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**Federal State Autonomous Educational Institution for Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
(RUDN University)  
Faculty of Economics**

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## **COURSE SYLLABUS**

**Theory and Practice of International Business Communication**

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(name of discipline/module)

**Recommended by the Didactic Council for the Education Field of  
38.04.01 Economics**

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(code and name of the direction of training/specialty)

**The development of the discipline is carried out within the framework of the  
implementation of the main professional educational program of higher education:**

**International trade**

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(name (profile/specialization))

## 1. COURSE GOALS

The purpose of studying the discipline "Theory and Practice of International Business Communication" is to master the ethical foundations, forms and spheres of international business communication with business and officials and foreign (and public) partners within the framework of business protocol, ethical standards, etiquette requirements that have developed on the basis of historical practice and are partially enshrined in regulatory documents and international conventions.

## 2. LEARNING OUTCOMES

Studying the discipline "Theory and Practice of International Business Communication" is aimed at the formation of the following competencies (part of the competencies) among students:

*Table 2.1. The list of competencies formed by students during the development of the discipline (the results of mastering the discipline)*

Competence code	Competence	Competence indicators
GC-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	GC-4.1 Chooses the style of business communication, depending on the language of communication, the purpose and conditions of the partnership
		GC-4.2 Adapts speech, communication style and sign language to interaction situations
		GC-4.3 Searches for the necessary information to solve standard communicative problems in Russian and foreign languages
		GC-4.4 Conducts business correspondence in Russian and foreign languages, taking into account the peculiarities of the style of official and unofficial letters and socio-cultural differences in the format of correspondence
		GC-4.5 Uses dialogue for cooperation in academic communication of communication, taking into account the personality of the interlocutors, their communicative speech strategy and tactics, the degree of formality of the situation
		GC-4.6 Forms and argues its own assessment of the main ideas of the participants in the dialogue (discussion) in accordance with the needs of joint activities

Competence code	Competence	Competence indicators
GC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	GC-5.1 Interprets the history of Russia in the context of world historical development
		GC-5.2 Finds and uses information about the cultural characteristics and traditions of various social groups in social and professional communication
		GC-5.3 Takes into account in social and professional communication on a given topic the historical heritage and socio-cultural traditions of various social groups, ethnic groups and faiths, including world religions, philosophical and ethical teachings
		GC-5.4 Collects information on a given topic, taking into account the ethnic groups of icons most widely represented at the points of the study
		GC-5.5 Substantiates the features of project and team activities with representatives of other ethnic groups and (or) faiths
		GC-5.6 Adheres to the principles of non-discriminatory interaction in personal and mass communication in order to perform professional tasks and strengthen social integration
GC-6	Able to identify and implement the priorities of his own activities and ways to improve it on the basis of self-esteem	GC-6.1 Controls the amount of time spent on specific activities
		GC-6.2 Develops tools and methods of time management in the performance of specific tasks, projects, goals
		GC-6.3 Analyzes its resources and their limits (personal, situational, temporary, etc.) for the successful implementation of the task
		GC-6.4 Distributes tasks into long-, medium- and short-term with justification of relevance and analysis of resources for their implementation
GC-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in	GC-7.1 Searches for the necessary sources of information and data, perceives, analyzes, remembers and transmits information using digital means, as well as with the help of algorithms when working with data received from various sources in

<b>Competence code</b>	<b>Competence</b>	<b>Competence indicators</b>
	the professional field) in the digital economy and modern corporate information culture	order to effectively use the information received to solve problems.
		GC-7.2. Evaluates information, its reliability, builds logical conclusions on the basis of incoming information and data
SPC-4	Able to make economically and financially sound organizational and managerial decisions in professional activities and be responsible for them	SPC-4.1 Develops organizational and managerial decisions in professional activities
		SPC-4.2 Has the skills of reasoned persuasion in support of the proposed financial- economic and organizational-managerial decisions
		SPC-4.3 Monitors the results of the implementation of financial, economic and organizational and managerial decisions
SPC-5	Able to use modern information technologies and software tools in solving professional problems	SPC-5.1 Knows modern information technologies and software tools used in solving professional problems
		SPC-5.2 Is able to choose the most effective ones among modern information technologies and software tools for solving professional problems
		SPC-5.3 Has full skills in solving standard tasks of professional activity using information technologies and software tools
SPC-6	Able to critically assess the capabilities of digital technologies to solve professional problems, work with digital data, assess their sources and relevance	SPC-6.1 Is able to use modern digital and information technologies in solving problems of professional activity
		SPC-6.2 Able to find and use relevant digital data to solve practical problems of professional activity
PC-1	Able to conduct independent research in accordance with the developed program and on their basis to prepare analytical materials for the evaluation of activities in the field of economic policy and strategic decision-making at the micro and macro levels	PC-1.1 Able to present the results of an independent study in the form of an article or a report at scientific conferences
		PC-1.2 Capable of conducting analytical studies to evaluate economic policy interventions
		PC-1.3 Able to make a forecast of the main socio-economic indicators of the enterprise, industry, region and economy as a whole
		PC-1.4 Able to make strategic decisions at the micro and macro levels on the basis of independent research
PC-2	Able to develop options for management decisions	PC-2.1 Capable of sampling criteria for socio-economic efficiency

Competence code	Competence	Competence indicators
	and justify their choice based on the criteria of socio-economic efficiency	PC-2.2 Able to use in practice the theory of managerial decision-making
		PC-2.3 Able to justify and argue proposed management decisions

### 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Theory and Practice of International Business Communication" refers to the mandatory part of block B1.O.02.05.

Within the framework of the EP, students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the discipline "Theory and Practice of International Business Communication".

*Table 3.1. List of Higher Education Program (me) components / disciplines that contribute to expected learning/training outcomes*

Code	Competence	Previous disciplines/modules, practices*	Subsequent disciplines/modules, practices*
GC-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	Professional foreign language; Legal regulation of economic and foreign economic activity; International finances; International Economics; International Labour Market and Migration	International monetary and credit relations; International trade; Customs and tariff regulation; Conjuncture of world markets for goods and services; Organization of international procurement
GC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	Professional foreign language;	
GC-6	Able to identify and implement the priorities of his own activities and ways to improve it on the basis of self-esteem	Professional foreign language;	Coursework "International Trade"; Coursework "International Finance"; Project management;
GC-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and	Microeconomics (advanced course); Macroeconomics (advanced course); Econometrics (advanced course); Professional foreign language; Legal	International trade; Customs and tariff regulation; Conjuncture of world markets for goods and services; Organization of international procurement;

<b>Code</b>	<b>Competence</b>	<b>Previous disciplines/modules, practices*</b>	<b>Subsequent disciplines/modules, practices*</b>
	modern corporate information culture	regulation of economic and foreign economic activity; International finance; International Economics;	
SPC-4	Able to make economically and financially sound organizational and managerial decisions in professional activities and be responsible for them		Customs and tariff regulation; Organization of international procurement
SPC-5	Able to use modern information technologies and software tools in solving professional problems	Econometrics (advanced course); Professional foreign language; International finance; International Economics; International Labor Market and Migration;	International monetary and credit relations; International trade; Conjuncture of world markets for goods and services;
SPC-6	Able to critically assess the capabilities of digital technologies to solve professional problems, work with digital data, assess their sources and relevance		International trade
PC-1	Able to conduct independent research in accordance with the developed program and on their basis to prepare analytical materials for the evaluation of activities in the field of economic policy and strategic decision-making at the micro and macro levels	Legal regulation of economic and foreign economic activity; International finance; International Economics; International Labor Market and Migration;	International trade; Customs and tariff regulation; Conjuncture of world markets for goods and services;
PC-2	Able to develop options for management decisions and justify their choice based on the criteria of socio-economic efficiency	Legal regulation of economic and foreign economic activity; International finance; International Economics; International Labor Market and Migration;	International monetary and credit relations; Customs and tariff regulation; Conjuncture of world markets for goods and services; Organization of international procurement;

\* - is filled in accordance with the competence matrix and the EP

#### 4. COURSE WORKLOAD AND LEARNING ACTIVITIES

The total labor intensity of the discipline "Theory and Practice of International Business Communication" is 3 credits.

Table 4.1. Types of educational work by periods of mastering the HE for **full-time** education

Type of educational work	TOTAL, academic hours	Semester(s)			
		1	2	3	4
Contact academic hours	108		108		
Including					
Lectures (LC)	18		18		
Laboratory works (LW)					
Practical/Seminar Classes (SC)	18		18		
Self-study (ies), academic hours	72		72		
Evaluation and assessment academic hours					
<b>Overall labor intensity of the discipline</b>	<i>academic hours</i>	<b>108</b>		<b>108</b>	
	credits	<b>3</b>		<b>3</b>	

#### 5. COURSE MODULES AND CONTENTS

Table 5.1. The content of the discipline (module) by types of educational work

Course Modules and Contents	Modules and Topics (Units/Themes)	Type of educational work*
Section 1. Culture of International Business Communication	Topic 1. Business Cultures in International Business	LC, SC
	Topic 2. Speech culture of business communication	LC, SC
	Topic 3. Psychological culture of business international communication	LC, SC
	Topic 4. Non-verbal culture of business communication	LC, SC
Section 2. Forms of international business communication	Topic 5. Public Speaking: Basics of Oratory	LC, SC
	Topic 6. Business conversation on the phone	LC, SC
	Topic 7. Business communication with the press and mass media, methods of preparation and organization of briefings and press conferences	LC, SC
	Topic 8. Presentation	LC, SC
Section 3. Business negotiations as a special type of business communication	Topic 9. Organization of the negotiation process. Organization of international negotiations	LC, SC
	Topic 10. Negotiation: stages of the negotiation process, strategies and tactics	LC, SC
Section 4. Business Protocol and Etiquette	Topic 11. Business etiquette and the culture of behavior of a business person	LC, SC

Course Modules and Contents	Modules and Topics (Units/Themes)	Type of educational work*
	Topic 12. Image of a business person. Requirements for business attire	LC, SC
	Topic 13. Protocol activities	LC, SC

\* - is filled only in the **full-time** form of training: *LC* - lectures; *LW* - laboratory work; *SC* - seminar classes.

## 6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

*Table 6.1. Logistics of discipline*

№	Name of discipline (module), practices in accordance with the curriculum	Name of special * placements and placements for independent work	Equipment of special placements and placements for independent work	List of licensed software. Details of the confirming document
1.	Theory and Practice of International Business Communication	Moscow, Miklouho-Maclay, 6, Classroom for lectures and seminars, current control and interim assessment of students Classroom 105 Classroom for group and individual consultations- the location of the Department of International Economic Relations Classroom 114	Multimedia projector Casio XJ-M250 – 1 PC screen 1 PC. ASUS F6A notebook C2D-T5450 13" 2048MB/250Gb/Vista Home Basic+box, Office Prof Plus 2007 Rus Sch. K3447-1/IV dated 17.12.08	1. MS Windows 10 64 bit, license 86626883 2. Microsoft Windows 8.1 license 8512275 3. Microsoft Office 2016 license 86626883 4. Microsoft Excel 2010 license 5190227 5. Mentor 6. Garant System 7. Consultant plus

\* - the audience for independent work of students is indicated **NECESSARILY!**

## 7. RECOMMENDED SOURCES FOR COURSE STUDIES

### Main reading(sources)

1. Bostico, Mary Etiquette businessman. Official. Friendly. International / Mary Bostico. - M.: Tsentrpoligraf, 2017. - 795 c.
2. Andronova I.V. Culture of international business communication. M., EKON-INFORM, 2015.
3. Andronova I.V. Forms of international business communication. M., EKON-INFORM, 2015.
4. Lewis R.D. Business Cultures in International Business. From collision to mutual understanding. M.: Delo, 2015.



5. Molochkov F.F. Diplomatic Protocol and Diplomatic Practice. M. Mezhdunarodnye otnosheniya 1979g.

### **Additional (optional) reading (sources)**

1. Alder, Harry Marketing of the Future: A Dialogue of Consciousnesses. Communication with consumers in the XXI century / Harry Alder. - M.: FAIR-Press, 2017. - 448 p.
2. Baeva, O. A. Oratorskoe iskusstvo i delovoe obshchestvo / O.A. Baeva. - M.: Novoe znanie, 2016. - 368 p.
3. Ber, Elena Good manners & business etiquette. Illustrated manual / Elena Ber. - M.: Mann, Ivanov and Ferber, 2014. - 168 c.
4. Borozdina, G. V. Psikhologiya delovogo obshchestva / G.V. Borozdina. - M.: INFRA-M, 2017. - 304 p.
5. Briza, Oksana Image of a business man / Oksana Briza, Georgy Aitvin. - M.: TaLCing book, 2015. - 506 p.
6. Kuznetsov A.N. Delovoe obshchestvo. Business etiquette. M., UNITY, 2014
7. Samokhina T.S. "Effective business communication in the contexts of different cultures and circumstances.", M., 2015
8. Kuznetsov A.N. Delovoe obshchestvo. Business etiquette. M., UNITY, 2014
9. Samokhina T.S. "Effective business communication in the contexts of different cultures and circumstances.", M., 2015
10. I. I. Aminov "Psychology of business communication". M., Unity-Dana, 2013
11. Solovyov E.Ya. Modern etiquette. Business and international protocol. M.: Izdatelstvo «Os-89», 2013.
12. Kuzin F. Kul'tura delovogo obshchestva. M.: Izdatelstvo «Os-89», 2010.
13. Opalev A. Uchebnye slyu slyud s lyudi... Etiquette of a business person. M.: Kul'tura i sport, YUNITI, 2011.
14. LGCash E.Yu. "Professional Ethics: The Art of Communicating with People". – Vladivostok: Izd-vo VSUES, 2012. – 224 p.
15. Piz A. Body language: how to read the thoughts of other people by their gestures. Nizhny Novgorod: Izd-vo «Ai-Kyu», 2012.
16. Robert T. Kiyosaki. School of Business. Publisher: Potpourri, 2014
17. Psychology and ethics of business communication: Textbook for universities / Ed. by V.N. Lavrinenko. – 4-e ed., pererab. i dop. – M.: UNITI-DANA, 2002. – 415 p.
18. Soper P. Osnovy iskusstva rechi. M.: Progress; Progress-Academy, 2012.
19. Jim Camp. First, say "no": the secrets of professional negotiators. – M.: OOO «Izdatelstvo «Dobraya kniga», 2013
20. Derkachenko V.G. Business communication of the head: (manual for managers, businessmen and politicians). – SPb.: Izdatel'skii dom «Biznes-prensa», 2014
21. Rebrik S. Presentation: 10 lessons. M., Izd-vo Eksmo, 2014
22. Fisher R., Yuri w., Paton B. Negotiations in Harvard. M., Eksmo, 2015
23. Khannikov A.V. Business etiquette and negotiation: rules of good manners with psychologist's comments. M., Eksmo, 2015
24. Shakhijanyan V. Learning to speak publicly. – M.: Vagrius, 2012. – 464 p.
25. 15. Sheretov Negotiating: A Textbook. – Almaty: Yurist Publishing House, 2008. – 92 p.
26. 16. YuriY U. Overcoming the "no", or Negotiations with difficult people. - M.: Eksmo, 2012

*Resources of the information and telecommunication network "Internet":*

1. RUDN University EBS and third-party EBS, to which university students have access on the basis of concluded contracts:

- ELECTRONIC LIBRARY SYSTEM RUDN University – EBS RUDN University <http://lib.rudn.ru/MegaPro/Web>
- EBS University Library Online <http://www.biblioclub.ru>
- EBS Jurait <http://www.biblio-online.ru>
- EBS Student Consultant [www.studentlibrary.ru](http://www.studentlibrary.ru)
- EBS "Lan" <http://e.lanbook.com/>
- EBS Troitsky Bridge
- .....

2. Databases and search engines:

- electronic fund of legal and normative-technical documentation [of the http://docs.cntd.ru/](http://docs.cntd.ru/)
- Yandex search engine [https:// www.yandex.ru/](https://www.yandex.ru/)
- Google <https://www.google.ru/> search engine
- Abstract database SCOPUS [http:// www.elsevier.com/locate/scopus/](http://www.elsevier.com/locate/scopus/)

*Educational and methodical materials for independent work of students when mastering the discipline / module\*:*

1. The author of the essay must demonstrate his achievement of the level of ideological, general cultural competence, i.e. demonstrate knowledge about the real world, about the connections and dependencies existing in it, problems, about the leading worldview theories, the ability to show evaluative knowledge, study theoretical works, use various research methods, apply various methods of creative activity.

1. It is necessary to correctly formulate the topic, select the necessary material on it.
2. Use only the material that reflects the essence of the topic.
3. In the introduction to the abstract, it is necessary to justify the choice of topic.
4. After the quote, it is necessary to make a reference to the author, for example, works on the list.

5. The presentation should be consistent. Fuzzy wording, speech and spelling errors are unacceptable.

6. The design of the abstract (including the title page, literature) must be competent.

7. The list of references shall be drawn up indicating the author, the name of the source, the place of publication, the year of publication, the name of the publishing house, the pages used.

All lectures and materials are posted on the TUIS portal: <https://esystem.rudn.ru/enrol/index.php?id=2322>

\* - all educational and methodological materials for independent work of students are placed in accordance with the current procedure on the page of **the discipline in TUIS!**

## **8. EVALUATION TOOLKIT & GRADING SYSTEM FOR ASSESSING THE LEVEL OF FORMATION OF COMPETENCIES IN THE COURSE**

Evaluation materials and a point-rating system\* for assessing the level of formation of competencies (part of competencies) based on the results of mastering the discipline

"Theory and Practice of International Business Communication" are presented in the Appendix to this Course Syllabus of the discipline.

\* - EP is formed on the basis of the requirements of the relevant local regulatory act of RUDN University.

**AGREED:**

Developer:  
Doctor of Economics, Professor of International  
economic relations



**I.V.Andronova**

Head of the Higher Education Program(me)  
Doctor of Economics, Professor of International  
economic relations



**I.V.Andronova**

## Appendix

### Matching scores and grades

BRS Scores	Traditional assessments of the Russian Federation	ECTS Ratings
95 – 100	Excellent – 5	A (5+)
86 – 94		B (5)
69 – 85	Good – 4	C (4)
61 – 68	Satisfactory – 3	D (3+)
51 – 60		E (3)
31 – 50	Unsatisfactory – 2	FX (2+)
0 – 30		F (2)