

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
педагогіки, іноземної філології та перекладу
Протокол № 2 від 01.09. 2025р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи



Каріна НЕМАШКАЛО

КОМУНІКАЦІЯ У ПРОФЕСІЙНІЙ ДІЯЛЬНОСТІ
робоча програма навчальної дисципліни (РПНД)

Галузь знань
Спеціальність
Освітній рівень
Освітня програма

всі
всі
другий (магістерський)
всі

Статус дисципліни
Мова викладання, навчання та оцінювання

вибіркова
англійська

Розробник:
канд.фіол.наук, доцент

Ольга ДУБЦОВА

Завідувача кафедри
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доктор філософії, доцент

Тетяна ПОГОРЄЛОВА

Харків
2025

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

APPROVED

at the meeting of the
department of pedagogy,
foreign philology and
translation

Protocol № 2 of 01.09.2025

AGREED



Karina NEMASHKALO

PROFESSIONAL COMMUNICATION

Program of the course

Field of knowledge

all

Speciality

all

Study cycle

Second (Master's)

Study programme

all

Course status

elective

Language

English

Developers:

Ph.D., Associate Professor

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Kharkiv
2025

INTRODUCTION

The program of studying the course “Professional Communication” examines the fundamentals of professional communication, contributing to understanding the nature of language as a means of interaction and develops the ability to perform the role of a cultural mediator between one’s native culture and a foreign one. It enables learners to successfully overcome intercultural misunderstandings and conflict situations, to express themselves as communicative personalities, and contributes to the formation of the sociocultural component in professional activity.

The content of the course is based on a modern understanding of professional communication in a globalized context. The main areas of study include communicative personality, professional communication in a business context, and intercultural professional communication.

The purpose of the course is to study and master the basic concepts and categories of language as a means of professional communication in an intercultural environment.

The main objectives of the course are:

- to develop professional communicative competence;
- to master the conceptual framework of communication theory;
- to be able to distinguish between types of discourse, speech acts, communicative tactics and strategies, and to analyse sociocultural factors and the diversity of communication means;
- to be able to apply the acquired knowledge and skills in the workplace and in real life.

The object of the course is the development of intercultural communicative competence in the context of professional communication.

The subject of the course is the optimization of real-time speech practices in various professional (business) situations, aimed at forming a holistic and personalized worldview, as well as developing students’ creativity and autonomy as language learners.

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
ability to communicate in a foreign language	communicative competence: written, verbal and non-verbal communication; ability to communicate competently via e-mail; to argue and defend one's position, to communicate in a conflict situation; ability to create, manage and build relationships in a team; ability to speak in public and make presentations

COURSE CONTENT

Content module 1. Communicative competence in the system of professional training of a specialist.

Topic 1. Communication as the main factor of social interaction.

1.1. Information and communication in the modern society.

Communication, communications and information: the essence and correlation of concepts. Communication as a factor of the society existence. Modern communication technologies. Public relations.

1.2. Functions of communication.

The nature of communication. Functions of communication in a modern information-saturated society. The role of communication in society. Specifics of business communication.

Topic 2. Types of communication.

2.1. Verbal communication.

Elementary components and means of communication. Verbal components of communication. Basic functions of language. Forms of verbal communication. Basic requirements for business conversation. Business correspondence. Types of written documents.

2.2. Nonverbal communication.

Nonverbal components of communication. Interaction of verbal and nonverbal means of communication.

Topic 3. Levels of communication,

3.1. Interpersonal communication.

Situational and psychological prerequisites of interpersonal communication. Speech and non-speech behaviour in interpersonal interaction. Communicative barriers. Prerequisites of communication effectiveness.

3.2. Communication in small groups.

Concept, types and functions of communication in a small group. Structure and dynamics of communication in a small group.

3.3. Specificity of mass communication.

Structure and functions of mass communication. Effectiveness of mass communication.

Content module 2. Features of professionally oriented communication.

Topic 4. Communication within the organization.

4.1. Communication as a function of organizational management.

Types of communication in the organization. Features of internal communication in the organization. Forms of business communication in the organization.

4.2. Features of marketing communications.

The role of professional and communicative competence of specialists in ensuring the competitiveness of enterprises. The main goal and objectives of marketing communications. The consumer as an object of communicative influence.

Topic 5. Communication policy.

5.1. Communication strategy in the field of marketing.

Strategies for generating demand and stimulating sales. Components of a communication strategy.

5.2. Communication strategy of manipulative influence.

Communication strategy of the manipulator. Communication tactics of manipulation.

Topic 6. Intercultural professional communication.

6.1. Linguistic and cultural aspects of intercultural communication.

The essence of cultural values and their place in intercultural communication. Principles of successful intercultural communication. Linguistic aspects of intercultural communication. Nonverbal aspects of intercultural communication.

6.2. Types of perception of intercultural differences.

Features of perceiving "others". Adaptation mechanisms. Formation of intercultural competence.

The list of practical tasks by the course is given in Table 2.

Table 2

The list of practical tasks

Topic title	Content
Topic 1.	Tutorial 1. Acquiring communicative competence in a foreign language on the following topics: "Information and communication in the modern society", "Functions of communication". Active participation in the performance of practical tasks. Defence of an individual task.
Topic 2.	Tutorial 2. Acquiring communicative competence in a foreign language on the following topics: "Verbal Communication", "Nonverbal Communication". Active participation in the performance of practical tasks. Defence of an individual task.
Topic 3.	Tutorial 3. Acquiring communicative competence in a foreign language on the following topics: "Interpersonal communication", "Communication in small groups", "Specifics of mass communication". Active participation in the performance of practical tasks. Defence of an individual task.
Topic 4.	Tutorial 4. Acquiring communicative competence in a foreign language on the following topics: "Communication as a function of organizational management", "Peculiarities of marketing communications". Active participation in the performance of practical tasks. Defence of an individual task.
Topic 5.	Tutorial 5. Acquiring communicative competence in a foreign language on the following topics: "Communication strategy in the field of marketing", "Communication strategy of manipulative influence". Active participation in the performance of practical tasks. Defence of an individual task.
Topic 6.	Tutorial 6. Acquiring communicative competence in a foreign language on the following topics: "Linguistic and cultural aspects of intercultural communication", "Types of perception of intercultural differences". Active participation in the performance of practical tasks. Defence of an individual task.

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

Table 3
List of self-studies

Topic title	Content
Topic 1.	Tutorial 1. Studying the material, preparing for practical classes, reviewing theoretical material on the following topics: "Information and communication in modern society", "Functions of communication". Completion of an individual task.
Topic 2.	Tutorial 2. Studying the material, preparing for practical classes, reviewing theoretical material on the following topics: "Verbal Communication", "Nonverbal Communication". Completion of an individual task.
Topic 3.	Tutorial 3. Studying the material, preparing for practical classes, reviewing theoretical material on the following topics: "Interpersonal communication", "Communication in small groups", "Specifics of mass communication". Completion of an individual task.
Topic 4.	Tutorial 4. Studying the material, preparing for practical classes, reviewing theoretical material on the following topics: "Communication as a function of organizational management", "Peculiarities of marketing communications". Completion of an individual task.
Topic 5.	Tutorial 5. Studying the material, preparing for practical classes, reviewing theoretical material on the following topics: "Communication strategy in marketing", "Communication strategy of manipulative influence". Completion of an individual task.
Topic 6.	Tutorial 6. Studying the material, preparing for practical classes, reviewing theoretical material on the following topics: "Linguistic and cultural aspects of intercultural communication", "Types of perception of intercultural differences". Completion of an individual task.

The number of hours of practical studies and self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course using communicative methods of teaching English, to activate the educational and cognitive activity of students, the use of blended learning technology is envisaged, both as active and interactive educational technologies, including: practical problem-based classes (Topics 1-6), work in small groups (Topics 2,4,6), brainstorming (Topic 3), case method (Topics 1,3,5), presentations (Topic 3,6), introductory (initial) games (Topic 1,4), debates (Topic 2,5), discussions (Topics 1-6).

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 practical classes and is aimed at checking the level of preparedness of the higher education applicant to perform specific work and is assessed by the sum of the points scored. For courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

Final control includes current control and assessment of the student.

Semester control is carried out in the form of grading.

The final grade in the course is determined: for disciplines with a semester control form by summing up all points received during the current control.

The following control measures are used during the teaching of the course:

Current control: completion of practical tasks on topics (50 points), written test (20 points), independent work (20 points), presentation (10 points).

Semester control: Grading.

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

RECOMMENDED LITERATURE

Main

1. English for Professional Purposes (Organisation Management and Business Administration) / compiled by I. O. Reshetniak. – Kharkiv, 2022. – 112 p. Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/29387>.
2. Holliday, A., Hyde, M., Kullman, J. Intercultural Communication: An Advanced Resource Book for Students. 4th ed. London: Routledge, 2021. – 344 p.
3. Kim, H., & Williams, C. P. Discovering Intercultural Communication: From Language Users to Language Use. Cham: Palgrave Macmillan, 2021. – 173 p.
4. Lawson, C., Gill, R., Feekery, A., Witsel, M., Lewis, M., Cenere, P. Communication Skills for Business Professionals. 2nd ed. Cambridge: Cambridge University Press, 2020. – 488 p.

Additional

5. Комуникація у професійній діяльності: методичні рекомендації до самостійної роботи студентів усіх спеціальностей другого (магістерського) рівня / уклад. Н. О. Бутковська, О. В. Дубцова, О. В. Іваніга. – Харків, 2021. – 48 с. Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/26650>.

6. Dubtsova O. Lingua-Ethological Causes of Communicative Failures: Pragmatic Aspect / O. Dubtsova, V. Petrenko, O. Kovalenko, N. Samsonenko // Journal of Educational and Social Research. – 2020. – Vol. 10, №1. – P. 143–151. – DOI: 10.36941/jesr-2020-0013. Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/23674>.

Information resources

7. Комунікація у професійній діяльності / О. Дубцова. – Сайт ПНС ім. С. Кузнеця – Режим доступу: <https://pns.hneu.edu.ua/course/view.php?id=3715>.

8. Business and Professional Communication Quarterly [Electronic Resource] – Exess Mode: <https://journals.sagepub.com/loi/bcq> .