


Educational Institution “ Belarusian State Economic University”

APPROVED BY
Rector for “ Belarusian State Economic
University”



V. Yu. Shutilin

28 06 2019
Reg. No. 3770-19/academic year

INTERNATIONAL COMMUNICATION
Specialty 1-26 80 05 “Marketing”

2019

AUTHOR (S):

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RECOMMENDED FOR APPROVAL:

by the Inter-cultural Business Communication Department, Educational Institution “Belarusian State Economic University”
(Protocol No. *9* of *25.04.* 2019)

Scientific Advisory Board of Educational Institution“ of Belarusian State Economic University”
(Protocol No. *6* of *25.06.* 2019)

INTRODUCTION

The curriculum of the discipline “International Communication” (in English) is included in the cycle of disciplines of the Master’s program on the specialty and is aimed at developing analytical, critical thinking and a creative approach to understanding the process of business communication in international cooperation. Developing skills in oral and written communication tools takes place in accordance with the rules and models accepted in the international business community and is designed for English-speaking undergraduates of BSEU, specialty 1-26 80 05 “Marketing”, Master’s Program "Event Marketing", the Master’s Degree.

The goal of the discipline “International Communication” is to present the theoretical and practical foundations of oral and written international communication in marketing areas of business, oriented at communicators with various cultural background, in certain speech situations in the English-speaking business environment. The study of the discipline fosters the formation of analytical and critical thinking, a creative approach to understanding the process of business communication, developing skills to use the tools of effective communication with representatives of various corporate cultures.

The main *task* of teaching the discipline “International Communication” is the formation, development and improvement of the professional linguistic and cultural competence of the Master, allowing to effectively employing the tools of oral and written communication in the international business environment.

Successful mastering of the discipline “International Communication” is provided by the previous training of students in such disciplines as “Relationship Marketing”, “Basics of Event Management”, “Strategic Marketing”, “Communicative Technologies”, “English Language”, because it combines, deepens and consolidates the knowledge and skills previously acquired by students.

As a result of studying the discipline, the student must:

know: theoretical foundations of oral and written international communication in marketing areas of business, oriented at communicators with various cultural backgrounds, in certain speech situations in the English-speaking business environment;

be able to: apply the skills of effective international marketing communications with international communicators;

master: the tools for establishing, developing and restoring / completing oral and written communication with international communicators in the business environment.

The curriculum on the academic discipline “International Communication” of a higher education institution is developed with reference to the basic provisions of the concept of teaching foreign languages in the system of continuous education of the Republic of Belarus, the concept of modern language education, and in accordance with the regulatory documents.

The organization of training in this academic discipline is carried out proceeding from the principles of competence-based and systemic approaches.

The total amount of academic hours – 108, the amount of classroom-based hours for this academic discipline in accordance with the curriculum of the higher education institution in the specialty 1-26 80 05 “Marketing” of the Master program in profiling “Event Marketing” is 48 h. including 30 h of lectures and 18 h of seminars. Control points for the current performance: exam, the number of credits – 3.

DISCIPLINE THEMATIC PLAN
LECTURES
2 Semester
(30 hrs)

No.	Topics	Hrs.
I	Unit I Areas of international communication and risks of misunderstanding across cultures	8
1	Areas on international communication in the contemporary world. Three formality rates of international communication. International relations, collaboration and cooperation. Classifications of international relation forms. Regulations in international relations. Difficulties and typical mistakes in international communication. Common stereotypes and balanced approach between tolerance and business needs at international negotiations. Attribution theory, Implicit personality theory and common perception distortions in international communication misunderstandings.	2
2	Political and cultural areas of international communication. Principles, forms and examples of political and cultural international communication. Specific features of diplomatic events in political and cultural collaboration. Role of written communication and documental procedures.	2
3	Commercial areas of international communication. Principles, forms and examples of commercial international relations (MER): trade, industrial cooperation, technological cooperation, cooperation in the monetary and credit sphere. Different national approaches to contractual obligations. Registration of commercial cooperation.	2
4	Research and Technological Development (RTD) areas of international communication. Principles, forms and examples of RTD international communication. International joint projects and networking in RTD. Networking communication gaps. Efficient networking with stakeholders internationally. Networking/communication skills in international R&D projects.	2
II	Unit II Face-to-face International Communication	16
1	Forms and basic principles of face-to-face international communication Cultural management of international communication. International approaches to time-management and hierarchical aspects in face-to-face communication. International approaches to team and individual responsibility in business. Mix of environmental, cultural, situational, psychological, relational, and personal aspects affecting international	2

	communication.	
2	<p>Layers of culture and implications in international communication</p> <p>Layers of culture: national, regional, professional/educational, gender, class, religious, generational, ethnic, corporate, personal. Communication cultural extremes:</p> <p>Fact cultures vs. People cultures vs. Trust cultures. High-Context vs. Low-Context cultures. Sequential vs. Synchronic cultures. Coconut vs. Peach cultures. Collective vs. Individual cultures. Linear active-Multi-active-Reactive cultures. Affective vs. Neutral cultures. National communicative patterns: Italy, Finland, Germany, Austria, UK, USA. Listening patterns: Germany, USA, Slovenia, Croatia, Serbia. Risks of perceptual distortions in international communication: Stereotyping, "The Halo effect", selective perception and projection.</p>	2
3	<p>Role of non-verbal communication in international face-to-face communication. "Cluster-based" approach to interpretation. Seven elements of non-verbal communication. Understanding of paralanguage (vocal signs) and non-verbal signs: proxemics, kinesics, oculusics, haptics, chronemics, sensory, artefacts, in international interactions. Cultural interpretations of non-verbals and typical mistakes by different cultural representatives.</p>	2
4	<p>The impact of globalization on international communication. Sampling of standards of desired face-to-face communication patterns for a clearer international communication. International communication models. Building rapport with prospective international partners. Seven helpful tactics for successful cooperative relations with international partners. Role of the English language in communication worldwide.</p>	2
5	<p>International negotiations types.</p> <p>Negotiation styles in linear-active, multi-active and reactive cultures. Types of international negotiations:</p> <ul style="list-style-type: none"> a Collaborating, competing, compromising, accommodating, and avoiding (by technology); b Commercial and partnering (by the objective to achieve); c Face-to-face, distant (via tele-conferencing or phone) (by communication type); d Two-sided or multiple-party (by the number of parties involved); e Role-playing, psychodrama, brainstorming, talks (by position presentation); f Reasonable and constructive or unreasonable and destructive (by the flow character and the outcome achieved); g Hard, soft, principled (negotiation model); h Single session or a chain of events (length of the events). 	4

6	Business meeting, presentation & public speaking in international settings. Communication in small international teams. Introductions, giving and responding to feedback, decision-making in small international teams. Culturally neutral verbal and paralinguistic patterns in public speaking. Interpretation of speaker messages from intercultural perspectives: idiosyncratic and customary interpretation. Risks of exaggeration, reframing, over-interpretation of public speakers in international communication.	2
7	Successful communicative patterns in international face-to-face communication. To avoid: irritators, counter-proposals, defend/attack spirals, labelling. To practice: asking questions, active listening techniques, emotional disclosure, and single reason instead of many. Top five communicative focuses: learn, think, get all the cards on the table, move slowly to succeed and maintain confident body language. Managing diversity and creativity: getting the best out of an international team. Universal practical KISS-approach to make a speech efficient.	2
III	Unit III Written International Communication	6
1	Business correspondence in international communication: legal status, three basic principles, coverage of 15 standard business situations, general ideas on the letter structure, full-blocked American letter style. Specific approach to dating (British and American), role of abbreviations and Latin borrowings.	2
2	Business communication in networking. Contractual documents on international collaboration/cooperation. Networking with stakeholders. Networking/communication skills in international R&D projects. Typical gaps in networking communication.	2
3	Self-presentation documents in international communication: CV, a profile, an application form. Euro-Pass format for academic and research purposes in international communication. Self-assessment as an ethical and cultural issue in international communication.	2
Total		30

DISCIPLINE THEMATIC PLAN
SEMINARS
2 Semester
(18 hrs)

No.	Topic	Hrs.
I	Unit I Areas of international communication and risks of misunderstanding across cultures	4
1	Seminar 1 Regulations in international relations. Difficulties and typical mistakes in international communication. 1 Classification and examples of international communication forms. 2 Differences and examples of collaboration and cooperation. 3 Difficulties and typical mistakes in international communication.	2
2	Seminar 2 Areas on international communication in the contemporary world 1 Examples of political, cultural and sports international collaboration in the Republic of Belarus. 2 Examples of commercial international cooperation in the Republic of Belarus. 3 Examples of research and technological international collaboration and cooperation in the Republic of Belarus.	2
II	Unit II Face-to-face International Communication	8
1	Seminar 3 Basic principles of face-to-face communication at international events 1 Reviewing of basic principles of face-to-face international communication: cultural impact upon international communication. 2 Examples of international approaches to time-management, gender issues, hierarchical aspects, team and individual responsibility in business communication. 3 Description and examples of non-verbal communication messages in international face-to-face communication. 4 Managing diversity and creativity: getting the best out of an international team. KISS-approach to make a speech efficient.	2
2	Seminar 4 Different cultural approaches to international communication 1 Description and examples of fact, people and trust cultures; high-	2

	<p>context and low-context cultures in communication terms.</p> <p>2 Differences and examples of linear active, multi-active and reactive cultures in communication terms.</p> <p>3 Reviewing of European and Asian national communicative patterns.</p> <p>4 Reasons and examples of risks of perceptual distortions in international communication.</p>	
3	<p>Seminar 5 International negotiation styles</p> <p>1 International negotiation styles in linear-active, multi-active and reactive cultures.</p> <p>2 Common stereotypes and balanced approach between tolerance and business needs at international negotiations.</p> <p>3 Description and examples of collaborating, competing, compromising, accommodating, and avoiding negotiations.</p> <p>4 Description and examples of hard, soft, principled negotiations.</p>	2
4	<p>Seminar 6 International meetings, presentations and public speaking events</p> <p>1 Principles of preparation and handling of business meetings, presentations & public speaking in international settings.</p> <p>2 Features of organizing efficient business communication in small international teams. Focus on introductions, giving and responding to feedback, decision-making.</p> <p>3 Reviewing the risks and examples of speaker messages misinterpretation from different cultural perspectives.</p> <p>4 Characteristics of successful communication patterns in international face-to-face communication. Case Study task.</p>	2
III	Unit III Written International Communication	6
1	<p>Seminar 7 International business correspondence</p> <p>1 Role of business letters and e-mail messages in international collaboration and cooperation.</p> <p>2 Case study of correspondence chain: a customer – supplier deal (letter of inquiry – letter of clarification – letter of order).</p> <p>3 Case study of correspondence chain: asking for overdue payment (letter of order – letters of debt recovery, strategy of 3 reminders)</p> <p>4 Case study of correspondence chain: a customer – vendor deal (letter of complaint – letter of claim – apology letter)</p>	2
2	<p>Seminar 8 International networking communication</p> <p>1 Networking for business purposes (with stakeholders, in international</p>	2

	R&D projects). 2 Typical gaps in international networking communication. How to improve your networking skills: tips and good practice. 3 International communication Netiquette: examples, rules and practices. Advantages and risks. 4 Case study of an international RTD network: aim, tasks, coverage, activities, communication norms and standards, outcomes.	
3	Seminar 9 Self-presenting documents internationally 1 Forms and examples of self-presentation documents in international communication (a CV, a profile, an application form). 2 Self-assessment as an ethical and cultural issue in international communication. Risks and advantages. 3 Case study of a sample EuroPass CV for employment purposes.	2
Total		18

CONTENTS OF THE LEARNING MATERIAL

2 Semester

Total – 48 hrs. incl. 30 of lectures

I Unit I Areas of international communication and risks of misunderstanding across cultures

Topic 1 Areas on international communication in the contemporary world. Three formality rates of international communication. International relations, collaboration and cooperation. Classifications of international relation forms. Regulations in international relations.

Difficulties and typical mistakes in international communication. Common stereotypes and balanced approach between tolerance and business needs at international negotiations. Attribution theory, Implicit personality theory and common perception distortions in international communication misunderstandings.

Topic 2 Political and cultural areas of international communication. Principles, forms and examples of political and cultural international communication. Specific features of diplomatic events in political and cultural collaboration. Role of written communication and documental procedures.

Topic 3 Commercial areas of international communication. Principles, forms and examples of political and cultural international communication. Different national approaches to contractual obligations.

Topic 4 Research and Technological Development (RTD) areas of international communication. Principles, forms and examples of RTD international communication.

II Unit II Face-to-face International Communication

Topic 5 Forms and basic principles of face-to-face international communication

Cultural management of international communication. International approaches to time-management and hierarchical aspects in face-to-face communication. International approaches to team and individual responsibility in business. Mix of environmental, cultural, situational, psychological, relational, and personal aspects affecting international communication.

Topic 6 Layers of culture and implications in international communication

Layers of culture: national, regional, professional/educational, gender, class, religious, generational, ethnic, corporate, personal. Communication cultural extremes:

Fact cultures vs. People cultures vs. Trust cultures. High-Context vs. Low-Context cultures. Sequential vs. Synchronic cultures. Coconut vs. Peach cultures. Collective vs. Individual cultures. Linear active-Multi-active-Reactive cultures. Affective vs. Neutral cultures. National communicative patterns: Italy, Finland, Germany, Austria, UK, USA. Listening patterns: Germany, USA, Slovenia, Croatia, Serbia. Risks of perceptual distortions in international communication: Stereotyping, "The Halo effect", selective perception and projection.

Topic 7 Role of non-verbal communication in international face-to-face communication. "Cluster-based" approach to interpretation. Seven elements of non-verbal communication. Understanding of paralanguage (vocal signs) and non-verbal signs: proxemics, kinesics, oculosics, haptics, chronemics, sensory, artefacts, in international interactions. Cultural interpretations of non-verbals and typical mistakes by different cultural representatives.

Topic 8 The impact of globalization on international communication. Sampling of standards of desired face-to-face communication patterns for a clearer international communication. International communication models. Building rapport with prospective international partners. Seven helpful tactics for successful cooperative relations with international partners. Role of the English language in communication worldwide.

Topic 9 International negotiations types.

Negotiation styles in linear-active, multi-active and reactive cultures. Types of international negotiations:

- Collaborating, competing, compromising, accommodating, and avoiding (by technology);
- Commercial and partnering (by the objective to achieve);

- Face-to-face, distant (via tele-conferencing or phone) (by communication type);
- Two-sided or multiple-party (by the number of parties involved);
- Role-playing, psychodrama, brainstorming, talks (by position presentation);
- Reasonable and constructive or unreasonable and destructive (by the flow character and the outcome achieved);
- Hard, soft, principled (negotiation model);
- Single session or a chain of events (length of the events).

Common stereotypes and balanced approach between tolerance and business needs at international negotiations.

Topic 10 Business meeting, presentation & public speaking in international settings. Communication in small international teams. Introductions, giving and responding to feedback, decision-making in small international teams. Culturally neutral verbal and paralinguistic patterns in public speaking. Interpretation of speaker messages from intercultural perspectives: idiosyncratic and customary interpretation. Risks of exaggeration, reframing, over-interpretation of public speakers in international communication.

Topic 11 Successful communicative patterns in international face-to-face communication. To avoid: irritators, counter-proposals, defend/attack spirals, labelling. To practice: asking questions, active listening techniques, emotional disclosure, and single reason instead of many. Top five communicative focuses: learn, think, get all the cards on the table, move slowly to succeed and maintain confident body language. Managing diversity and creativity: getting the best out of an international team. Universal practical KISS-approach to make a speech efficient.

Unit III Written International Communication

Topic 11 Business correspondence in international communication: legal status, three basic principles, coverage of 15 standard business situations, general ideas on the letter structure, full-blocked American letter style. Specific approach to dating (British and American), role of abbreviations and Latin borrowings.

Topic 12 Business communication in networking. Networking with stakeholders. Networking/communication skills in international R&D projects. Typical gaps in networking communication. Contractual documents on international collaboration/cooperation.

Topic 13 Self-presentation documents in international communication: CV, a profile, an application form. Euro-Pass format for academic and research purposes in international communication. Self-assessment as an ethical and cultural issue in international communication.

CONTENTS OF THE LEARNING MATERIAL
2 Semester
SEMINARS

I Unit I Areas of International Communication

Seminar 1 Regulations in international relations. Difficulties and typical mistakes in international communication.

- 1 Classification and examples of international communication forms.
- 2 Differences and examples of collaboration and cooperation.
- 3 Difficulties and typical mistakes in international communication.

Seminar 2 Areas on international communication in the contemporary world

- 1 Examples of political, cultural and sports international collaboration in the Republic of Belarus.
- 2 Examples of commercial international cooperation in the Republic of Belarus.
- 3 Examples of research and technological international collaboration and cooperation in the Republic of Belarus.

II Unit II Face-to-face International Communication

Seminar 3 Basic principles of face-to-face communication at international events

- 1 Reviewing of basic principles of face-to-face international communication: cultural impact upon international communication.
- 2 Examples of international approaches to time-management, gender issues, hierarchical aspects, team and individual responsibility in business communication.
- 3 Description and examples of non-verbal communication messages in international face-to-face communication.
- 4 Managing diversity and creativity: getting the best out of an international team. KISS-approach to make a speech efficient.

Seminar 4 Different cultural approaches to international communication

- 1 Description and examples of fact, people and trust cultures; high-context and low-context cultures in communication terms.
- 2 Differences and examples of linear active, multi-active and reactive cultures in communication terms.
- 3 Reviewing of European and Asian national communicative patterns.
- 4 Reasons and examples of risks of perceptual distortions in international communication.

Seminar 5 International negotiation styles

- 1 International negotiation styles in linear-active, multi-active and reactive cultures.
- 2 Common stereotypes and balanced approach between tolerance and business needs at international negotiations.

3 Description and examples of collaborating, competing, compromising, accommodating, and avoiding negotiations.

4 Description and examples of hard, soft, principled negotiations.

Seminar 6 International meetings, presentations and public speaking events

1 Principles of preparation and handling of business meetings, presentations & public speaking in international settings.

2 Features of organizing efficient business communication in small international teams. Focus on introductions, giving and responding to feedback, decision-making.

3 Reviewing the risks and examples of speaker messages misinterpretation from different cultural perspectives.

4 Characteristics of successful communication patterns in international face-to-face communication. Case Study task

III Unit III Written International Communication

Seminar 7 International business correspondence

1 Role of business letters and e-mail messages in international collaboration and cooperation.

2 Case study of correspondence chain: a customer – supplier deal (letter of inquiry – letter of clarification – letter of order).

3 Case study of correspondence chain: asking for overdue payment (letter of order – letters of debt recovery, strategy of 3 reminders)

4 Case study of correspondence chain: a customer – vendor deal (letter of complaint – letter of claim – apology letter)

Seminar 8 International networking communication

1 Networking for business purposes (with stakeholders, in international R&D projects).

2 Typical gaps in international networking communication. How to improve your networking skills: tips and good practice.

3 International communication Netiquette: examples, rules and practices. Advantages and risks.

4 Case study of an international RTD network: aim, tasks, coverage, activities, communication norms and standards, outcomes.

Seminar 9 Self-presenting documents internationally

1 Forms and examples of self-presentation documents in international communication (a CV, a profile, an application form).

2 Self-assessment as an ethical and cultural issue in international communication. Risks and advantages.

3 Case study of a sample EuroPass CV for employment purposes.

**Учебно-методическая карта учебной дисциплины «Международная коммуникация» (International Communication)»
для дневной формы получения высшего образования**

Номер раздела, темы	Название раздела, темы	Количество аудиторных часов						Иное*	Форма контроля знаний	
		Лекции	Практические занятия	Семинарские занятия	Лабораторные занятия	Количество часов УСП				
						Л	Пз			Лаб
1	Unit I Areas on international communication in the contemporary world. Principles, forms and examples of international communication. Political and cultural areas of international communication. Commercial areas of international communication. Research and Technological Development (RTD) areas of international communication.	4		2		4	2		[2, 3, 5]	Лексические Quiz, устный опрос, Case-study
2	Unit II Face-to-face International Communication Forms and basic principles of face-to-face international communication. Layers of culture and implications in international communication. Role of non-verbal communication in international face-to-face communication. The impact of globalization on international communication. International negotiations types. Business meeting, presentation & public speaking in international settings. Successful communicative patterns in international face-to-face communication.	8		4		8	4		[1, 2, 3, 4, 8]	Лексические Quiz Тест
3	Unit III Written International Communication. Business correspondence in international communication. Business communication in networking. Contractual documents on international collaboration /cooperation. Self-presentation documents in international communication	4		2		2	4		[2, 3, 9]	Лексические Quiz, устный опрос, Case-study
Всего часов		16		8		14	10			Экзамен

INFORMATION-METHODICAL PART

**Guidelines for organizing students' independent studies in the academic discipline
“International Communication” for the specialty 1-26 80 05 “Marketing”
Master’s Program "Event Marketing"
(in English)**

In mastering the discipline contents an important step is the independent studies of the students. Recommended amount of time for independent studies is the average of 2-2.5 hours for each 2-hour class.

The main areas of independent students’ studies are:

- initial detailed introduction into the academic discipline program;
- acquaintance with the list of recommended literature on the discipline, both as a whole and by sections, in the library and from other available sources, including web-resources; the study of the necessary literature on each topic, search for additional information;
- preparation for practical classes according to specially developed plans, study of basic and additional literature;
- preparation for presentations, Case studies with examples on business communication presenting the results of analysis to the group during seminars, in accordance with the requirements;
- preparation for diagnostic classes (test, lexical Quiz, oral surveys, case-study, mini-presentations);
- preparation for the exam.

Regulatory and legislation

1. Education Code of the Republic of Belarus (adopted by the House of Representatives on December 2, 2010, approved by the Council of the Republic on December 22, 2010).

2. Instructive Letter No. 09-10 / 53-PO dated May 28, 2013 of the Ministry of Education of the Republic of Belarus (on criteria for assessing the results of educational activities of students in higher education institutions on a ten-point scale).

3. Decree of the Ministry of Education of the Republic of Belarus of January 19, 2017 No. 4 “On approval of the second-level educational standard of higher education and on recognition of the educational standard of higher education as invalid.” National legal Internet portal of the Republic of Belarus, 02.28.2017, 8/31739.

LITERATURE

Basic:

- 1 Edwards, Natalie. Communicative Behaviors Interpretation : teaching aid in English / N. Edwards. – Minsk: BSEU, 2019. – 150 p.
- 2 Edwards, Natalie. Strategies for Communicative Behaviors : teaching aid in English / N. Edwards. – Minsk: BSEU, 2018. – 96 p.
- 3 Dignen Bob. Communicating Across Cultures, Cambridge University Press. 2011. – 96 p.
- 4 Powell, M. International Negotiations Student's Book with Audio CDs (2) / M.Powell. – Cambridge University Press, 2012. – 112 p.

Additional:

- 5 Yu. Kudryavets. Legal regulation of foreign economic activity : teaching aid / Yu. Kudryavets. – Minsk : BSU, 2015. – 203 p.
- 6 Roy J. Lewicki, David M. Saunders, Bruce Barry, John W. Minton. Essentials of Negotiation. Moscow : FORUM, 2010. – 320 p.
- 7 Baade K., Holloway Ch., Scrivener J. & Tutner R. Business Result. Advanced Student's Book. Oxford University Press. – 2016. – 167 p.
- 8 Gates Michael. Cross Cultural Management. SI-K Exportcoop SEE, Said Business School, University of Oxford. – 61 slides.
- 9 Paul Emmerson. E-mail English. Macmillan Press, 2014, 96 p.
- 10 Program on Negotiation at Harvard Law School. Overcoming Cultural Barriers in Negotiations. Free Report. Cross-Cultural Communication Techniques and Negotiation Skills From International Business and Diplomacy. – 2015. – 19 p.
- 11 Rebori Marlene K. How to Organize and Run Effective Meetings. University of Nevada Reno. – 2011.

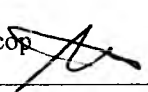
Internet Resources:

- 12 Foreign policy of Belarus: open, pragmatic and principled. Portal “Belarus: Facts”. http://belarusfacts.by/ru/belarus/politics/foreign_policy/
- 13 Besson, Chantal; Graf, Daria, Hartung, Insa, Voisard, Séverine. "The importance of non-verbal communication in professional interpretation". aiic.net. January 19, 2005. Accessed January 4, 2017. <<http://aiic.net/p/1662>>. The importance of non-verbal communication in professional interpretation <http://aiic.net/page/1662/the-importance-of-non-verbal-communication-in-professional-interpretation/lang/1>

Учебно-методическая карта учебной дисциплины «Международная коммуникация» (International Communication)»
для дневной формы получения высшего образования

Номер раздела, темы	Название раздела, темы	Количество аудиторных часов						Иное*	Форма контроля знаний	
		Лекции	Практические занятия	Семинарские занятия	Лабораторные занятия	Количество часов УСП				
						Л	Пз			Лаб
1	Business protocol and formality rates internationally	2		2				[1, 6]	Устный опрос	
2	Business etiquette & customs at international events. Case Study 1: Business rapport and relationship building etiquette			2		2		[1,2, 6]	Устный опрос Case-study	
3	Business communication concepts, communicative dos/donts. Case Study 2: Communication failure working West vs. East (high-context vs. low-context cultures)	2					2	[2, 3, 5]	Устный опрос Case-study	
4	Business culture & protocol, negotiation styles across cultures. Case Study 3: Poor and unclear business communication while working internationally			2		2		[1,2, 3]	Устный опрос Case-study	
5	Event arrangements for international negotiations. Case Study 4: International negotiation preparation. Team-building phase	2					2	[3, 6]	Устный опрос Case-study	
6	In-office negotiation procedures and protocol					2		[1, 3, 5]	Устный опрос	
7	Negotiation stage-to-stage formalities and etiquette aspects. Case Study 5: Negotiation ritual phases protocol for integrated negotiation	2					2	[2, 3, 5]	Устный опрос Case-study	
8	Business protocol for international events management: meetings and presentations. Case Study 6: Business protocol and etiquette issues for handling breakdowns at international negotiations			2		2		[1,2,3,4]	Устный опрос Case-study	
9	Internal and external business communication in an international organization. Case Study 7: Business protocol for international events management: meetings and presentations	2					2	[1,2,6]	Устный опрос Case-study	
10	Business communication protocols of international partners					2		[1,2,3]	Устный опрос	
11	Typical mistakes and raising awareness of business protocol and etiquette in business communication	2						[2,3,4]	Устный опрос	
	Всего часов	12		6		10	8		Зачет	

ПРОТОКОЛ СОГЛАСОВАНИЯ УЧЕБНОЙ ПРОГРАММЫ УВО

Название учебной дисциплины, с которой требуется согласование	Название кафедры	Предложения об изменениях в содержании учебной программы учреждения высшего образования по учебной дисциплине	Решение, принятое кафедрой, разработавшей учебную программу (с указанием даты и номера протокола)
Межкультурные коммуникации	Маркетинг	Нет	Согласовано: Протокол решения заседания кафедры "Маркетинг" от _____ № _____ Зав. каф. "Маркетинг" И. Л. Акулич, Д.э.н., профессор 

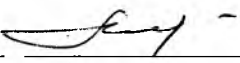
ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ УВО
на ____ / ____ учебный год

№ п/п	Дополнения и изменения	Основание

Учебная программа пересмотрена и одобрена на заседании кафедры

_____ (название кафедры) (протокол № ____ от _____ 201_ г.)

Заведующий кафедрой

_____ (ученая степень, ученое звание)  (подпись) (И.О.Фамилия)

УТВЕРЖДАЮ
Декан факультета

_____ (ученая степень, ученое звание) _____ (подпись) (И.О.Фамилия)