Effective communication helps employees accomplish their tasks more effectively and efficiently.
2). Businesses need poor communication to promote products and services in an effective way because of strong competition in the market environment.
3). Business communication plays a significant role in maintaining harmony in relations between management and subordinates.
4). Effective business communication usually provokes conflicts in working environment.
5). Effective business communication influences negatively on the efficiency of the company staff.
6). A proper and smooth system of communication in business is insignificant for qualitative leadership activities.
7). Attracting new customers is a vital part of any business.

Тема 3. Interpersonal Communication

Питання для самостійної роботи

1. What social skills are the most important in modern business organizations?
2. What are the different styles of behavior?
3. Can assertiveness be confidently recommended without worrying about cultural and social context?
4. Do you agree with the statements “Listening is a core competence. People who cannot listen cannot relate”.
5. What does self-disclosure mean? Is it necessary to self-disclose to develop a relationship with another person?
6/ Do you agree with the statements?
1). Interpersonal communication is a complex process, which incorporates some important aspects of communication.
2). The best communicators always interact with others poorly.
3). A new competitive reality is putting emotional intelligence at a premium in the workplace and in the marketplace.
4). To avoid misunderstanding and inappropriate reaction communicators should aware of the cultural differences?
5). Effective interpersonal communication demands only perfect social skills.

Тема 4. Team and Group Communication

Питання для самостійної роботи

1. What are the reasons of team and group forming?
2. Name the main characteristics of effective teams?
3. What are the main characteristics of ineffective teams?
4. Speak about steps of team development.
5. Conflict in team activities can arise for a number of reasons. Name some of them.
6. What steps for dealing with conflicts do you know? Are they useful?
7. What is groupthink? How can team avoid it?
8. Do you agree with the statements?
1). A team is a unit of two or more people who work independently and they are responsible for achieving their own goals.
2). Effective teams perform better than individuals at solving complex problems.
3). A successful team can provide a number of advantages.
4). Groupthink is a positive phenomenon in business teams.
5). Frustrating waste of time is a main disadvantage of working in teams.

Тема 5. Business ethics

Питання для самостійної роботи

1. What are the key goals of ethical communication in business?
2. Why should business communicators use inclusive language?
3. What are the main rules of giving credit?
4. What examples of unethical communication can you enumerate?
5. What is stealth marketing? What does it involve as a major issue in business communication transparency?
6. Do you agree with the statements?
1). Being ethical makes good business sense.
2). Being a moral person and having sound personal ethics is sufficient to handle the ethical issues that you may face in the workplace.
3). It is essential for business organizations to develop training programs and workshops that teach

employees how to relate to each other, to the company, to customers, and to business partners.
4). Ethics audits help monitor ethical progress.

Тема 6. Business etiquette

Питання для самостійної роботи

1. Explain the importance of business etiquette, and identify three key areas in which good etiquette is essential.
1) Which of the following is the best characterization of etiquette in today's business environment?
a) Business etiquette is impossible to generalize because every company has its own culture; you have to make it up as you go along.
b) With ferocious international competition and constant financial pressure, etiquette is an old-fashioned luxury that businesses simply can't afford today.
c) Ethical businesspeople don't need to worry directly about etiquette because ethical behavior automatically leads to good etiquette.
d) Etiquette plays an important part in the process of forming and maintaining successful business relationships.
2. If you forgot to shut off your mobile phone before stepping into a business meeting and you receive a call during the meeting, the most appropriate thing to do is to:
a) Lower your voice to protect the privacy of your phone conversation.
b) Answer the phone and then quickly hang it up to minimize the disruption to the meeting.
c) Excuse yourself from the meeting and find a quiet place to talk.
d) Continue to participate in the meeting while taking the call; this shows everyone that you're an effective multitasker.
3. Your company has established a designated "quiet time" from 1:00 to 3:00 every afternoon, during which office phones, IM, and email are disabled so that people can concentrate on planning, researching, writing, and other intensive tasks without being interrupted. However, a number of people continue to flout the guidelines by leaving their mobile phones on, saying their families and friends need to able to reach them. With all the various ringtones going off at random, the office is just as noisy as it was before. What is the best response?
a) Agree to reactivate the office phone system if everyone will shut off their mobile phones, but have all incoming calls routed through a receptionist who will take messages for all routine calls and deliver a note if an employee truly is needed in an emergency.
b) Give up on quiet time; with so many electronic gadgets in the workplace today, you'll never achieve peace and quiet.
c) Get tough on the off enders by confiscating mobile phones whenever they ring during quiet time.
d) Without telling anyone, simply install one of the available mobile phone jamming products that block incoming and outgoing mobile phone calls.
4. Constantly testing the limits of your company's dress and grooming standards sends a strong signal that you:
a) Don't understand or don't respect your company's culture.
b) Are a strong advocate for workers' rights?
c) Are a creative and independent thinker who is likely to generate lots of successful business ideas?
d) Represent the leading edge of a new generation of enlightened workers whowill redefine the workplace according to contemporary standards.

Тема 7. Intercultural Communication

Питання для самостійної роботи

1. What are the common stereotypes of the different cultural groups in the workforce in your region?
2. How do these stereotypes affect relations between members of different groups?
3. How are these stereotypes reinforced by local/national media?
4. What are cultural assumptions? Are they important for successful cross-cultural communication?

How?
5. How do norms, attitudes and beliefs influence intercultural communication? Give your own examples.
6. What dimensions of cultures can you name? Name examples of cultural differences using these dimensions.

1.5. Індивідуальні завдання

Індивідуальні завдання передбачаються у формі рефератів-оглядів. Завдання у формі ІНДЗ обирається студентом добровільно на початку семестру. Виконання індивідуального завдання у формі ІНДЗ може передбачає:

- підбір та опрацювання літератури за темою;
- складання плану і виконання роботи (вступ, *перше питання* - розкриття теоретичних аспектів проблеми, виклад основних ідей та пропозицій авторів; *друге питання* - аналіз фактичних та статистичних даних; висновки; список використаної літератури та інформаційних джерел);
- презентація ІНДЗ на практичних заняттях (виступ до 5 хвилин).

Індивідуальне завдання у формі рефератів-оглядів обирається студентом добровільно на початку семестру і виконується за усталеними вимогами.

1.5.1. Основні вимоги до написання рефератів-оглядів

При виконанні індивідуального завдання необхідно взяти до уваги, що реферат (лат. refero – доношу, повідомляю, переказую) – це короткий переказ змісту наукової роботи, книги або вчення, оформлене у вигляді письмової публічної доповіді; доповідь на задану тему, зроблена на основі критичного огляду відповідних джерел інформації (наукових праць, літератури по темі).

Зі свого боку, реферат-огляд складається на основі декількох джерел і зіставляє різні точки зору з досліджуваного питання.

Реферат-огляд, незалежно від теми, містить визначені реквізити: титульна сторінка встановленого зразка, вступ, розділи, висновки, список використаних джерел і додатки (у разі необхідності).

Обов’язково в тексті повинні бути посилання на джерела, що були використані при написанні реферату. Посилання подаються у квадратних дужках з вказівкою номера джерела, за яким воно внесене у список використаних джерел, та сторінки (якщо подається точна цитата або числові дані), наприклад [3, с.8].

Технічні вимоги: текст має бути набраний шрифтом Times New Roman, 14 кеглем через 1,5 інтервали. Поля: верхнє – 2,0 см, нижнє – 2,0 см, ліве – 3,0 см, праве – 1,0 см. Загальний обсяг реферату-огляду – до 15 сторінок формату А4.

Приклад оформлення титульної сторінки

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Khmelnytsky
2024

1.5.2.Теми рефератів-оглядів та науково-дослідних завдань

1. Why is it important to communicate well?
2. The key principles of effective communication.
3. What makes business communication effective.
4. Interpersonal communication and team skills.
5. Dealing with conflicts in groups and teams.
6. Advantages and disadvantages of team communication.
7. Group dynamics.
8. Committing to ethical and legal communication in business.
9. - Common unethical business practices.
10. - Effective ethics training for employees.
11. Characterize your national culture in terms of dimensions.
12. What stereotypes and culture differences can you single out in your culture?
13. How do they effect intercultural communication?
14. The English language as the language of business.
15. Cultural background effects communication in the workplace.
16. Responsibilities of the communicator and the audience.

** Теми наукових робіт, рефератів, текстів можуть змінюватись викладачем.*

1.6. Підсумковий контроль

Підсумковий семестровий контроль проводиться у формі усного заліку. Заліковий білет містить 3 питання.

1.6.1. Питання для підсумкового контролю

Питання № 1 в залікових білетах

1. What is communication? Enumerate the main features of communication.
2. What are essential components of communication?
3. What are some possible types of communication?
4. Is communication important for better understanding of yourself and others?
5. Identify the major verbal and nonverbal barriers to communication.
6. Explain how communication skills help you solve problems, learn new things.
7. Explain the importance of effective communication to your career and to the companies where you will work.
8. Enumerate some essential responsibilities of the communicator to the audience.
9. What is business communication?
10. What is the difference between communication and business communication?
11. What does effective communication mean?
12. Explain the importance of effective communication to your career and to the companies where you will work.
13. Describe the communication skills employers will expect you to have and nature of communication in an organization by using an audience-centered approach.
14. How can you define interpersonal communication?
15. What does effective interpersonal communication involve?
16. What are the most important interpersonal skills?
17. Why are interpersonal communication skills important?
18. What is ethics?

19. Give the examples of unethical business communication.
20. What are typical ethical topics in business?
21. Should companies encourage an ethical culture?
22. What is transparency?
23. What is copyright? Why are issues of copyright law so important for business communicators?
24. What elements are required to ensure ethical business communication?
25. Prove, that business communication is governed by a wide variety of laws designed to ensure accurate, complete messages.
26. What is the difference between business ethics and etiquette?
27. What are the key aspects of business etiquette?
28. Why do you think people are more likely to engage in rude behaviors during online communication than during in-person communication?
29. Prove that business etiquette is vitally significant to your career.
30. Name the reasons for studying intercultural communication.

Питання № 2 в залікових білетах

1. Draw what you think communication looks like.
2. List three environmental cues and indicate how they influence your expectations for communication.
3. How does context influence your communication? Consider the language and culture people grew up with, and the role these play in communication styles.
4. If you could design the perfect date, what activities, places, and/or environmental cues would you include to set the mood?
5. Prove that each of five components serves an integral function in the overall communication process.
6. Which of the verbal and nonverbal barriers do you find most challenging? What can you do to overcome these barriers at work and in your personal life?
7. What principles does effective communication depend on?
8. Recall one time you felt offended or insulted in a conversation. What contributed to your perception?
9. When someone lost your trust, were they able earn it back?
10. Does the communicator have a responsibility to the audience? Does the audience have a responsibility to the speaker? Why or why not?
11. What is the value of business communication?
12. What is the definition of business communication?
13. What are the basic elements of business communication?
14. Why is business communication beneficial for execution or implementation of plans and policies?
15. Give brief characteristic of the main types of business communication.
16. What is the main difference between internal (upward) and internal (downward) communication?
17. Why is lateral (or horizontal) communication considered as crucial for companies especially in reaching the desired results?
18. What does the written form of business communication include?
19. What type of business communication is a vital source of viewing and representing organizational issues?
20. What social skills are the most important in modern business organizations?
21. What are the different styles of behavior?
22. Can assertiveness be confidently recommended without worrying about cultural and social context?

23. Do you agree with the statements “Listening is a core competence. People who cannot listen cannot relate”.
24. What does self-disclosure mean? Is it necessary to self-disclose to develop a relationship with another person?
25. What are the key goals of ethical communication in business?
26. Why should business communicators use inclusive language?
27. What are the main rules of giving credit?
28. What examples of unethical communication can you enumerate?
29. What is stealth marketing? What does it involve as a major issue in business communication transparency?
30. What are the common stereotypes of the different cultural groups in the workforce in your region?

Питання № 3 в залікових білетах

1. Please recall a time when you gave a speech in front of a group. How did you feel? What was your experience? What did you learn from your experience?
2. If you were asked to get the attention of your peers, what image or word would you choose and why?
3. If you were asked to get the attention of someone like yourself, what image or word would you choose and why?
4. Make a list of mass communication messages you observe for a one hour period of time.
5. Describe the communication skills employers will expect you to have and the nature of communicating in an organization.
6. Communication is important to your career.
7. What are the reasons of team and group forming?
8. Name the main characteristics of effective teams?
9. What are the main characteristics of ineffective teams?
10. Speak about steps of team development.
11. Conflict in team activities can arise for a number of reasons. Name some of them.
12. What steps for dealing with conflicts do you know? Are they useful?
13. What is groupthink? How can team avoid it?
14. How do these stereotypes affect relations between members of different groups?
15. How are these stereotypes reinforced by local/national media?
16. What are cultural assumptions? Are they important for successful cross-cultural communication? How?
17. How do norms, attitudes and beliefs influence intercultural communication? Give your own examples.
18. What dimensions of cultures can you name? Name examples of cultural differences using these dimensions.
19. What are communication codes?
20. What aspects of culture affect business communication?
21. What should management do to improve intercultural communication in theworkplace?
22. How can intercultural barriers be overcome?
23. What are cultural assumptions? Are they important for successful cross-cultural communication? How?
24. How do norms, attitudes and beliefs influence intercultural communication? Give your own examples.
25. What dimensions of cultures can you name? Name examples of cultural differences using these dimensions.
26. What are the common stereotypes of the different cultural groups in the workforce in your region?

27. How do these stereotypes affect relations between members of different groups?
28. How are these stereotypes reinforced by local/national media?
29. What examples of unethical communication can you enumerate?
30. What is stealth marketing? What does it involve as a major issue in business communication transparency?

1.6.2. Приклад білета для заліку

1. Explain the importance of effective communication to your career and to the companies where you will work.
2. Recall one time you felt offended or insulted in a conversation. What contributed to your perception?
3. Describe the communication skills employers will expect you to have and the nature of communicating in an organization.

2. Схема нарахування балів

2.1. Нарахування балів студентам з навчальної дисципліни здійснюється відповідно до такої схеми:

Обсяг балів, здобутих студентом під час практичних занять, обчислюється за сумою балів, здобутих під час кожного із занять, передбачених навчальним планом, і визначається згідно з пунктом 4.3.5 Положення про організацію освітнього процесу в Хмельницькому університеті управління та права імені Леоніда Юзькова.

З навчальної дисципліни передбачено проведення 3 лекційних занять за заочною формою навчання.

З навчальної дисципліни передбачено проведення 2 практичних заняття за заочною формою навчання.

Обсяг балів, здобутих студентом під час практичних занять з навчальної дисципліни, визначається за формулою $\sum_c = Б1+Б2+\ldots+Бn / n \times K$, де:

$\sum_c$ – загальна сума балів;

Б – кількість балів, отриманих на одному занятті;

n – кількість семінарських (практичних, лабораторних) занять, визначених робочою програмою;

K – коефіцієнт, який, дорівнює 11 (з урахуванням специфіки навчальної дисципліни).

За результатами практичного заняття кожному студенту до відповідного документа обліку успішності виставляється кількість балів від 0 до 5 числом, кратним 0,5, яку він отримав протягом заняття.

1.2. Під час проведення семінарських (практичних, лабораторних) занять студентам виставляються бали, яким відповідає рівень знань студентів, поданий у табл. 4.2. Положення про організацію освітнього процесу в Хмельницькому університеті управління та права імені Леоніда Юзькова.

1.3. Під час проведення семінарських (практичних, лабораторних) занять студентам виставляються бали, яким відповідає рівень знань студентів, поданий у табл. 4.2. Положення про організацію освітнього процесу в Хмельницькому університеті управління та права імені Леоніда

Юзькова.

Таблиця 4.2.

Критерії поточного оцінювання знань студентів

Оцінка за одне заняття	Зміст критеріїв оцінки			
	Усні виступи	Письмові нетестові завдання	Тестові завдання	
			однакового рівня складності	різних рівнів складності
1	2	3	4	5
5	Студент у повному обсязі володіє навчальним матеріалом, вільно самостійно та аргументовано його викладає під час усних виступів та письмових відповідей, глибоко та всебічно розкриває зміст теоретичних питань та практичних завдань, використовуючи при цьому обов'язкову та додаткову літературу. Правильно вирішив усі або не менше 90 % письмових завдань.		Студент правильно вирішив усі або не менше 90 % тестових завдань.	Студент набрав не менше 90 % від максимально можливої кількості балів.
4,5	Студент досить повно володіє навчальним матеріалом, обґрунтовано його викладає під час усних виступів та письмових відповідей, в основному розкриває зміст теоретичних питань та практичних завдань, використовуючи при цьому обов'язкову літературу. Однак під час викладання деяких питань допускаються при цьому окремі несуттєві неточності. Правильно вирішив 82-89 % письмових завдань.		Студент правильно вирішив 82-89 % тестових завдань.	Студент набрав 82-89 % від максимально можливої кількості балів.

4	Студент достатньо повно володіє навчальним матеріалом, обґрунтовано його викладає під час усних виступів та письмових відповідей, в основному розкриває зміст теоретичних питань та практичних завдань, використовуючи при цьому обов'язкову літературу. Однак під час викладання деяких питань не вистачає достатньої глибини та аргументації, допускаються при цьому окремі несуттєві неточності та незначні помилки. Правильно вирішив 74-81 % письмових завдань.	Студент правильно вирішив 74-81 % тестових завдань	Студент набрав 74-81 % від максимально можливої кількості балів.

3,5	Студент в цілому володіє навчальним матеріалом, викладає його основний зміст під час усних та письмових відповідей, але з не зовсім глибоким та всебічним аналізом, обґрунтуванням та аргументацією, з недостатнім використанням необхідної літератури, допускаючи при цьому окремі несуттєві неточності та помилки. Правильно вирішив 64-73 % письмових завдань.	Студент правильно вирішив 64-73 % тестових завдань.	Студент набрав 64-73 % від максимально можливої кількості балів.
3	Студент в цілому володіє навчальним матеріалом, викладає його основний зміст під час усних та письмових відповідей, але без глибокого всебічного аналізу, обґрунтування та аргументації, без використання необхідної літератури, допускаючи при цьому окремі суттєві неточності та помилки. Правильно вирішив 60- 63 % письмових завдань.	Студент правильно вирішив 60-63 % тестових завдань.	Студент набрав 60-63 % від максимально можливої кількості балів.
2 – 2,5	Студент не в повному обсязі володіє навчальним матеріалом. Фрагментарно, стисло без аргументації та обґрунтування викладає його під час усних виступів та письмових відповідей, поверхово розкриває зміст теоретичних питань та практичних завдань, допускаючи при цьому суттєві неточності. Правильно вирішив 35-59 % письмових завдань.	Студент правильно вирішив 35-59 % тестових завдань.	Студент набрав 35-59 % від максимально можливої кількості балів.
0 – 1,5	Студент частково володіє навчальним матеріалом, не у змозі викласти зміст більшості питань теми під час усних виступів та письмових відповідей, допускаючи при цьому суттєві помилки. Правильно вирішив 0-34 % письмових завдань.	Студент вирішив 0-34 % тестових завдань.	Студент набрав 0-34 % від максимально можливої кількості балів.

Перерозподіл кількості балів в межах максимально можливої кількості балів за самостійну роботу студентів та виконання індивідуальних завдань, наведено в наступній таблиці:

№ з/п	7 тем	Номер теми							Усього балів
		1.	2.	3.	4.	5.	6.	7.	
1.	Максимальна кількість балів за самостійну роботу	5	5	5	5	5	5	5	35
2.	Максимальна кількість балів за індивідуальне завдання	6							5
	Усього балів:								40

3. Рекомендовані джерела

3.1. Основні джерела

1. Гончар К. Л., Тригуб Г. В., Хникіна О. О. English for Business Communication (Ділова комунікація англійською мовою) : навч.-метод. посіб. Луцьк : ВежаДрук, 2022. 253 с.
2. Єрмоленко С.Я., Єрмоленко В.І. Англо-український бізнес-словник. Business Dictionary English-Ukrainian / С.Я.Єрмоленко., В.І. Єрмоленко. – Київ: Школа, 2002. 720с.
3. McCarthy McCarthy & O'Dell, Felicity. (2014). English Phrasal Verbs in Use Intermediate (Edition with answers). Cambridge: CUP. 190 p.
4. McCarthy, Michael & O'Dell, Felicity. (2015). English Collocations in Use (Edition with answers) Intermediate, Upper-intermediate. Cambridge: CUP. 190 p.
5. McLean, S. (2005). The basics of interpersonal communication. Boston, MA: Allyn & Bacon. 252 p.
6. Newman, Amy. (2017). Business Communication: In Person, In Print, Online, Tenth Edition. Boston. 505 p.
7. Powell, Mark. (2012). Presenting in English. How to Give Successful Presentations, Boston: Thomson-Heinle. 128 p.

3.2. Допоміжні джерела

1. Данилова З.В. Business English. Fundamentals of Management. / Ділова англійська мова.Основи менеджменту: навчальний посібник / З.В. Данилова, Л.Р. Турчин. Тернопіль: Астон, 2004. 224 с.
2. Bly R. W. Webster's New World: Letter Writing Handbook. Wiley Publishing, Inc., 2004. 584 p.
3. Duckworht M. Essential Business Grammar and Practice. Oxford University Press, 2006. 200 p.
4. Emmerson P. Business Vocabulary Builder: Intermediate to Upper-intermediate. Macmillan Education, 2009. 176 p.
5. Emmerson P. Essential Business Vocabulary Builder: Pre-intermediate to Intermediate. Macmillan Education, 2011. 176 p.

4. Інформаційні ресурси в Інтернеті

1. Communications Concepts, Theories, Models and Processes. URL: http://www.slideshare.net/suchi9/communication-concepts-theories-andmodels1-presentation
2. Communication in Public Administration. URL: http://www.slideshare.net/yhamskiey/communication-in-public-administration-16321538
3. Effective Body Language for Public Speaking. URL: [https://www.youtube.com/watch?v=m7SSj5Z5kTo.
4. Fundamentals of effective public speaking. URL:

http://www.slideshare.net/clintonliederman/fundamentals-of-effective-public-speaking12941278
5. Seven Principles of Effective Public Speaking. URL: http://www.amanet.org/training/articles/Seven-Principles-of-Effective-Public-Speaking.aspx
6. Spark Notes: Banking Test. URL: htpp://www.spark notes.com/.../banking/quiz.html
7. Ten tips for effective public speaking. URL:
http://www.slideshare.net/EmilyWing/public-speaking-27763388?qid=de2d065f-e84c-49ceaef0-8621e6355219&v=&b=&from_search=2
8. Thirty Tips for Public Speaking. URL: http://www.slideshare.net/SRINI/thirty-tips-for-public-speaking?qid=de2d065f-e84c-49ceaef0-8621e6355219&v=&b=&from_search=8
9. Types of Speeches. URL: http://www.slideshare.net/monibafatima/types-of-speeches
10. Writing Emails URL: https://www.linguahouse.com/esl- lesson-plans/business-english/writing-emai