Appendix 10 OP VO

MODULE DESCRIPTION

STRATEGIES & TACTICS OF INTERCULTURAL BUSINESS COOPERATION

Designed by: Bernshteyn V.L., PhD.

Code and title of the program and specialization:
38.03.02 Management, International Management
Degree Program: Bachelor
Format of study: full-time

I. Summary of Module Content

The module focuses on the specifics of international business interaction and students' abilities to communicate effectively as the key point of effective professional interaction. The process of effective international interaction is based on person's communicative competence and the knowledge of strategies and tactics at all levels of communication: interpersonal, group and mass communication – and principles of appropriate realization of professional communication skills. The Module provides information about different conditions and situations the communication takes place in and reasons for communicative barriers and blockages. The Module assists students to acquire skills in professional communication, verbal and non-verbal, and to manage and model negotiation process as a way to business cooperation and success.

II. Module Aims

The module aims at:

- Ability to communicate in a professional manner as an effective negotiator in Russian and English;
- Ability to develop him/herself culturally and professionally and to use one's potential;
- Ability to act in non-routine and complex situations, accept social and ethical responsibility for decisions taken and actions made;
- Ability to lead teams in the chosen profession with tolerance and awareness of social, religious, ethnic and cultural diversity;
- To provide the knowledge of strategies and tactics of verbal and non-verbal communication in the process of business interaction;
- To familiarise students with the principal concepts, frameworks and techniques of the Theory of Communication;
- To give students the tools to conceive, design, implement and evaluate strategic decisions in a variety of situations of intercultural professional interaction.

III. Learning Outcomes

1. To enable students to identify, and evaluate the situation of professional interaction and exploit strategic communicative tools needed in every specific situation.
2. To enable students to develop their communicative competence and to implement it to make the process of communication fruitful.

3. To enable students to use appropriate theoretical framework and analytical tools to identify and analyze the principles of realization of professional interaction;
4. To form students' communicative competence appropriate for becoming a skillful and effective negotiator.

Skills and knowledge

By the end of this module students will be able to:

1. Understand and use the key concepts, frameworks and tools of the theory of communication and practical implementation of the strategies and tactics of professional interaction in the global context.
2. Evaluate the communicative interaction processes in global business environment.
3. Possess skills, techniques and tools to become an effective negotiator in professional spheres.
4. Acquire experience in analysing and arguing about communicative strategic goals and tactics needed for their achievement.

IV. Syllabus Content and Student Workload

Indicative Syllabus Content

- Module overview and Introduction. What is communication process.
- Structural models of communication. Levels of Communication.
- Basic types of people's communicability. Barriers to effective communication.
- Types of professional communication. Conditions and Principles of realization of professional communication.
- Monologue and dialogue Speech tactics.
- Strategies and tactics of professional communication and the principle of their adequate choice.
- Negotiation process as the basis of professional business interaction.
- Knowledge, skills and competence in negotiations**.**
- Cultural differences in negotiations.
- Manipulations in negotiation process. Black rhetoric.
- Importance of non-verbal communication at the professional level.
- Feelings and emotions as communicative factors.

An overview of the syllabus content can be seen bellow. Please, note that according to the learning speed of the group the themes in the syllabus may be grouped within one lecture or split into several ones.

	Content
Topic 1 2 hours	**What is communication process** Theory of Communication. Modern Communication Concepts. Communicative competence in the professional training system of modern specialist. Ethics of professional communication. *Practical Task. Discussion.*
Topic 2	**Structural models of communication.** **Levels of Communication:**

2 hours	- Interpersonal communication; - Communication in small groups – Techniques for group decision – making in Business. - Mass communication (Magic bullet, Hypodermic needle, Accumulation, Selective Exposure, Two-step Flow, Diffusion of Innovation, Cultivation Effects theories). *Case Study*
Topic 3 2 hours	**Basic types of people's communicability.** **Ego states and verbal communication.** **Barriers to effective communication:** - Environmental; - Technical; - "Human" communication barriers (deliberate misunderstanding, intentional complexity of speech, illusory agreement, etc.) - Sociocultural. *Case Study*
Topic 4 2 hours	**Types of professional communication.** **Conditions and Principles of realization of professional communication:** - Political correctness; - Constructiveness and Cooperation; - Neutralization of manipulations; - Self-esteem, etc. *Problem-solving Task*
Topic 5 2 hours	**Monologue and dialogue Speech tactics.** - Shift; - Strengthening; - Provocation; - Making the element of informality; - Appeal to authority, etc. Positive self-presentation (AIDA). *Practical Task*
Topic 6 2 hours	**Strategies and tactics of professional communication and the principle of their adequate choice.** Rabulistic Strategies of attack. Eristic strategies of self-defense. Strategic goals (to get/provide information, establish relationships, ensure, conceal intentions, etc.) *Case Study*
Topic 7 2 hours	**Negotiation process as the basis of professional business interaction.** Types of negotiations and their structure. The importance of Pre- negotiation process. Stages of Negotiations **Protocol of Negotiations: its forms and international standards.** *Practical Task*
Topic 8	**Knowledge, Skills and Competence in Negotiations.**

2 hours	Strategies for focusing on your interests. Styles of Negotiations: Hardball & Principled Negotiations The necessity of Status quo in intercultural communication and ways to achieve it. The ability to model negotiation process. WATNA | BATNA *Role-play*
Topic 9 2 hours	**Cultural Differences in Negotiations** Knowledge of linguacultural negotiation styles of your foreign partners. Ability and ways to become a subtle strategist in negotiation process Psychological and emotional factors in accepting another culture. The peculiarities of business communication in Russia. *Problem-solving Task*
Topic10 2 hours	**Manipulations in Negotiation Process. Black rhetoric.** Lying and Questions-Tricks. Adequate eristic self-defense strategies. Ethical decision-making. *Discussion*
Topic 11 2 hours **Credit** (oral)	**Importance of non-verbal communication at the professional level** (Kinetics, proxemics, eye contact, posture, mimics, gesture, etc.) **How to analyze non-verbal communication.** ***CASE STUDY PRESENTATIONS***
Topic 12 2 hours **Credit** (written)	**Feelings and Emotions as communicative factors.** I-Message vs. You- Message Management of emotions and feelings: constructive openness. Pacifying Behavior. ***FINAL TEST***

Sources

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