

Educational establishment
«The Belarus State Economic University»

APPROVED

Rector of the educational establishment
«Belarus State Economic University»

_____ V.N. Shimov

« _____ » _____ 2017

Registration № УД _____ /уч.

International Business Communications

Syllabus for Master's program
Specialization 1-25 81 03 «World Economy»

ORIGINATOR:

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RECOMMENDED FOR APPROVAL AS A BASE:

Department of world economy of the
Educational establishment «Belarus State Economic University»
(protocol № 10 from 09.03.2017)

The scientific-methodical Council of the Educational establishment «Belarus State Economic University»
(protocol № __ from _____2017)

Responsible for the output: Borisik O.V.

Explanatory note

The discipline «International Business Communications» is an independent discipline. The course is developed for obtaining basic knowledge and skills in the sphere of interaction of representatives of various national and regional cultures, in practice of management of the international organizations. A subject of the course «International Business Communications» are mechanisms and instruments of implementation of business by means of various business communications in various business cultures within the international economic activity.

Discipline objective: increasing in efficiency of business taking into account cultural features of relationship between partners, the staff of the international organizations, and also in practice of business communication with representatives of other cultures.

Main discipline tasks:

– to give an idea of features of various national cultures, of methods and approaches to their studying;

- to study characteristics of organizational culture, influence of cultural features on organizational culture and communication processes;

– to give knowledge of the basic rules of cross-cultural behavior;

- to show applicability of use in practice of theoretical approaches to studying of national cultures for practice of successful business.

As a result of theoretical studying of discipline the undergraduate has to:

know:

- basic values of world culture;
- reasons of existence of various approaches to studying of culture;
- features of cross-cultural communications;
- features perception of other culture, time, the relation to the nature, value of the status and the personality in various cultures;
- features of cultures of various countries.

be able to:

to use knowledge of basic values of world culture for the personal development;

• to provide respect for ethical standards of relationship in the international organization;

• to avoid use of stereotypes at communication with foreign business partners;

• to estimate behavior of representatives of other cultures from the point of view of the traditions accepted in their country;

• to estimate manifestation of features of culture from positions of her key parameters.

have skills to:

• to use knowledge of basic values of world culture for the personal development;

• to provide respect for ethical standards of relationship in the international organization;

- to avoid use of stereotypes at communication with foreign business partners;
- to estimate behavior of representatives of other cultures from the point of view of the traditions accepted in their country;
- to estimate manifestation of features of culture from positions of her key parameters.

Interaction with other subject matters: the subject matter "International communication business" is based on studying of subject matters "The international management", "The international business", "World economy", "The economic theory".

The course consists of lecture, practical (seminars) and individual occupations and comes to the end with offset and performance of concrete individual tasks on this discipline.

The discipline «International Business Communications» is based on the disciplines "The international management", "The international business", "World economy", "The economic theory", is studying during 48 hours, including 24 auditory study hours for full-time students (16 hours of lectures, 8 hours of face-to-face workshops) and 12 auditory study hours for part-time students (10 hours of lectures, 2 hours of face-to-face workshops) recommended form of control is final test.

TRAINING MATERIAL CONTENT

Topic 1. The international business communications in system of the international business

Essence of the international business communications. Main types of the international business communications. Increase in efficiency of the international business communications.

the cross-cultural analysis of communications in system of the international management. Communication barriers: language barriers, nonverbal communication, perception, stereotypes, adverbial modifiers of time and places, information in a control system, ethnocentrism, etc.

Features of the management in the international company. Tasks of the international manager. International team.

Topic 2. Business communications in management of the international company

International company as object of management. Differences of the international company from other forms of business. Concepts of the parent company, branch, subsidiary, associated company. Role of the international companies.

Types of the international companies of multinational corporation and MNK. Standard structures of management of the international company: financial group, conglomerate, concern. Holding structure of the organization of the international company. International financial and industrial groups.

Organizational structures of management of the international companies and their associations. Forms of corporate integration in the international business. International strategic alliance. Multinational company. Joint venture. Transition of control over activity of the companies

Management of business communications in the international companies. Features of business communications in the international projects.

Topic 3. Role of organizational cultures in the international business communications

Organizational culture in a control system of the international company. Concept and characteristics of organizational culture. Problems which are solved by means of management of organizational culture. A role of organizational culture in the international management. Methods of formation and maintenance of organizational culture.

Cultural distinctions and valuable orientations. Concept of national culture. Types of cultures. Models of the analysis of cultures. Classification of cultures of C.Handy, Fons Trompenaars, etc. Hofstede's Models, Lane and Distefano, Ouchi, etc.

Topic 4. National stereotypes in the international business communications

National stereotypes in activity of the international manager: American, English, German, French national stereotypes, stereotype characteristic of the countries of the Middle East, Chinese and Japanese national stereotypes.

Topic 5. Technologies of the international business communications

Business negotiations and business conversation. Models and styles of negotiations. Effective tactics of negotiation process. Types of negotiations. Conditions of conducting successful negotiations. Approaches to the solution of the problems arising in the course of negotiations.

Topic 6. Culture of the international business communications

Etiquette. Bases of business ethics and business etiquette in the international business. National peculiarities of business communication (ethics). Attributes of business communication.

Concept of reputation and image of the enterprise.

INDICATIVE THEMATIC PLAN
of the discipline « International Finances and Capital Markets»
specialty « International economy and commercial diplomacy» for full-time students

Number of topic	Topic	Hours In Auditorium					Other	Forms of control of knowledge
		Lectures	Practice	Practical studies	Laboratory studies	Managed independent work		
1	2	3	4	5	6	7	8	9
1.	The international business communications in system of the international business	2		-		-	Literature [1-8]	Control poll
2.	Business communications in management of the international company	4		2		-	Literature [9-11, 16-17]	Test
3.	Role of organizational cultures in the international business communications	3		2		-	Literature [1-8, 10, 11]	Case-study

4.	National stereotypes in the international business communications	3		2		-	Literature [6-8, 10, 17]	Test
5.	Technologies of the international business communications	2		2		-	Literature [1-8, 10, 12-14]	Essay
6.	Culture of the international business communications	2		-		-	Literature [1-8, 10, 12-14]	Presentation, report
Total		16		8		-		

INDICATIVE THEMATIC PLAN
of the discipline «International Finances and Capital Markets»
specialty «International economy and commercial diplomacy» for part-time students

Номер раздела, Темы	Topic	Hours In Auditorium					Other	Forms of control of knowledge
		Lectures	Practice	Practical studies	Laboratory studies	Managed independent work		
1	2	3	4	5	6	7	8	9
1.	The international business communications in system of the international business	1		-		-	Literature [1-8]	Control poll
2.	Business communications in management of the international company	2		1		-	Literature [9-11, 16-17]	Test
3.	Role of organizational cultures in the international business communications	2		-		-	Literature [1-8, 10, 11]	Control poll

4.	National stereotypes in the international business communications	2		1		-	Literature [6-8, 10, 17]	Presentation, Test
5.	Technologies of the international business communications	2		-		-	Literature [1-8, 10, 12-14]	Essay
6.	Culture of the international business communications	1		-		-	Literature [1-8, 10, 12-14]	Control poll
Total		10		2		-		

INFORMATION AND METODIC PART

Methodical recommendations about the organization of independent work undergraduates on a discipline «International Business Communications»

In mastering knowledge of a subject matter an important stage independent work of undergraduates is. The budget of time for independent work on average on 2-hour classroom occupation is recommended 1,5-2 hours.

Main directions of independent work of the undergraduate:

- initial acquaintance with the program of a subject matter;
- acquaintance with the list of the recommended literature, her studying and selection of additional literature;
- work with information sources, information search for the analysis and forecasting of the world commodity markets;
- studying of materials of various databases of the international economic organizations and their official sites;
- studying and expansion of the material of lectures provided by the teacher at the expense of information from additional literature, consultations;
- preparation for seminar classes in specially developed plans with studying of the main and additional literature;
- preparation for the main forms of control (control poll, test, report, presentation, etc.);
- preparation of the computer presentations on single questions and subjects of a subject matter;
- preparation for final test.

The list of the recommended diagnostic aids of competences

1. Oral forms of diagnostics of competences: interviews, polls, oral reports on seminar occupations, reports at conferences, estimation on the basis of a discussion.
2. Written forms of diagnostics of competences: tests, control polls, examinations, individual tasks, essay, publications of articles, reports.
3. Technical form of diagnostics of competences: electronic tests, presentations.

Literature

Main

1 Mead, Richard. International Management: Culture and Beyond 4th edition / Richard Mead and Tim G Andrews. – 2009. – 486 p.

2 Kotler, P. Marketing Management by Philip Kotler, Kevin Lane Keller / Hardcover, 12th Edition, 816 p.

3 John D. Daniels International Business, Global Edition Pearson, 2011. - p. 896.

Additional

- 4 Schein H.Edgar. Cross-cultural Management Textbook Introduction by Edgar H Schein; Co-authored by Fons Trompenaars, Meredith Belbin. - 2012.
- 5 Trompenaars, Fons. Riding the Waves of Culture: Understanding Diversity in Global Business / Fons Trompenaars. McGraw-Hill. - 2007.
- 6 Earley, C. Cultural Intelligence: Individual Interactions Across Cultures / Christopher Earley & Soon Ang. - Stanford Business Books. -2012.
- 7 Rapaille, C. The Culture Code / Clotaire Rapaille. - Broadway Books. – 2007.
- 8 Schein H.Edgar. Organizational Culture And Leadership / Schein H.Edgar, Jossey-Bass. – 2004. – 438 p.
- 9 Marketing across cultures. Jean Claude Usunier & Julie Anne Lee. -Prentice Hall
10. Jean Claude Usunier & Julie Anne Lee. Marketing across cultures – 4th edition, Prentice Hall, 2005.
11. Hill, Charles W. L. Global business today / Charles W. L. Hill. – 5th ed. – McGraw-Hill/Irwin, 2008.

**ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ
ПО ИЗУЧАЕМОЙ УЧЕБНОЙ ДИСЦИПЛИНЕ**

на 20__ / 20__ учебный год

№ П/П	Дополнения и изменения	Основание

Учебная программа пересмотрена и одобрена на заседании кафедры
(протокол № ____ от _____ 20__ г.)

Заведующий кафедрой
Д.э.н, профессор

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