

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

ЗАТВЕРДЖЕНО

на засіданні кафедри
міжнародних економічних відносин
Протокол № 1 від 28.08.2023 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи



Каріна НЕМАШКАЛО

ТЕХНОЛОГІЇ КОМУНІКАЦІЇ МІЖНАРОДНОГО БІЗНЕСУ

робоча програма навчальної дисципліни (РПНД)

Галузь знань	29 "Міжнародні відносини"
Спеціальність	292 "Міжнародні економічні відносини"
Освітній рівень	перший (бакалаврський)
Освітня програма	"Міжнародний бізнес"

Статус дисципліни	обов'язкова
Мова викладання, навчання та оцінювання	англійська


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_____ Наталія ПАРХОМЕНКО

**Харків
2023**

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

APPROVED

at the meeting of the department of
international economic relations
Protocol № 1 of 28.08.2023

AGREED

Vice-rector for educational and methodical
work



Karina NEMASHKALO

COMMUNICATION TECHNOLOGIES OF INTERNATIONAL BUSINESS
Program of the course

Field of knowledge	29 International Relations
Specialty	292 International Economic Relations
Study cycle	first (bachelor)
Study programme	International Business
Course status	mandatory
Language	English
Developer	
PhD (Economics), Associate Professor	 _____ Oleksandra GRON
Head of International Economic Relations Department	 _____ Iryna OTENKO
Head of Study Programme	 _____ Nataliia PARKHOMENKO

Kharkiv
2023

INTRODUCTION

The global transformation of an industrial society into an information and communication one is accompanied by the penetration of information technologies into all areas of society's life, the emergence and development of a qualitatively new type of communication structures and processes. Advances in communication and information technologies at the end of the 20th century greatly expanded the scope of international communications, which went beyond governmental communications between states and included interactions between businesses and people on a global level.

Communication performs very important functions in social life, creating conditions for ensuring the activity of not only the information sphere, but the entire social sphere. In order to be in demand on the labor market, future specialists in international economic relations need to know models and theories that explain the mechanism of communication, understand and be able to practically use knowledge and skills regarding communication technologies in professional activities.

The digital transformation of business processes, changes in the global business environment, new demands from consumers have led to the need to use the latest communication tools by both large and small and medium-sized businesses to maintain competitiveness and improve the efficiency of international business. The specified changes and opportunities are especially relevant for the enterprises of the Kharkiv region, because for many enterprises located in Kharkiv and the Kharkiv region, the size of the domestic market has significantly decreased, which has actualized the need for the development of foreign economic activity.

The purpose of studying the discipline is to gain a holistic understanding of the role of communication in international economic relations, to form a system of knowledge about communication technologies, to plan communication campaigns and evaluate their effectiveness, to acquire skills in the application of communication technologies in international business.

The objectives of the course are:

obtaining knowledge of the basics of communicative theory, studying the main models of communication, communication technologies;

formation of communication technology application skills depending on the goals and capabilities of the company;

acquiring knowledge and mastering skills regarding the formation of the company's image; understanding the essence of negotiation technologies;

planning and organization of communication companies on the international market; preparation of information materials for mass media, etc.

The object of the course is communications in international business.

The subject the course is the theory of communication, the practice of using communication technologies and their features in international business.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO1	SC16
LO3	GC7
LO4, LO15	GC10, SC8
LO5, LO10	SC8
LO6	GC11
LO17	GC10, SC10
LO20	SC8, SC10
LO21	GC10
LO23	SC10
LO26	SC8, SC11
LO29	SC8

GC7. Skills in using information and communication technologies.

GC10. The ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity).

GC11. Ability to work in a team.

SC2. The ability to use basic categories and the latest theories, concepts, technologies and methods in the field of international economic relations, taking into account their basic forms, to apply theoretical knowledge about the functioning and development of international economic relations.

SC8. The ability to determine the functional features, nature, level, and degree of interconnections between subjects of international economic relations of different levels and establish communications between them.

SC10. The ability to justify the expediency of using legal, economic and diplomatic methods (means) of resolving conflict situations at the international level.

SC11. The ability to research economic phenomena and processes in the international sphere, considering cause and effect and spatial-temporal relations.

SC16. The ability to constantly increase the theoretical level of knowledge, generate and effectively use it in practical activities.

LO1. Be responsible for professional self-improvement, realizing the need for lifelong learning, show tolerance and readiness for innovative changes.

LO3. Use modern information and communication technologies, general and special - purpose software packages.

LO4. Systematize and organize the information received on processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations considering the peculiarities of the national and international environment.

LO5. Possess the skills of self-analysis (self-control), be understandable to representatives of other business cultures and professional groups of different levels

(with specialists from other fields of knowledge/types of activity) on the basis of valuing diversity, multiculturalism, tolerance and respect for them.

LO6. Plan, organize, motivate, evaluate and increase the effectiveness of collective work, carry out research in a group under the leadership of a leader, taking into account the requirements and features of today in conditions of limited time.

LO10. Identify and distinguish the features of the functioning of the subjects of international relations and models of their economic development.

LO15. Determine the functional features, nature, level, and degree of interconnections between subjects of international economic relations of different levels and establish communications between them.

LO17. To determine the causes, types and nature of international conflicts and disputes, justify and apply economic, legal and diplomatic methods and means of solving them at the international level, defending the national interests of Ukraine.

LO20. To defend the national interests of Ukraine, considering the security components of international economic relations.

LO21. To understand and have skills in conducting business protocol and business etiquette in the field of international economic relations, considering the peculiarities of intercultural communication at professional and social levels, both state and foreign languages.

LO23. To be aware of the need for lifelong learning in order to maintain professional competence at a high level.

LO26. To manage international business, to form, develop and implement strategies for personnel management of an international company, marketing, competitive, innovative, financial activity, and others, taking into account the direction of activity of the entity's international business, taking into account the priorities of the smart-specialization of the Kharkiv region.

LO29. To make and justify management decisions on the creation and activity of entrepreneurial structures, to promote internationalization of business in the small- and medium-sized enterprise sector.

COURSE CONTENT

Topic 1. Basic principles of communication technologies of international business

1.1. The concept of communication. Functions and role of communication in society. Communication and its role in international business.

1.2. Concept of communication technology. Types of communication technologies.

1.3. Communication models. Components of the modern model of communication. Planning the communication process.

1.4. Peculiarities of communication in international business. Mechanisms of international communications.

1.5. Modern communication technologies of international business. Digitization of communications of companies operating on the international market.

Topic 2. Corporate communications.

2.1. Internal and external communications of an international company. Peculiarities of vertical and horizontal communications in the organization.

2.2. Identification and analysis of the company's stakeholders. Target audiences and their expectations. Map of stakeholders.

2.3. Communication audit. Definition of information gaps. Mission, values and corporate culture. Formation of the system of internal organizational communications.

2.4. Selection of information distribution channels. Effectiveness of various channels and formats of internal communications, depending on the company's corporate culture.

2.5. Peculiarities of communication in multinational and multicultural company teams.

Topic 3. PR technologies of international business.

3.1. The essence of PR. Factors of increasing importance and importance of PR in international business. Specifics of PR activities of international companies.

3.2. Functional communicative differences between PR, advertising and propaganda.

3.3. Elements of PR activity programming. Determination of the topic of the action program and preparation of appeals; determination of the content of actions and the nature of special events; definition of mass media; selection of principles of effective communication.

3.4. Tasks of PR campaigns (positioning, resolution of crisis situations, repair of reputation). Types of PR-campaigns: public notice, raising public awareness, public education, strengthening position and behavior, change of opinion, change of behavior. Crisis communications.

3.5. Determining the audience of a PR campaign in international business. Impact on the public through PR programs (identification and understanding of public opinion; definition of target groups; taking into account the laws of public opinion formation).

3.6. Problems of PR program implementation in the field of international economic relations.

Topic 4. Advertising technologies in international business.

4.1. The role and place of advertising in the marketing communications system. Tasks and functions of advertising communications in international business.

4.2. The specifics of advertising communication in different countries. Target audience of the advertising campaign. Means of advertising argumentation.

4.3. The concept of integrated marketing communications as a "one voice" strategy. Communication of advertising with other components of marketing communications.

4.4. International advertising planning: creative and cultural aspects of international advertising, media planning and legal aspects of international advertising.

4.5. Peculiarities of organizing advertising on the Internet. Types of advertising

on the Internet.

Topic 5. Image and brand communications of international business.

5.1. Concept of image and its connection with reputation. Differences in image and reputation.

5.2. Functional characteristics of the image. Aspects of image formation/development. Types and structure of the company's image.

5.3. The main advantages of the reputation strategy for the company. Basic principles of reputation management. Determination of factors for evaluating the company's reputation based on the factors of the reputation profile. Communication strategy, structure and components. Peculiarities of the CEO's influence on the company's reputation. Research of the activity of the company, optimization of the positive attitude of the consumer. RepTrak is a measure of corporate reputation and its components.

5.4. Brand concept. Features of brand communications of international companies.

5.5. Brand architecture. Models of brand creation. Brand wheel, Thompson Total Branding (TTV) method, Unilever Brand Key (UBK) model, Brand Name Development Services model (stages of brand building).

5.6. Brand portfolio management. Brand house. House of brands. Strategic brand. Sub brand. "Silver Bullet"

5.7. Brand management in an international environment.

Topic 6. Technological features of conducting international negotiations.

6.1. Peculiarities of international negotiations. Functions of international negotiations: informational and communicative; regulatory; image or propaganda; the function of solving tasks that are not related to the problem under discussion.

6.2. Preparation for international negotiations: choosing a strategy and tactics. The concept of "national negotiating style". The role of national styles in the negotiation process.

6.3. Negotiation process. Definition, preparation and structure. Peculiarities of the organization and stages of international negotiations.

6.4. Negotiation strategies. Trading strategy. The strategy of finding a solution to the problem together with a partner. Ways of submitting a position. Basic tactical techniques of negotiations.

6.5. Institute of Mediation at International Negotiations. Functions of an intermediary (mediator). Mediation strategies. Types of mediation.

Topic 7. Information technologies in international business. Electronic commerce.

7.1. Innovative information and Internet technologies in the communication system of international business.

7.2. Digital marketing of international companies. Company website. PESO model.

7.3. Electronic commerce. Customer journey map. Modern trends in consumer behavior.

7.4. Social networks as an effective communication tool. Peculiarities of PR-communications in social networks.

7.5. Informational security. Legislation of Ukraine on personal data protection. International legislation in the field of personal data protection.

Topic 8. Corporate social responsibility of international companies.

8.1. Corporate social responsibility and its impact on the company's reputation.

8.2. Modeling of corporate social responsibility. CSR profiles.

8.3. CSR projects as part and means of company communication.

Topic 9. Cross-cultural communications in the process of conducting international business.

9.1. Model of cross-cultural business communications. Formation of cross-cultural capital of the company.

9.2. Types of culture. The concept of "cultural grammar" by E. Hall. Psychological dimensions of cultures according to H. Hofstede. "Cultural map".

9.3. Models of communicative behavior in different cultures.

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

The list of practical (seminar) / laboratory studies

Name of the topic and/or task	Content
Topic 1 Task 1	Situational task: modeling the communication process
Topic 2 Task 2	Practical task, work in small groups (brainstorming): Identification of the company's stakeholders, audiences of influence and methods of influence.
Topic 3 Task 3	Case method: Analysis of PR campaigns of well-known international companies, definition of audience and goals.
Topic 4 Task 4	Practical lesson. Determination of features of advertising campaigns and methods of their adaptation to foreign markets.
Topic 5 Task 5	Practical task: Evaluation of the image of the company and its components.
Topic 5 Task 6	Practical task (problem situation): Crisis situation in the company, solutions
Topic 6 Task 7	Business game. Preparation for negotiations. Drawing up a portrait of the opponent.
Topic 7 Task 8	Business game. Negotiations.
Topic 8 Task 9	Practical task: Analysis of the company's website, performance evaluation.
Topic 8 Task 10	Practical task: Study of the stages of consumer behavior.
Topic 9 Task 11	Seminar class: Analysis of CSR reports of domestic and foreign international companies. Debate.
Topic 9 Task 12	Business game: Assessment of cultural characteristics of different countries. Work in a multicultural team.

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1	Study of lecture material, preparation for classes, review of theoretical material on the following questions: 1) Information society. 2) New technologies, their impact on international communications. Homework: Communication barriers.
Topic 2	Study of the lecture material, preparation for the class, review of the theoretical material on the issue: 1) Internal corporate communications. 2) Components of the employer brand. Homework: Completing the company's "stakeholder map" and communications.
Topic 3	Study of lecture material, preparation for classes, review of theoretical material on the following questions: 1) Features of international PR. 2) RACE model. Homework: gathering information on the ranking of information sources in different countries.
Topic 4	Study of lecture material, preparation for classes, review of theoretical material on the following questions: 1) Cultural aspects of international advertising, media planning. 2) Legal aspects of international advertising. Homework: selection of examples of advertising communication of international companies according to certain characteristics.
Topic 5	Study of the lecture material, preparation for the class, review of the theoretical material on the issue: 1) Reputational audit of an international company. 2) Peculiarities of the CEO's influence on the company's reputation. Homework: Compilation of the company's brand portfolio. Preparation for the control work.
Topic 6	Study of the lecture material, preparation for the class, review of the theoretical material on the question: 1) Functions of the mediator (mediator). 2) Mediation strategies. 3) Types of mediation. Homework: preparation for the role-playing game "Negotiations".
Topic 7	Study of lecture material, preparation for classes, review of theoretical material on the following issues: 1) Legislation of Ukraine on the protection of personal data. 2) International legislation in the field of personal data protection. Homework: analysis of the components of the company's Internet communication complex. Group presentation preparation.
Topic 8	Study of lecture material, preparation for class, review of theoretical material on questions: Features of CSR in different countries.

	Homework: analysis of CSR reports, preparation of a presentation of research results.
Topic 9	Study of lecture material, preparation for classes, review of theoretical material on the following questions: 1) "Cultural map". 2) Features of business culture. Preparation for the business game. Preparation for the colloquium.

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topic 1, 2, 4–5), Lecture-discussion (Topic 3, 6)).

Visual (demonstration (Topic 1–6)).

Practical (practical work (Topic 1–8), seminar-discussion (Topic 9), case studies (Topic 3), brainstorming (Topic 2), business game (Topic 6, 9)).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as an exam: maximum amount is 60 points; minimum amount required is 35 points.

The final control includes current control and an exam.

Semester control is carried out in the form of a semester exam or grading.

The final grade in the course is determined:

– for disciplines with a form of exam, the final grade is the amount of all points received during the current control and the exam grade.

During the teaching of the course, the following control measures are used:

Current control: control work (estimated at 7 points), colloquium (estimated at 8 points), presentations (maximum score 5 points), creative homework (15 points), practical tasks (20 points)

Semester control: Grading including Exam (40 points).

More detailed information on the assessment system is provided in technological card of the course.

An example of an exam card and assessment criteria

Simon Kuznets Kharkiv National University of Economics
First (bachelor) level of higher education
Specialty "International Economic Relations"
Educational and professional program "International Business"
Study discipline "Communication technologies of international business"

TEST 1

Task 1 (stereotype). (7 points)

Describe the company's internal stakeholders. What is the importance of communications with the company's internal stakeholders. What communication technologies are used in the process of communication with the internal public? What is the need for a communication audit?

Task 2 (stereotype). (7 points)

Analyze the communication process between two international companies in the process of business negotiations. Choose the communication model that best describes this communication process, name the elements of the communication process. Why do you think the model you chose best describes this kind of communication?

What barriers can arise in the process of communication between companies' representatives (name at least three)? How can communication barriers be reduced/eliminated?

Task 3 (diagnostic). (11 points)

Using the example of a product/service of an international company known to you, analyze the elements of the marketing communications complex (advertising, PR, sales promotion, personal sales, etc.) that are used for this product. Explain the feasibility of using communication data specifically for this company. In your opinion, what modern trends can affect the change in communications by this company.

Task 4 (heuristic). (15 points)

Using the example of the Nike brand <https://about.nike.com/en>, analyze the emotional and functional values provided by the brand. What rational and sensory support has been developed by the manufacturer for this brand to convey the defined values to consumers? Is such rational and sensory support standard for competing brands in this category?

Using any brand model you know (for example, the "brand wheel"), analyze the brand. What makes the brand different from others?

What would you suggest to improve brand communication with Ukrainian consumers?

Protocol №. _____ dated " ____ " _____ 20____

Approved at the meeting of the Department of International Economic Relations

PhD (Economics),
Associate Professor

Oleksandra GRON

Head of International
Economic Relations
Department

Iryna OTENKO

Evaluation criteria

The final marks for the exam consist of the sum of the marks for the completion of all tasks, rounded to a whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages that differ in complexity, time-consumingness, and significance for solving the task. Therefore, individual tasks and stages of their solution are evaluated separately from each other as follows:

Task 1, 2 (stereotype). (7 points)

4 – the answer is given in a general form, the terms are defined, but no specific factors, reasons, advantages, disadvantages, features, etc. are given;

5 – the task is partially completed; definitions of terms are provided, characteristics are defined, but incompletely, for example, the main advantages are indicated, but the disadvantages are not defined, a list of reasons is provided, but some of them are incorrect;

6 – the task is completely completed, definitions of terms are given, characteristics, advantages, reasons, disadvantages, features, etc. are defined; but inaccuracies were admitted in the formulation of terms, categories, examples and explanations were not provided;

7 - the task is completely completed, the answer is justified, examples and explanations are given.

Task 3 (diagnostic). (11 points)

6 - the acquirer chooses the right approach to the task, but performs only a small part of the task;

7 – the applicant applies theoretical knowledge and practical skills to solve the task; demonstrates understanding of the main provisions, but does not complete the task in full and/or makes significant errors, incorrect conclusions;

8-9 - the applicant applies theoretical knowledge and practical skills to solve the task; demonstrates understanding of basic provisions, performs tasks in full; but errors are assumed in substantiation, explanation, formulation of conclusions;

10 - the applicant demonstrates a conscious application of knowledge to solve a practical situation; task completed in full When performing the diagnostic task, the acquirer made correct conclusions regarding the proposed situation;

11 - the applicant demonstrates a conscious application of knowledge to solve a practical situation; task completed in full When performing the diagnostic task, the applicant made correct conclusions regarding the proposed situation and formulated his own recommendations for its solution

Task 4 (heuristic). (15 points)

8 - the applicant applies theoretical material to solve the task, but faces significant difficulties in analyzing the proposed phenomena and processes;

9-10 – the applicant demonstrates the ability to apply theoretical knowledge to solve a heuristic task, when answering, the applicant demonstrated an understanding of the main provisions of the material, but the task was not completed in full, depending on the scope of the completed task;

11-12 – the applicant demonstrates the ability to apply theoretical knowledge to solve a heuristic task, consciously applies the correct methodical approach to solving the task, but admits inaccuracies and/or draws incorrect conclusions based on the obtained results of solving the task;

13-14 – the acquirer shows a clear mastery of the conceptual apparatus regarding communication technologies of international business, when performing a heuristic task, the acquirer gives the correct solution to the proposed situation, draws appropriate conclusions, but minor errors and/or inaccuracies are assumed in the decision process or conclusions;

15 - the applicant shows a clear command of the conceptual apparatus regarding communication technologies of international business; gives the correct decision regarding the proposed situation, makes complete, logical and well-founded conclusions; formulates his own recommendations for solving a problematic situation, when completing a task, the applicant uses a creative approach.

RECOMMENDED LITERATURE

Main

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Additional

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Information resources

17. The site of personal educational systems of Khnei National University named after S. Kuzneta. Discipline "Communication technologies of international business" - Electronic resource. - Access mode:

18. The International Public Relations Association Code of Conduct [Electronic resource] - Access mode: <https://www.ipra.org/member-services/code-of-conduct/>

19. Global Principles of Ethical Practice in Public Relations and Communication Management / [Electronic resource] - Access mode: <https://www.globalalliancepr.org/code-of-ethics>

20. Marketing Media Review [Electronic resource] – Режим доступу: <https://mmr.ua/>