



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Business Communication (Intercultural communication and management 5 cr., Public relations 3 cr., Public speaking 2 cr.)	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Nikolaj Ambrusevič, dr. Other (-s): lect. Sandra Četrauskienė, lect. Edita Leonavičienė	Business School, Saulėtekio al. 22, Vilnius

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to-face	Spring	English

Requirements for students	
Prerequisites: none	Prerequisites: none

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
10	260	100	160

Purpose of the course unit (module): programme competences to be developed		
The aim of the module is to provide students theoretical knowledge, to develop their ability to critically evaluate the specifics of business management and communication in an international context, to develop their ability to express ideas fluently in oral and written communication in a professional business environment.		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Will know the basic cultures classification methods and will recognize specific cultural traits in the context of international business.	Lectures, seminars, group discussion, case study.	Interim assessment test: multiple choice and open-ended questions.
Will be able to solve problems of intercultural management by using principles of intercultural communication.	Lectures, seminars, group presentations, debates (negotiations), simulation games.	Application of appropriate theoretical models and methods of international communication and management in the analysis of the chosen culture, substantiation of answers with theoretical knowledge, presentation and defence of the project.
Will prepare and deliver a persuasive public speech with audience in mind by using appropriate attention management tools and by managing anxiety.	Engaging lecture, case analysis, questions - answers, individual practical tasks.	Evaluation of public speech preparation and presentation in front of the audience.

Will understand general principles, tools, and values of public relations and will be able to choose appropriate means for establishing, creating, and maintaining public relations.	Engaging lecture, examples, questions - answers.	Test.
Will be able to compare and choose the most appropriate communication channels and tools.	Engaging lecture, discussion, seminar, analysis of examples, questions - answers.	Involvement in discussion, ability to formulate questions.
Will be able to prepare a press release and a media pitch for an initiated article by distinguishing and applying each tool as appropriate.	Engaging lecture, case study, individual practical task.	Media announcement and initiated media pitch.

Topics	Contact hours						Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	Contact hours	Self-study hours	Assignments
1. Intercultural communication and management 5 cr.	24	2	24				50	80	
Presentation of module outcomes and content, assessment strategy.	2								
Contemporary approaches to the concept of intercultural communication in a business context.	2		2				4	6	Analysis of communication forms in the context of international business.
Classification of the cultures (G. Hofstede, E. Hall, R. Lewis models).	4	1	6				11	20	Analysis of the selected culture based on theoretical models.
Cultural stereotypes and their influence on intercultural communication.	2		2				4	6	Analysis of the origin of stereotypes of the selected culture.
Processes of cultural adaptation and its phases. Culture shock theory.	2		2				4	6	Preparation of cultural adaptation plan based on theoretical models.
Intercultural management aspects of business organizations. International business etiquette.	4		4				8	14	Building a intercultural team.
Organising business meetings.	4		4				8	14	Making a plan for a business meeting with representatives of the chosen culture.
Organising intercultural negotiations.	4	1	4				9	14	Organising intercultural negotiations based on theoretical models.
2. Public relations 3 cr.	18	1	10				29	48	

Introductory lecture. Presentation of subject objectives, topics and assessment. Concept, principles, possibilities of public relations.	4		2				6	10	Passing the test for credit, demonstrating an understanding of the principles and capabilities of public relations.
Media relations: trends, principles, tools and opportunities.	4		2				6	10	Discussion on the principles of media relations, analysis of cases and examples.
External communication tools and methods: press release vs initiated interview.	4		2				6	10	Prepare a press release and initiated press appeal.
Relations with different stakeholder groups.	4		2				6	10	Create a map of interested groups according to the assigned business area.
Crisis communication – for reputation protection and restoration. Prevention, threat analysis, team, communication plan.	2	1	2				5	8	Discussion and case study.
3. Public speaking 2 cr.	10	1	10				21	32	
Diagnostics of public speaking abilities. Pre-communication phase.	2		2				4	6	Diagnostic speech filming, audience analysis task.
Types, goals, structure of public speeches. Preparation for the speech.	2		2				4	6	Planning “in reverse“ – recreating a good speech plan.
Communication phase. Focusing and sustaining attention. Rhetorical methods. Visualization.	3	1	2				6	6	Pilot speech, task for applying emotional appeal methods; task for selecting methods for opening and concluding of a speech.
Application of non-verbal communication tools.	2		2				4	8	Non-verbal and diagnostic analysis of speech, voice, body control exercises.
Strategies for coping with anxiety.	1		2				3	6	Individual tasks: breathing, emotional stability, physical exercises.
Total	52	4	44				100	160	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Three individual tasks of the Public relations subject: a test on the topic of the general principles of Public relations, a press release and	30	Cumulative marks over the course of the module	Understanding and applying principles of public relations, correct answers to test questions. The ability to prepare a press release in accordance with the structure, the ability to prepare an initiated appeal to a journalist. Understanding of

an article initiation, a stakeholders map.			stakeholders, their identification, ability to predict targeted messages for individual groups of stakeholders.
Public speech (the topic is aligned with the topics of intercultural communication and public relations).	20	At the end of the module	Appropriate technique of attention control, structural logic of the speech, emotional appeal, adequate non-verbal communication, appropriate selection of visual methods and their quality, connection between speech goal - topic - audience.
Interim assessment of intercultural communication.	20	At the end of the module	Completeness of answers to open questions, validity of theoretical knowledge, number of correct answers to multiple-choice questions
Intercultural communication and management project work.	30	At the end of the module	While working in teams with theoretical sources students must demonstrate ability to logically analyze and present information, compare the obtained results with information provided in other intercultural communication and management sources, formalize the project in correct language and in accordance with the requirements for academic written works: properly prepare the introduction (anticipate the problem, goal, tasks), conclusions, be able to cite and properly indicate sources. The personal contribution of each student is evaluated throughout the course by accumulating points for the completion of assigned tasks, the quality of the answers given during the final defence, in consideration with anonymous evaluations of colleagues.
Students missed more than 50% of lectures and seminars of the module are obliged repeat the module.			

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Jandt, Fred Edmund	2021	An Introduction to Intercultural Communication: Identities in a Global Community	10th Edition	Sage Publishing
Holtbrugge, Dirk	2022	Intercultural Management: Concepts, Practice, Critical Reflection	1st Edition	Sage Publishing
Joep P. Cornelissen	2020	Corporate Communication: A Guide to Theory and Practice	6th Edition	Sage Publishing
Stephen A. Greyser & Mats Urde	2019	What Does Your Corporate Brand Stand for?		Harvard Business Review
Bankauskaitė, Gabija	2020	Oratorystės menas	ISBN 9786090704271	Vilniaus universiteto leidykla
Atkinson, John Maxwell	2014	Lend Me Your Ears: All You Need to Know about Making Speeches and Presentations	ISBN 9780091894795	Oxford: Oxford University Press
Optional reading				
Neuliep, James William	2021	Intercultural Communication: a Contextual Approach	8th Edition	Sage Publishing
Craver, Charles B.	2020	The Art of Negotiation in the Business World,	2nd Edition	Carolina Academic Press
Collinson, Simon; Narula, Rajneesh & Rugman, Alan M.	2020	International Business	8th Edition	Pearson Education
Zarefsky, David	2011	Oratorystės menas: sėkmės strategijos	ISBN 978995538990	Vilnius: Alma Littera