СТРАТЕГИЯ И ТАКТИКА МЕЖКУЛЬТУРНОГО ДЕЛОВОГО СОТРУДНИЧЕСТВА
(STRATEGIES AND TACTICS OF CROSS-CULTURAL BUSINESS COOPERATIONS)

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

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.

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.

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.

Indicative Syllabus Content

- Module overview and Introduction.
- Levels of Communication.
- Communicative Barriers.
- Types of professional communication. Conditions and Principles of realization of professional communication.
- Professional Communicative Competences. Discourse competence. General Skills and abilities.
- Strategies and tactics of professional communication in detail.
- Negotiation process as the basics of professional business interaction
- Importance of non-verbal communication at the professional level.

Reading:

Baryshnikov N.V. (2013) Osnovy professional'noi mezhkul'turnoi kommunikatsii: uchebnik. M.: Vuzovskii uchebnik: INFRA-M. 368.