



INTERNATIONAL BUSINESS COMMUNICATION

Course code	<i>MNG140</i>
Course title	<i>International Business Communication</i>
Stage of study	<i>Undergraduate</i>
Department in charge	<i>Undergraduate school</i>
Type of course	<i>Main</i>
Year of study	<i>1st</i>
Semester	<i>Spring</i>
ECTS	6; <i>24 hours of theory, 24 hours of practice, 112 hours of self-study, 2 hours of consultations</i>
Coordinating teacher	dr. Nikolaj Ambrusevič
Study form	Full-time
Course prerequisites	-
Language of instruction	<i>English</i>

Course description

This course provides a balanced analysis of international communication challenges, strategies and practices crucial to modern business organizations. The first half of the course will familiarize students with the basic principles of communication, the challenges affected by international business environment. The second half focuses on personal skills development related to the modern international business communications topicalities solving internal and external business communication, client communication and self-branding issues.

Course Aim

The course is intended to provide core knowledge of strategic organizational communication and cross-cultural business communication and develop necessary skills for planning and managing the communication process in a company that must operate in a global market. After completing the course, students are expected to have theoretical and practical knowledge of strategic organizational communication, cross-cultural business communication, and intercultural negotiation. Several different teaching approaches are utilized to provide students with multiple ways to learn the material. These are classroom lectures, case discussions, analysis and evaluation of real-world communication cases, analysis and research of real companies, and the impact of communication management on company performance.

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. To name and apply major strategic organizational communication and cross cultural business communication concepts;	Lecture, self-study,	case study, seminar participation, project presentation, exam
CLO2. To be able to analyze and research main issues of international organizational communication	Lecture, problem solving, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
CLO3. To be able to analyze international communication management aspects in organizations as an essential instrument of successful company performance	Lecture, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
CLO4. To be able analyze external and internal communication processes and the need for global communication competence and management	Lecture, group homework, seminar, self-study	case study, seminar participation, project presentation, exam

CLO5. To name main concepts of intercultural negotiations strategies and styles and national profiles.	Lecture, problem solving, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
CLO6. To be able to analyze needs an aspects of a company's communication strategy, and provide recommendations for professional communication management	Lecture, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
CLO7. To be able to work in a team, to present work results in written or oral form, to be able to argument decisions	Group homework, seminar, self-study	case study, seminar participation, exam

Teaching and learning methods

Quality assurance

The quality of the course is assured by the variety of teaching and learning methods, interim knowledge assessment, continuous discussions of individual and group work, other assignment results, as well as by supply of learning materials to students.

Cheating prevention

Variety of assignments for individual and group work reduces chances for plagiarism; cheating possibilities are prevented by having individual tasks/questions to inhibit any acts of dishonesty during exams.

#	OPIC	CLASS HOURS		READINGS
		LECTURE	SEMINAR	
1	Meaning of communication. The types of communications. Physical, Writing, Talking, Listening. The meaning of effective communication: content, body language and intonation. Six elements of international communication: message, channel, feedback, context, environment, and interference.	2.0	2.0 CASES	[2] Ch. 2, 11 [3] Ch. 12
2	Corporate communications principles of Business internationalisation. Marshall McLuhan and his Communication theory. Meaning and forms of Business Internationalisation. Theories of Business Internationalisation. Corporate communications in historical perspective. Communications management. Historical development of public relations and marketing. Main drivers for integrated strategic communications.	2.0	2.0 CASES	[1] Ch. 2
3	Impact of business environment on corporate communications. Three concepts form the cornerstones of corporate communications: stakeholders, identity and reputation. Stakeholder management. Understanding identity and corporate communications. Organizational identity research methods. Understanding reputation and corporate communications. Foreign markets selection analysis. Attractiveness of the country and company's positioning on the market matrix.	2.0	2.0 CASES	[1] Ch. 3
4	Impact on of inter-cultural environment on communication processes. Geert Hofstede and his intercultural management. Personal cultural profiling. Communications style: direct vs. indirect. Work style: formal vs. informal. Negotiations: fast and emotional vs. slow and logical. Business attitude: progressive vs. traditional. Style of management: horizontal vs. vertical. Business connection: relations vs. duties. Decision making: individual vs. collective. Background for decision making: facts-based vs. intuition-based. Schedule: planned vs. flexible. Work and leisure balance. Comparison of different cultures.	2.0	2.0 CASES	[2] Ch. 2, 11
5	The organization of communications.	2.0	2.0 CASES	[1] Ch. 2; 5

	Structure of organization. Vertical and horizontal structure. Descriptions of the functions of management in different levels of organisational hierarchy. Understanding of functions of management, classification of functions of management, relations between different functions of management, forms of communications.			
6	Strategy in Corporate Communications. Perspectives of corporate communications strategy. A traditional process of developing communications campaigns. The communications strategy model. Strategic analysis. Strategic intent. Strategic action. Tracking and Evaluation.	2.0	2.0	[1] Ch. 4 [2] Ch. 7, 8 [4] Ch. 2, 3 [5] Ch. 4 [7] Ch. 2
7	Midterm	2.0	2.0	
8	Internal Corporate Communication. Workplace communication. The importance of control for organisation management. Leadership. Managerial crisis. Conflict management. The use of the matrix of management policy. Functions of work motivation and its classification. Personal motivation.	2.0	2.0 CASES	[1] Ch. 2; 3
9	External Corporate Communication. Principles of branding. Creation of brand equity model. Perception of brand ethics and behaviour. Use of communications strengthening customer attitude toward brand. Brand associations. Customer involvement. Associations network theories. Brand architecture. Visual communication: logo creation. Elements of logo: colour, shape, script.	2.0	2.0 CASES	[1] Ch. 3 [3] Ch. 9 [6] Ch. 3
10	Corporate Client Communication. Strategic corporate principles of client communication. Corporate brand leveraging strategies. International corporate communication strategies based on managerial frameworks. New ways of clients' segmentation and communication methods. The New Consumerism.	2.0	2.0 CASES	[1] Ch. 1; 4 [2] Ch. 4, 5 [3] Ch. 1 [5] Ch. 3 [7] Ch. 3 [8] Ch. 4 [11] Ch. 2
11	Personal Business Communication. The process of getting information through communication process. Different stages of buying/selling cycle. Preparing pitch, sales script. Cold calling. Handling objections. Specific of emails writing depending on the recipient. Differences in communication with clients depending on their personal characteristics and professional position. Use of extension and comparison questions. Active listening.	2.0	2.0 CASES	[3] Ch. 10 [8] Ch. 2 [9] Ch. 6 [11] Ch. 2
12	Personal Portfolio Creation. Process of personal portfolio creation and personal brand development. Usage of social media channels for reputation development. Analysis of main social media channels: blogs; LinkedIn, Twitter. New opportunities for employment. Traditional interview vs. Behavioural interview.	2.0	2.0 CASES	[1] Ch. 6 [8] Ch. 9 [9] Ch. 7
	TOTAL	24	24	48

Note: The instructor reserves the right to make certain changes in this syllabus if the need arises.

Course assignments and evaluation

Type of assignment	Topics	Total hrs.	Contribution towards final course grade, %
Case study assignment (group presentation + personal homework tasks)	Pegged to week	21	20%
Midterm	1-6	35	30%
Final examination	1-12	35	50%
Total:		112	100%



Explanation of assignments

Case study assignment

Groups of students will choose case study material to research and analyze, and prepare a group presentation. Each team will present their case of the seminar sessions and lead the follow-up discussion with questions prepared for the whole class. This will constitute 10% of the final course evaluation. The grade for any individual team member might be adjusted by one grade point (upwards or downwards) in accordance with his/ her contribution in preparing the case.

Based on theoretical guidelines, the set of three homework tasks will be provided for an individual assignment. Students will have to adopt theoretical frameworks and concepts in an example of their choice. This will constitute 10% of the final course evaluation.

Midterm:

Students will have to answer a set of open questions and a multiple-choice test, covering the content of the first six topics. This will constitute 30% of the final course evaluation.

Final examination

This is a comprehensive final exam covering class topics from 1 to 12. Exam form: written multiple-choice and open questions.

Exam consultations are provided during the regular class discussion sessions. The final examination account for 50% of the final grade. Previous assignment grades remain and cannot be made up for or changed.

Note that:

The final grade is computed using accumulative formula. **Insufficient grades are not included to the final grade.** If the final grade is insufficient, the student might be allowed to retake the exam during the exam retake session. **The retake will substitute the final exam grade.**

Attendance and active participation during the classes and seminars might contribute max. 1.5 points to the final evaluation.

Course Literature

1. Joep Cornelissen. Corporate Communications: Theory and Practice. London: SAGE Publications, 2004.
2. Barry Tomalin, Mike Nicks. The World's Business Cultures and How to Unlock Them. Thorogood, 2014.
3. Gilbert D. Harrell. Marketing: Connecting with Customers. Chicago: Chicago Education Press, 2008.
4. Mark Thomas, Garry Miles, Peter Fisk. The Complete CEO: The CEO's Practical Guide to High performance. Capstone, 2004.
5. Keith R. McFarland. The Breakthrough Company: How Everyday Companies Become Extraordinary Performers. Crown Business, 2009.
6. Mark Morgan, Raymond E. Levitt, William Malek. Executing Your Strategy: How to Break It Down and Get It Done. Harvard Business School, 2008.
7. Richard Hammond. Smart Retail: Turn Your Store Into A Sales Phenomenon. Prentice Hall, 2007.
8. Keith Digdale, David Lambert. Smarter Selling: Next Generation Sales Strategies To Meet Your Buyer's Needs. Pearson Education Limited, 2007.
9. Matt Haig. Brand Failures. Kogan Page Limited, 2003.
10. John Grant. The Brand Innovation Manifesto. John Wiley & Sons, Ltd., 2007.
11. Peter Fisk. Business Genius: A More Inspired Approach to Business Growth. Capstone, 2008.

Notes: For all classes the ethical conduct of ISM is valid and shall be kept upright at all times. Announced readings are obligatory and can be exam relevant. For consultation hours individual appointments shall be organized with the lecturer. Active participation grades are given exactly for that and nothing else and the full grading scale from 1 until 10 will be applied accordingly. Questions are content for seminar sessions and shall not be taking additional time after lectures unless in exceptional cases. E-mails have to be in a respectful way, goal oriented and absolutely necessary. The teacher reserves the right to make changes to the syllabus according to the class' needs and didactical reasoning. All participants oblige themselves to interact in the class in a respectful and constructive way. In case mails do not fulfill the criteria of respectful communication an adequate communication for each a malus of minus 0,1 will be applied to the final grade. The course is intended to give an overview and introduction to organized and strategic individual and corporate communication topics.