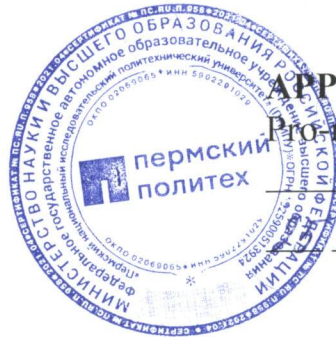


Ministry of Science and Higher Education of the Russian Federation

Federal State Autonomous Educational Institution of Higher Education
Perm National Research Polytechnic University



APPROVED BY

Pro-rector for Academic Affairs

N.V. Lobov

11 2021

ACADEMIC COURSE WORKING PROGRAM

Academic course: Business communication
(Name)

Form of education: Full-time
(Full-time /full-time - correspondence/correspondence)

Level of higher education: Bachelor's program
(Bachelor's program/specialist program/Master's program)

Workload in hours (in credits): 216 (6)
(Hours (CU))

Training program (degree): 15.03.06 Mechatronics and Robotics
(Code and denomination of degree)

Direction: Mechatronics and Robotics
(Title of curriculum)

Perm 2021

1. General Provisions

1.1. Goals and Objectives of the Course

Assistance in the development of the future specialist communicative culture which allows building effective interpersonal communication in professional activities.

Objectives of teaching the discipline:

- formation of ideas about the main components of communication process, types and forms of business communication including application of electronic means of communication;
- development of the ability to build an effective communicative process taking into account the individual psychological characteristics of the potential business partner's personality;
- formation of business communication skills taking into account modern norms and technologies, productive joint activities in a group (team) and the search for organizational and managerial solutions of problematic communication situations considering the socio-cultural environment.

1.2. Studied Objects of the Course

communicative competence; theoretical foundations of business communication; ways of conducting effective business communication; personality in business communication; features of the development and functioning of the project team and the staff; basics of project management

1.3. Starting Conditions

Unstipulated

2. Planned Results of the Course Training

Competence	Indicator's Index	Planned Results of the Course Training (to know, to know how, to master)	Indicator of Attaining Competence which the planned results of training are correlated with	Means of Assessment
UC-3	IA-1 _{UC-3}	To know about the rules and technologies for organizing effective social interaction in the team work of a group (collective), taking into account the norms of business communication, business ethics and etiquette; knows the basic conditions for the effective teamwork, methods and techniques of business communication in social	Knows different means and ways of personality's socialization and social interaction.	Interview

		interaction		
UC-3	IA-2 _{UC-3}	Is able to determine his role in social interaction in the process of organizing joint professional-oriented (project) activities, taking into account the individual psychological characteristics of the personality; is able to exchange information, express his thoughts concisely and accurately, correctly compose the text of the message, conduct a conversation, constructive argument to achieve the set goal in teamwork	Is able to build a relationship with human environment, with colleagues.	Control work
UC-3	IA-3 _{UC-3}	To master the skills to comply with the norms and established rules of ethics in business communication, build productive social interaction, including application of electronic means of communication; the skills of finding an organizational and managerial solution during the implementation of teamwork, including in the cases of conflict situations	Masters the skill of participation in teamwork, in social projects, in team's interaction casting.	Control work
UC-6	IA-1 _{UC-6}	To know about the individual psychological characteristics of the personality, allowing to realize the trajectory of self-development throughout life; knows about the conditions and factors that determine the trajectory of personal development and self-development throughout life	Knows the process of personal self-development and the main principles of self-education.	Individual task
UC-6	IA-2 _{UC-6}	Is able to plan and organize their activities in solving professional problems, determining the priorities of their own activities; Is able to highlight the problem, build the main stages of the solution, using tools and methods of time management in	Is able to plan his working time or time for self-development, to determine the aims of personal and professional development as well as the conditions for their achievement reasoning from the tendencies of professional activity	Individual task

		business situations, predicting the results of decisions	progress and the individual characteristic features.	
UC-6	IA-3 _{UC-6}	To master the skill of time management, formation of a positive professional image and self-presentation, planning a professional career; has the skill of designing the trajectory of one's own professional growth	Masters the skill of self-development and time management	Grading test

3. Full time and forms of academic work

Form of academic work	Hours in all	Distribution in hours according to semesters	
		Number of semester	
1. Holding classes (including results monitoring) in the form:	72	36	36
1.1. Contact classwork, including:			
- lectures (L)			
- laboratory work (LW)			
- practice, seminars and/or other seminar-type work (PW)	64	32	32
- control of self-work (CSW)	8	4	4
- test			
1.2. Students' self-work (SSW)	144	72	72
2. Intermediate attestation			
Exam			
Grading test	9		9
Test (Credit)	9	9	
Course Project (CP)			
Course Work (CW)			
Workload in hours	216	108	108

4. Course outline

Name of the units with the course outline	Full time of classroom activity in hours according to the forms			Full time of extracurricular work in hours according to the forms
	L	LW	PW	SSW
3rd semester				
Concept of Business communication	0	0	4	10
Communication in the process of social interaction: the essence, content and multidimensionality of the phenomenon. Information as the main element of communication. Communication as a key category				
Communication as a socio-psychological mechanism of	0	0	6	14

business communication in professional activities.				
The essential characteristics of communication, business communication. Aspects of Communication (perception, communication, interaction). Communicative competence as a condition for the competitiveness of a professional in the labor market.				
Social perception as an aspect of business communication	0	0	10	20
Man as an object and subject of perception. Formation of the first impression. Mechanisms of social perception. Typical mistakes of perception. Self-presentation and technology of forming a positive business image. Attraction mechanisms (ability to position).				
Communication as an exchange of information.	0	0	8	18
Communication process and its components. Verbal and non-verbal aspects of communication. Communication barriers. Hearing and understanding information (active listening techniques). Business language standards in the speech of a specialist. Criticism in the practice of business communication. Key principles of communication using technical means.				
Written forms of business communication	0	0	4	10
Business correspondence: main types and functions. Speech styles. Speech etiquette in business correspondence.				
Total with regard to the 3rd semester	0	0	32	72
4th semester				
Oral forms of business communication	0	0	6	12
Business conversation: essence, types, preparation and maintenance algorithm. Public speeches and presentations.				
Interaction as an aspect of business communication	0	0	6	12
Stages, kinds and types of interaction. Ways and technologies of influence. The interaction of the individual and the group.				
Interaction during the implementation of project activities	0	0	8	22
Project management: fundamentals and principles of project management. Effective leadership and management of the project team.				
Conflict in business communication	0	0	6	16
Business conflicts: causes, types, structure and dynamics of development. Conflict management technologies.				
Features of intercultural communication in multinational groups (organizations)	0	0	6	10

Intercultural communication in the context of globalization. The problem of understanding in intercultural communication. Features of ethics and etiquette in intercultural business communication.				
Total with regard to the 4th semester	0	0	32	72
Total with regard to the course	0	0	64	144

Topics of exemplary practical work

Sl. №	Topic of practical (seminar) work
1.	Concept of Business communication
2.	Communication as a socio-psychological mechanism of business communication in professional activities.
3.	Social perception as an aspect of business communication
4.	Communication as an exchange of information
5.	Written forms of business communication
6.	Oral forms of business communication
7.	Interaction as an aspect of business communication
8.	Interaction during the implementation of project activities
9.	Conflict in business communication
10.	Features of intercultural communication in multinational groups (organizations)

5. Organizational and Pedagogical Conditions

5.1. Educational Technologies Used for Competences Formation

Practical lessons are held by realization of the method based on active training: problem areas are determined, groups are formed. The following aims are pursued in the process of practical education: use of definite disciplines knowledge and creative methods in solving problems and decision-making; students' skill-building of teamwork, interpersonal communication and development of leadership skills; consolidation of the basic theoretical knowledge.

5.2. Students' Manual for the Course Study

Learning the course students are recommended to fulfill the following positions:

1. Systematically learning of the discipline.
2. In preparation for practical (seminar) work it is recommended to study the basic literature and be familiarized with additional sources of information recommended by the lecturer.
3. In the process of studying the topic it is desirable to develop a conspectus, where the basic concepts, categories, patterns are recorded, and issues for discussion during classroom work are also noted. After learning one of the course units it is recommended to reproduce in memory the basic terms, definitions, notions of the unit.
4. Special attention should be paid to the implementation of individual complex tasks for self-work.

6. List of Teaching Materials and Information Supply for Students' Self work in the Discipline

6.1. Paper-based courseware

Sl.№	Bibliographic entry (author, title, mode of publication, place, publishing house, year of publication, number of pages)	Number of copies in the library
1. Basic literature		
1.	Gamble T. K. Communication Works / T. K. Gamble, M. Gamble. - New York: McGraw-Hill Publishing Company, 1990.	1
2. Additional literature		
2.1. Educational and scientific literature		
1.	Perlova I.V. Professional communication for success or success of professional communication=Профессиональная коммуникация для успеха, или Успех в профессиональной коммуникации : tutorial / I.V. Perlova. - Perm: PNRPU Publishing House, 2018.	5
2.2. Standardized and Technical literature		
	Academy of Management Journal. - Academy of Management, 1958 -	
	Business Communication Quarterly. - SAGE Publishing, 1969 -	
	Harvard Business Review. - Harvard Business School Publishing, 1922 -	
	Journal of Business Communication. - SAGE Publishing, 1963 -	
3. Students' manual in mastering discipline		
	Not used	
4. Teaching and learning materials for students' self work		
	Not used	

6.2. Electronic Courseware

Kind of literature	Name of training tool	Reference to information resource	Accessibility of EBN (Internet/local net; authorized free assess)
Basic literature	Business Communication for Success / Scott McLean. - University of Minnesota Libraries Publishing, 2015.	https://open.umn.edu/opentextbooks/textbooks/8	free assess
Basic literature	Business Communication: Written & Verbal Presentation Skills / Cindy Moriarty, Jerry Ramos, Adapted by Bob Livingston. - Lumen - Open Education Resources.	https://courses.lumenlearning.com/cerritos-commskillsformgrs-1/	free assess
Additional literature	An Introduction to Organizational Communication / J. S. Wrench, N. Punyanunt-Carter. - Iardbucket.org, 2014.	https://www.e-booksdirectory.com/details.php?ebook=12050	free assess
Additional literature	Business Communication: Achieving Results / Lori Harvill Moore. - Bookboon, 2013.	https://bookboon.com/en/business-communication-ebook	authorized free assess

6.3. License and Free Distributed Software used in the Course Educational Process

Type of Software	Software branding
Operating Systems	Windows 10 (Azure Dev Tools for Teaching)
Office Applications	Adobe Acrobat Reader DC
Office applications	Microsoft Office Professional 2007. lic. 42661567
Management systems for projects, research, development, design, modeling and implementation	Autodesk AutoCAD 2019 Education Multi-seat Stand-alone
Image processing software	Corel CorelDRAW Suite X4
General purpose application software	Mathematica Professional Version (license L3263-7820*)
General purpose application software	Microsoft Office Visio Professional 2016 (Azure Dev Tools for Teaching)
General purpose application software	WinRAR (license №879261.1493674)
General purpose application software	Dr.Web Enterprise Security Suite, 3000 lic., PNRPU RCNIT 2017

6.4. Modern Professional Data bases and Inquiry Systems Used in the Course Educational Process

Branding	Reference to information resource
Scopus database	https://www.scopus.com/
Web of Science Database	https://www.webofscience.com/
Scientific electronic library database (eLIBRARY.RU)	https://elibrary.ru/
Scientific Library of the Perm National Research Polytechnic University	http://lib.pstu.ru/
Electronic library system Lan'	https://e.lanbook.com/
Electronic library system IPRbooks	http://www.iprbookshop.ru/
Information resources of the Network ConsultantPlus	http://www.consultant.ru/
Company database EBSCO	https://www.ebsco.com/

7. Logistics of the Course Educational Process

Type of classes	Name of the necessary basic equipment	Number of units
Practical work	Computer	1
Practical work	Projector	1
Practical work	Screen	1

8. Fund of the Course Evaluating Tools

Described in a separate document