



**MINISTRY OF SCIENCE AND HIGHER EDUCATION
OF THE RUSSIAN FEDERATION**
Federal State Budgetary Educational Institution of Higher Education
"IRKUTSK STATE UNIVERSITY"
SAF Baikal International Business School (Institute)
Department of Humanities and Foreign Languages



APPROVED:

Dean of SAF, Baikal International
Business School (Institute)

N.B. Grosheva

April 14, 2025

Syllabus

Discipline Б1.Б.14 Theory and Practice of Effective Communication

Major 27.03.05 Innovatics

Specialization: Management of Innovative and IT Projects and Products

University Degree: Bachelor

Full time

Approved by the Academic and Methodological
Council of Baikal International Business School
(Institute)
Protocol № 4 of March 26, 2025

Chairperson  V.M. Maksimova

Recommended by the Department of Humanities
and Foreign Languages
Protocol № 7 of March 19, 2025

Department Chair 

A.Yu. Suslova

Contents

	p.
I. Discipline Goal and Objectives	3
II. Place of the Discipline in the CPEP Structure	3
III. Requirements for the Discipline Learning Outcomes	3
IV. Contents and Discipline Structure	5
4.1. Discipline Content, Structured by Topics, with Indicated Types of Classes and Allocated Academic Hours	5
4.2. Plan for Out-of-Class Student Self-Study of the Discipline	8
4.3. Content of Educational Material	12
4.3.1. List of Practical Sessions	13
4.3.2. List of topics (questions) assigned for independent work as part of student self-study	15
4.4. Guidelines for Organizing Students' Self-Study	17
V. Educational, Methodological, and Information Support for the Discipline	18
a) main literature	
b) databases, search and reference systems, and information systems	
VI. Material and Technical Support for the Discipline	19
6.1. Educational and Laboratory Equipment	
6.2. Software	
6.3. Technical and Electronic Learning Tools	
VII. Education Technologies	22
VIII. Materials for Formative and Summative Assessment	23

I. DISCIPLINE GOAL AND OBJECTIVES:

The Goals of the discipline «Theory and Practice of Effective Communication »:

1. To provide students with an understanding of the specifics of communications in a business environment aimed at fostering productive working relationships and enhancing the overall effectiveness of the company.

2. To establish the foundations of communicative competence for future specialists in the field of business communication, including within the framework of intercultural communication.

Upon completing the discipline, students should possess fundamental knowledge on issues of intercultural interactions in the business sphere and be familiar with contemporary scientific schools in this area.

Objectives:

1. To introduce students to the fundamentals of general communication theory, including the basics of intercultural communication theory and cross-cultural management, organizational communication principles, and business communication essentials.

2. To acquaint students with the genre-specific features of professional speech, including public presentations related to pitching business ideas and promoting innovative products.

3. To develop students' ability to engage in reasoned dialogue, and to articulate their professional viewpoints in a detailed and logical manner.

4. To develop students' ability to consider the characteristics of value-meaning orientations of various social, national, religious, and professional communities and groups, and to manage relationships that arise at the intersection of national and organizational cultures.

5. To instill in students respect for Russian culture, as well as for the cultures and traditions of other peoples.

The practical significance of this discipline stems from the ever-increasing role of effective communication for the successful operation of companies and for all parties involved in communication. Furthermore, the importance of the discipline is driven by the fact that, today, understanding cultural specifics and intercultural interactions influences the establishment and development of cooperation across all spheres of life: education, culture, politics, economics, or business.

Knowledge of other peoples' cultural traditions and the specific characteristics of their interaction directly impacts intercultural communication in a multinational business environment and becomes a cornerstone for successful and fruitful professional contacts.

II. PLACE OF THE DISCIPLINE IN THE CPEP STRUCTURE

The academic discipline “Б1.В.14 Theory and Practice of Effective Communication” is part of the curriculum for the Bachelor's program 27.03.05 Innovatics, specialization “Management of Innovative and IT Projects and Products”, as defined by the participants of the educational process.

The discipline builds upon the knowledge, skills, and competencies acquired by students at the general and secondary education levels. It also relies on knowledge from the disciplines “Б1.О.03 Psychology of Social Interaction, Self-Development, and Self-Organization” and “Б1.В.12 Human Resource Management”.

III. REQUIREMENTS FOR THE DISCIPLINE LEARNING OUTCOMES

The process of mastering the discipline is aimed at developing such competencies as PC-3.1, PC-3.2 in accordance with the Federal State Educational Standard of Higher Education (FSES HE) and the Educational Program of Higher Education (EP HE) for the major 27.03.05 Innovatics, specialization “Management of Innovative and IT Projects and Products”:

List of Planned Learning Outcomes for the Discipline, Mapped to Competency Achievement Indicators

Competency	Competency Achievement Indicator	Learning outcomes
PC-3 Is able to promote innovative and IT products	PC-3.1 Knows the fundamentals of public relations management and media relations when promoting innovative and IT products; the tools and methods for developing and presenting when promoting innovative and IT products	<p><i>Know:</i> the fundamentals of public relations and media management for promoting innovative and IT products; the tools and methods for developing and presenting promotional materials for innovative and IT products</p> <p><i>Be able to:</i> establish contacts and collaborate with bloggers, journalists, experts, and other influential figures; make and deliver presentations</p> <p><i>Possess:</i> skills in selecting, classifying, systematizing, and critically analyzing information; presentation skills</p>
	IIK-3.2 Is able to convincingly demonstrate the advantages of innovative and IT products; organize advertising campaigns; conduct public presentations to introduce the features of innovative and IT products	<p><i>Know:</i> the fundamentals of business communication, including the specifics of business etiquette and behavior across different cultures worldwide; the basics of intercultural communication; the cultural characteristics of their own country and those of other nations</p> <p><i>Be able to:</i> establish effective cross-cultural business communication; manage relationships arising at the intersection of national and organizational cultures</p> <p><i>Possess:</i> a foundation in cross-cultural interaction methods; public speaking skills</p>

IV. CONTENTS AND DISCIPLINE STRUCTURE

Discipline scope is 3 credits, 108 hrs.

Summative assessment – 8 hrs.

Summative assessment: credit with grade – 8th semester.

4.1. Discipline Content, Structured by Topics, with Indicated Types of Classes and Allocated Academic Hours

№	Discipline Section/ theme	Semester	Total hrs	Including practical sessions	Types of educational activities, including self-study, practical sessions, and workload (in hrs)				Formative Assessment Formats; Summative Assessment Format
					Teacher Contact Hrs			Self-Study	
					Lectures	Practical Sessions	Consultations, Self-Study Monitoring, Summative Assessment		
1	2	3	4	5	6	7	8	9	10
1	Communication Theory: An Introduction The Concept of communication. Communicology and communication studies. Types, varieties, forms, channels, and formats of communication. Communication as a process. Structural components of business communication.	8	11	0	4	2		5	Test, report

	1) Source (sender) of the message 2) Encoding and decoding 3) Message 4) Channel 5) Receiver (addressee, recipient). The concept of audience. 6) Feedback. Communication failure 7) Communication barriers 8) Specifics of business communication								
2	Communication Theory: The Communicative Code Politeness. P. Grice's cooperative principle. G. Leech's maxims of politeness. P. Brown and S. Levinson's politeness theory. Speech etiquette. 1) P.Grice's maxims: quantity, quality, relation, manner 2) G.Leech's maxims: tact, generosity, approbation, modesty, agreement, sympathy 3) The concept of face 4) Strategies of positive and negative politeness within Brown and Levinson's theory 5) Types of speech etiquette 6) Business etiquette and corporate culture 7) Specifics of public business communication. The concept of argumentation in business presentations.	8	13	0	6	2		5	Test, report
3	Key Theories of Intercultural Communication and Their Application in Business Communication Intercultural communication as a scholarly discipline. Approaches to differentiating and classifying cultures. E. Hall's theory of high- and low-context cultures. G. Hofstede's theory of cultural dimensions. E. Hirsch's theory of cultural literacy. 1) E.Hall's theory. The concept of context. Characteristics of high-context cultures. Characteristics of low-context cultures. 2) G.Hofstede's theory. The concept of cultural dimensions. Power distance. Individualism vs. collectivism. Masculinity vs. femininity. Uncertainty	8	15	0	6	4		5	Test, report

	avoidance. Long-term vs. short-term orientation. Indulgence vs. restraint. 3) E. Hirsch's theory. The concept of cultural literacy. Universal and culture-specific elements in Hirsch's theory								
4	Theory of Intercultural Communication: Verbal and Nonverbal Communication in an Intercultural Context 1) Verbal business communication. Features of oral and written communication in the professional sphere from the point of view of intercultural communication theories. 2) Monologue and dialogue as primary forms of verbal communication. Types of monologues and dialogues. Communicative style. The concept of a dialogue of cultures. 3) Nonverbal communication. Body language from the perspectives of paralinguistics, kinesics, oculosics, haptics, and proxemics. 4) Cultural specificity, polysemy, and multifunctionality of body language.	8	11	0	4	2		5	Test, report
5	Intercultural Dialogue with Eastern Partners and Its Characteristics 1) Fundamental principles of India's communicative culture 2) The ceremonial nature of intercultural dialogue with the Chinese 3) Dominant principles of intercultural dialogue with the Japanese 4) Key features of intercultural dialogue with Koreans 5) National character of intercultural communication in the Arab World	8	22	0	10	4		8	Test, report
6	Features of Intercultural Dialogue with Western Partners 1) Linguistic worldview in European business culture 2) Business communication in the USA 3) Verbal and nonverbal communication taboos in western cultures	8	11	0	4	2		5	Test, report

7	Russian Business Culture: Traditions and Prospects 1) Characteristic features of Russian business culture 2) Specifics of negotiations with foreign partners 3) Ethics of business relations	8	17	0	6	4	1	6	Test, report
	Summative assessment		8						
	Total, hrs.		108		40	20	1	39	Summative assessment 8

4.2. Plan for Out-of-Class Student Self-Study of the Discipline

Semester	Section, themes	Self-Study			Assessment Tool	Self-Study educational and methodological support
		Type of Self-study	Deadlines	Load (hr.)		
8	1. Communication Theory: An Introduction The Concept of communication. Communicology and communication studies. Types, varieties, forms, channels, and formats of communication. Communication as a process. Structural components of business communication. 1) Source (sender) of the message 2) Encoding and decoding 3) Message 4) Channel 5) Receiver (addressee, recipient). The concept of audience. 6) Feedback. Communication failure 7) Communication barriers 8) Specifics of business communication	Studying the educational material and preparing a report (presentation).	Weeks 1-2	5	test	Дополнительная литература: 7) Шарков Ф.И. Коммуникология: основы теории коммуникации: Учебник для бакалавров. – 5-е изд., стер. – М.: Издательско-торговая корпорация “Дашков и К”, 2020. 12) Гавра Д.П. Основы теории коммуникации: Учебное пособие. Стандарт третьего поколения. – СПб.: Питер, 2011.
	2. Communication Theory: The Communicative Code Politeness. P. Grice's cooperative principle. G. Leech's maxims of politeness. P. Brown and S. Levinson's politeness theory. Speech etiquette.	Studying the educational material and preparing a report (presentation).	Weeks 3-4	5	test	Дополнительная литература: 7) Шарков Ф.И. Коммуникология: основы теории

Semester	Section, themes	Self-Study			Assessment Tool	Self-Study educational and methodological support
		Type of Self-study	Deadlines	Load (hr.)		
8	1) P.Grice's maxims: quantity, quality, relation, manner 2) G.Leech's maxims: tact, generosity, approbation, modesty, agreement, sympathy 3) The concept of face 4) Strategies of positive and negative politeness within Brown and Levinson's theory 5) Types of speech etiquette 6) Business etiquette and corporate culture 7) Specifics of public business communication. The concept of argumentation in business presentations.					коммуникации: Учебник для бакалавров. – 5-е изд., стер. – М.: Издательско-торговая корпорация “Дашков и К”, 2020. 12) Гавра Д.П. Основы теории коммуникации: Учебное пособие. Стандарт третьего поколения. – СПб.: Питер, 2011.
8	3. Key Theories of Intercultural Communication and Their Application in Business Communication Intercultural communication as a scholarly discipline. Approaches to differentiating and classifying cultures. E. Hall's theory of high- and low-context cultures. G. Hofstede's theory of cultural dimensions. E. Hirsch's theory of cultural literacy. 1) E.Hall's theory. The concept of context. Characteristics of high-context cultures. Characteristics of low-context cultures. 2) G.Hofstede's theory. The concept of cultural dimensions. Power distance. Individualism vs. collectivism. Masculinity vs. femininity. Uncertainty avoidance. Long-term vs. short-term orientation. Indulgence vs. restraint. 3) E. Hirsch's theory. The concept of cultural literacy. Universal and culture-specific elements in Hirsch's theory	Studying the educational material and preparing a report (presentation)	Weeks 5-6	5	test	Дополнительная литература: 7) Шарков Ф.И. Коммуникология: основы теории коммуникации: Учебник для бакалавров. – 5-е изд., стер. – М.: Издательско-торговая корпорация “Дашков и К”, 2020. 10) Скрибицкая И.Ю. Деловое общение: учебник и практикум для вузов / И.Ю. Скрибицкая, Э.Г. Скрибицкий. – М.: Издательство Юрайт, 2022. – 247 с. 12) Гавра Д.П. Основы теории коммуникации:

Semester	Section, themes	Self-Study			Assessment Tool	Self-Study educational and methodological support
		Type of Self-study	Deadlines	Load (hr.)		
8						Учебное пособие. Стандарт третьего поколения. – СПб.: Питер, 2011.
	4. Theory of Intercultural Communication: Verbal and Nonverbal Communication in an Intercultural Context 1) Verbal business communication. Features of oral and written communication in the professional sphere from the point of view of intercultural communication theories. 2) Monologue and dialogue as primary forms of verbal communication. Types of monologues and dialogues. Communicative style. The concept of a dialogue of cultures. 3) Nonverbal communication. Body language from the perspectives of paralinguistics, kinesics, oculesics, haptics, and proxemics. Cultural specificity, polysemy, and multifunctionality of body language.	Studying the educational material and preparing a report (presentation)	Weeks 7-9	5	test	Дополнительная литература: 8) Боголюбова Н.М. Межкультурная коммуникация. В 2 частях. Ч.1: учебник для вузов / Н.М. Боголюбова, Ю.В. Николаева. – М.: Издательство Юрайт, 2022. – 253 с. 9) Боголюбова Н.М. Межкультурная коммуникация. В 2 частях. Ч.2: учебник для вузов / Н.М. Боголюбова, Ю.В. Николаева. – М.: Издательство Юрайт, 2022. – 263 с.
	5. Intercultural Dialogue with Eastern Partners and Its Characteristics 1) Fundamental principles of India's communicative culture 2) The ceremonial nature of intercultural dialogue with the Chinese 3) Dominant principles of intercultural dialogue with the Japanese 4) Key features of intercultural dialogue with Koreans	Studying the educational material and preparing a report (presentation)	Weeks 10-11	8	test	Дополнительная литература: 4) История мировой культуры: учебник и практикум для среднего профессионального образования / С. Н. Иконникова [и

Semester	Section, themes	Self-Study			Assessment Tool	Self-Study educational and methodological support
		Type of Self-study	Deadlines	Load (hr.)		
	National character of intercultural communication in the Arab World					др.] ; под редакцией С. Н. Иконниковой, В. П. Большакова. – Москва : Издательство Юрайт, 2019. – 256 с.
8	6. Features of Intercultural Dialogue with Western Partners 1) Linguistic worldview in European business culture 2) Business communication in the USA 3) Verbal and nonverbal communication taboos in western cultures	Studying the educational material and preparing a report (presentation)	Weeks 12-13	5	test in Hecadem	Дополнительная литература: 1) Культурология. История мировой культуры: Учебник для вузов / Под ред. проф. А.Н. Марковой. – 2-е изд., перераб. и доп. – М: ЮНИТИ, 2000. – 600 с.
8	7. Russian Business Culture: Traditions and Prospects 1) Characteristic features of Russian business culture 2) Specifics of negotiations with foreign partners 3) Ethics of business relations	Studying the educational material and preparing a report (presentation)	Weeks 14-15	6	test in Hecadem	Дополнительная литература: 3) Черкашина Т.Т. Язык деловых межкультурных коммуникаций: учебник / под ред. Т.Т. Черкашиной. – Москва: ИНФРА-М, 2025. – 368 с.
Total self-study load (hr)				39		

4.3. Content of Educational Material

Theme 1. Communication Theory: An Introduction

The Concept of communication. Communicology and communication studies. Types, varieties, forms, channels, and formats of communication. Communication as a process. Structural components of business communication.

- 1) Source (sender) of the message
- 2) Encoding and decoding
- 3) Message
- 4) Channel
- 5) Receiver (addressee, recipient). The concept of audience.
- 6) Feedback. Communication failure
- 7) Communication barriers
- 8) Specifics of business communication

Theme 2. Communication Theory: The Communicative Code

Politeness. P. Grice's cooperative principle. G. Leech's maxims of politeness. P. Brown and S. Levinson's politeness theory. Speech etiquette.

- 1) P.Grice's maxims: quantity, quality, relation, manner
- 2) G.Leech's maxims: tact, generosity, approbation, modesty, agreement, sympathy
- 3) The concept of face
- 4) Strategies of positive and negative politeness within Brown and Levinson's theory
- 5) Types of speech etiquette
- 6) Business etiquette and corporate culture
- 7) Specifics of public business communication. The concept of argumentation in business presentations.

Theme 3. Key Theories of Intercultural Communication and Their Application in Business Communication

Intercultural communication as a scholarly discipline. Approaches to differentiating and classifying cultures. E. Hall's theory of high- and low-context cultures. G. Hofstede's theory of cultural dimensions. E. Hirsch's theory of cultural literacy.

- 1) E.Hall's theory. The concept of context. Characteristics of high-context cultures. Characteristics of low-context cultures.
- 2) G.Hofstede's theory. The concept of cultural dimensions. Power distance. Individualism vs. collectivism. Masculinity vs. femininity. Uncertainty avoidance. Long-term vs. short-term orientation. Indulgence vs. restraint.
- 3) E. Hirsch's theory. The concept of cultural literacy. Universal and culture-specific elements in Hirsch's theory

Theme 4. Theory of Intercultural Communication: Verbal and Nonverbal Communication in an Intercultural Context

- 1) Verbal business communication. Features of oral and written communication in the professional sphere from the point of view of intercultural communication theories.
- 2) Monologue and dialogue as primary forms of verbal communication. Types of monologues and dialogues. Communicative style. The concept of a dialogue of cultures.
- 3) Nonverbal communication. Body language from the perspectives of paralinguistics, kinesics, oculesics, haptics, and proxemics.
- 4) Cultural specificity, polysemy, and multifunctionality of body language

Theme 5. Intercultural Dialogue with Eastern Partners and Its Characteristics

- 1) Fundamental principles of India's communicative culture
- 2) The ceremonial nature of intercultural dialogue with the Chinese

- 3) Dominant principles of intercultural dialogue with the Japanese
- 4) Key features of intercultural dialogue with Koreans
- 5) National character of intercultural communication in the Arab World

Theme 6. Features of Intercultural Dialogue with Western Partners

- 1) Linguistic worldview in European business culture
- 2) Business communication in the USA
- 3) Verbal and nonverbal communication taboos in western cultures

Theme 7. Russian Business Culture: Traditions and Prospects

- 1) Characteristic features of Russian business culture
- 2) Specifics of negotiations with foreign partners
- 3) Ethics of business relations

4.3.1. List of Seminars, practical sessions and laboratory work

№	Theme Number	Seminars, practical and laboratory work	Load (hr.)		Assessment Tools	Developed Competencies (indicators)
			Total hrs	Including practical sessions		
1	2	3	4	5	6	7
1	Communication Theory: An Introduction	The Concept of communication. Communicology and communication studies. Types, varieties, forms, channels, and formats of communication. Communication as a process. Structural components of business communication. 1) Source (sender) of the message 2) Encoding and decoding 3) Message 4) Channel 5) Receiver (addressee, recipient). The concept of audience. 6) Feedback. Communication failure 7) Communication barriers 8) Specifics of business communication	2	-	test	PC-3 (PC-3.1, PC-3.2)
2	Communication Theory: The Communicative Code	Politeness. P. Grice's cooperative principle. G. Leech's maxims of politeness. P. Brown and S. Levinson's politeness theory. Speech etiquette. 1) P.Grice's maxims: quantity, quality, relation, manner 2) G.Leech's maxims: tact, generosity,	2	-	test	PC-3 (PC-3.1, PC-3.2)

		<p>approbation, modesty, agreement, sympathy</p> <p>3) The concept of face</p> <p>4) Strategies of positive and negative politeness within Brown and Levinson's theory</p> <p>5) Types of speech etiquette</p> <p>6) Business etiquette and corporate culture</p> <p>7) Specifics of public business communication. The concept of argumentation in business presentations.</p>				
3	Key Theories of Intercultural Communication and Their Application in Business Communication	<p>Intercultural communication as a scholarly discipline. Approaches to differentiating and classifying cultures. E. Hall's theory of high- and low-context cultures. G. Hofstede's theory of cultural dimensions. E. Hirsch's theory of cultural literacy.</p> <p>1) E.Hall's theory. The concept of context. Characteristics of high-context cultures. Characteristics of low-context cultures.</p> <p>2) G.Hofstede's theory. The concept of cultural dimensions. Power distance. Individualism vs. collectivism. Masculinity vs. femininity. Uncertainty avoidance. Long-term vs. short-term orientation. Indulgence vs. restraint.</p> <p>3) E. Hirsch's theory. The concept of cultural literacy. Universal and culture-specific elements in Hirsch's theory</p>	4	-	test	PC-3 (PC-3.1, PC-3.2)
4	Theory of Intercultural Communication: Verbal and Nonverbal Communication in an Intercultural Context	<p>1) Verbal business communication. Features of oral and written communication in the professional sphere from the point of view of intercultural communication theories.</p> <p>2) Monologue and dialogue as primary forms of verbal communication. Types of monologues and dialogues. Communicative style. The concept of a dialogue of cultures.</p> <p>3) Nonverbal communication. Body language from the perspectives of paralinguistics, kinesics, oculosics, haptics, and proxemics.</p> <p>4) Cultural specificity, polysemy, and multifunctionality of body language</p>	2	-	test	PC-3 (PC-3.1, PC-3.2)

5	Intercultural Dialogue with Eastern Partners and Its Characteristics	1) Fundamental principles of India's communicative culture 2) The ceremonial nature of intercultural dialogue with the Chinese 3) Dominant principles of intercultural dialogue with the Japanese 4) Key features of intercultural dialogue with Koreans 5) National character of intercultural communication in the Arab World	4	-	test	PC-3 (PC-3.1, PC-3.2)
6	Features of Intercultural Dialogue with Western Partners	1) Linguistic worldview in European business culture 2) Business communication in the USA 3) Verbal and nonverbal communication taboos in western cultures	2	-	test	PC-3 (PC-3.1, PC-3.2)
7	Russian Business Culture: Traditions and Prospects	1) Characteristic features of Russian business culture 2) Specifics of negotiations with foreign partners 3) Ethics of business relations	4	-	test	PC-3 (PC-3.1, PC-3.2)

4.3.2. List of topics (questions) assigned for independent work as part of student self-study

№	Theme	Assignment	Developed Competencies	CAI
1	2	3	4	5
1	<p>Communication Theory: An Introduction</p> <p>The Concept of communication. Communicology and communication studies. Types, varieties, forms, channels, and formats of communication. Communication as a process. Structural components of business communication.</p> <p>1) Source (sender) of the message 2) Encoding and decoding 3) Message 4) Channel 5) Receiver (addressee, recipient). The concept of audience. 6) Feedback. Communication failure 7) Communication barriers 8) Specifics of business communication</p>	Read the textbook sections on the topic. Prepare reports on the assigned topics. Prepare for the test.	PC-3	PC-3.1, PC-3.2

2	<p>Communication Theory: The Communicative Code. Politeness. P. Grice's cooperative principle. G. Leech's maxims of politeness. P. Brown and S. Levinson's politeness theory. Speech etiquette.</p> <p>1) P.Grice's maxims: quantity, quality, relation, manner</p> <p>2) G.Leech's maxims: tact, generosity, approbation, modesty, agreement, sympathy</p> <p>3) The concept of face</p> <p>4) Strategies of positive and negative politeness within Brown and Levinson's theory</p> <p>5) Types of speech etiquette</p> <p>6) Business etiquette and corporate culture</p> <p>7) Specifics of public business communication. The concept of argumentation in business presentations.</p>	Read the textbook sections on the topic. Prepare reports on the assigned topics. Prepare for the test.	PC-3	PC-3.1, PC-3.2
3	<p>Key Theories of Intercultural Communication and Their Application in Business Communication</p> <p>Intercultural communication as a scholarly discipline. Approaches to differentiating and classifying cultures. E. Hall's theory of high- and low-context cultures. G. Hofstede's theory of cultural dimensions. E. Hirsch's theory of cultural literacy.</p> <p>1) E.Hall's theory. The concept of context. Characteristics of high-context cultures. Characteristics of low-context cultures.</p> <p>2) G.Hofstede's theory. The concept of cultural dimensions. Power distance. Individualism vs. collectivism. Masculinity vs. femininity. Uncertainty avoidance. Long-term vs. short-term orientation. Indulgence vs. restraint.</p> <p>3) E. Hirsch's theory. The concept of cultural literacy. Universal and culture-specific elements in Hirsch's theory</p>	Read the textbook sections on the topic. Prepare reports on the assigned topics. Prepare for the test.	PC-3	PC-3.1, PC-3.2
4	<p>Theory of Intercultural Communication: Verbal and Nonverbal Communication in an Intercultural Context</p> <p>1) Verbal business communication. Features of oral and written communication in the professional sphere from the point of view of intercultural communication theories.</p> <p>2) Monologue and dialogue as primary forms of verbal communication. Types of monologues and dialogues. Communicative style. The concept of a dialogue of cultures.</p>	Read the textbook sections on the topic. Prepare reports on the assigned topics. Prepare for the test.	PC-3	PC-3.1, PC-3.2

	3) Nonverbal communication. Body language from the perspectives of paralinguistics, kinesics, oculesics, haptics, and proxemics. 4) Cultural specificity, polysemy, and multifunctionality of body language			
5	Intercultural Dialogue with Eastern Partners and Its Characteristics 1) Fundamental principles of India's communicative culture 2) The ceremonial nature of intercultural dialogue with the Chinese 3) Dominant principles of intercultural dialogue with the Japanese 4) Key features of intercultural dialogue with Koreans 5) National character of intercultural communication in the Arab World	Read the textbook sections on the topic. Prepare reports on the assigned topics. Prepare for the test.	PC-3	PC-3.1, PC-3.2
6	Features of Intercultural Dialogue with Western Partners 1) Linguistic worldview in European business culture 2) Business communication in the USA 3) Verbal and nonverbal communication taboos in western cultures	Read the textbook sections on the topic. Prepare reports on the assigned topics. Prepare for the test.	PC-3	PC-3.1, PC-3.2
7	Russian Business Culture: Traditions and Prospects 1) Characteristic features of Russian business culture 2) Specifics of negotiations with foreign partners 3) Ethics of business relations	Read the textbook sections on the topic. Prepare reports on the assigned topics. Prepare for the test.	PC-3	PC-3.1, PC-3.2

4.4. Guidelines for Organizing Students' Self-Study

Students' self-study in the discipline "Theory and Practice of Effective Communication" consists of studying the topics of the discipline syllabus using recommended academic literature, preparing reports, and completing tests.

The assessment criteria and sample report topics are outlined in Section 8 of this syllabus.

The learning process is supported by test assignments in the Hecadem system. Before taking the tests, it is necessary to study the theoretical materials on the topic by referring to the recommended literature.

The student must complete 4 tests based on the covered material on the following topics:

- 1) Features of effective business communication: from theory to practice
- 2) Key theories of intercultural communication and their application in a manager's professional activities
- 3) Intercultural dialogue with eastern and western partners
- 4) Russian business culture

The assessment criteria for the tests and examples of test questions are outlined in Section 8 of this program.

V. EDUCATIONAL, METHODOLOGICAL, AND INFORMATION SUPPORT FOR THE DISCIPLINE

a) Main literature

1. Большаков, В. П. История и теория культуры: учебное пособие для вузов / В. П. Большаков, К. Ф. Завершинский, Л. Ф. Новицкая; под общей редакцией В. П. Большакова. — 2-е изд., перераб. и доп. — Москва : Издательство Юрайт, 2022. — 289 с. — (Высшее образование). — ISBN 978-5-534-05382-1. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/493089>
2. Таратухина, Ю.В. Деловые и межкультурные коммуникации: учебник и практикум для вузов / Ю. В. Таратухина, З. К. Авдеева. — Москва : Издательство Юрайт, 2025. — 324 с. — (Высшее образование). — ISBN 978-5-534-02346-6. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/560448>
3. Теория межкультурной коммуникации: учебник и практикум для вузов / под редакцией Ю. В. Таратухиной, С. Н. Безус. — Москва : Издательство Юрайт, 2025. — 254 с. — (Высшее образование). — ISBN 978-5-534-17178-5. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/560759>
4. Бутенина, Е.М. Практикум по межкультурной коммуникации: учебник и практикум для вузов / Е. М. Бутенина, Т. А. Иванкова. — Москва : Издательство Юрайт, 2025. — 184 с. — (Высшее образование). — ISBN 978-5-534-14071-2. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/567395>
5. Жернакова, М.Б. Деловые коммуникации: учебник и практикум для вузов / М. Б. Жернакова, И. А. Румянцева. — 2-е изд., перераб. и доп. — Москва : Издательство Юрайт, 2025. — 319 с. — (Высшее образование). — ISBN 978-5-534-16604-0. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/560024>

Recommended literature.

1. Культурология. История мировой культуры: Учебник для вузов / Под ред. проф. А.Н. Марковой. — 2-е изд., перераб. и доп. — М: ЮНИТИ, 2000. — 600 с.
2. Михайлова К.Ю. Международные деловые переговоры: учебное пособие. — 6-е изд., перераб. и доп. — Ставрополь: АГРУС Ставропольского гос. аграрного ун-та, 2013. — 368 с.
3. Черкашина Т.Т. Язык деловых межкультурных коммуникаций: учебник / под ред. Т.Т. Черкашиной. — Москва: ИНФРА-М, 2025. — 368 с.
4. Культурология в 2 ч. Часть 1. Теоретическая культурология: учебник для вузов / С. Н. Иконникова [и др.] ; под редакцией С. Н. Иконниковой, В. П. Большакова. — 2-е изд., испр. и доп. — Москва : Издательство Юрайт, 2022. — 206 с. — (Высшее образование). — ISBN 978-5-534-08063-6. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/471991>
5. Культурология в 2 ч. Часть 2. Историческая и практическая культурология: учебник для вузов / С. Н. Иконникова [и др.] ; под редакцией С. Н. Иконниковой, В. П. Большакова. — 2-е изд., испр. и доп. — Москва : Издательство Юрайт, 2022. — 292 с. — (Высшее образование). — ISBN 978-5-534-08065-0. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/492800>
6. Шарков Ф.И. Коммуникология: основы теории коммуникации: Учебник для бакалавров. — 5-е изд., стер. — М.: Издательско-торговая корпорация “Дашков и К”, 2020.
7. Боголюбова Н.М. Межкультурная коммуникация. В 2 частях. Ч.1: учебник для вузов / Н.М. Боголюбова, Ю.В. Николаева. — М.: Издательство Юрайт, 2022. — 253 с.
8. Боголюбова Н.М. Межкультурная коммуникация. В 2 частях. Ч.2: учебник для вузов / Н.М.

Боголюбова, Ю.В. Николаева. – М.: Издательство Юрайт, 2022. – 263 с.

9. Скрибицкая И.Ю. Деловое общение: учебник и практикум для вузов / И.Ю. Скрибицкая, Э.Г. Скрибицкий. – М.: Издательство Юрайт, 2022. – 247 с.

10. Викулова Л.Г. Основы межкультурной коммуникации: Практикум. – М.: АСТ, 2008.

11. Гавра Д.П. Основы теории коммуникации: Учебное пособие. Стандарт третьего поколения. – СПб.: Питер, 2011.

б) databases, search and reference systems, and information systems

1. ЭБС ЭЧЗ «Библиотех». Государственный контракт № 019 от 22.02.2011 г. ООО «Библиотех». Лицензионное соглашение № 31 от 22.02.2011 г. Адрес доступа: <https://isu.bibliotech.ru/> Срок действия: с 22.11.2011 г. бессрочный.

2. ЭБС «Руко́нт» Контракт № 98 от 13.11.2020 г.; Акт № 6К-5415 от 14.11.20 г. Срок действия по 13.11.2021г. доступ: <http://rucont.ru/>

3. ЭБС «Издательство Лань». ООО «Издательство Лань». Информационное письмо № 128 от 09.10.2017 г. Срок действия: бессрочный. Адрес доступа: <http://e.lanbook.com/>

4. ЭБС «Национальный цифровой ресурс «Руко́нт». ЦКБ «Бибком». Контракт № 04-Е-0343 от 12.11.2021 г. Адрес доступа: <http://rucont.ru/>

5. ЭБС «Айбукс.ру/ibooks.ru». ООО «Айбукс». Контракт № 04-Е-0344 от 12.11.2021 г.; Акт от 14.11.2021 г. Адрес доступа: <http://ibooks.ru>

6. Электронно-библиотечная система «ЭБС Юрайт». ООО «Электронное издательство Юрайт». Контракт № 04-Е-0258 от 20.09.2021г. Адрес доступа: <https://urait.ru/>

VI. MATERIAL AND TECHNICAL SUPPORT FOR THE DISCIPLINE

6.1. Educational and Laboratory Equipment:

Наименование специальных помещений и помещений для самостоятельной работы	Оснащенность специальных помещений и помещений для самостоятельной работы	Перечень лицензионного программного обеспечения. Реквизиты подтверждающего документа
Учебная аудитория для проведения занятий лекционного типа	Аудитория оборудована специализированной (учебной) мебелью на 48 студентов и техническими средствами обучения, служащими для представления учебной информации большой аудитории. Комплект демонстрационного оборудования включает: 1. ПК HP Elite 8300 SFF i5 3470/4Gb/1Tb/DVDRV/kb /m/DOS/Solenoid Lock and Hood Sensor (RUS) 2. Монитор Viewsonic TFT 20" VA2014WM glossy-black 5ms 20 00:1 250cd M/M 3. Проектор Epson EB-1830	БАЗОВЫЙ УСТАНОВОЧНЫЙ КОМПЛЕКТ ПО: Office 2007 Russian OpenLicensePack NoLevel AcademicEdition – договор с ЗАО "СофтЛайн Трейд" Tr026664 от 17.05.2007 Project Standard 2007, Access 2007 - Программы академического сотрудничества с Microsoft DreamSpark Premium Electronic Software Delivery. – договор с ЗАО "СофтЛайн Трейд" Tr000023480 от 19.05.2015 Операционные системы Windows по лицензионным программам предустановки OEM, Программы академического сотрудничества с Microsoft MSDN AA.- договор с ЗАО "СофтЛайн Трейд" Tr017431 от 15.05.2008 Операционные системы Windows по лицензионным программам предустановки OEM, Программы академического сотрудничества с Microsoft DreamSpark Premium Electronic Software Delivery. – договор с ЗАО "СофтЛайн Трейд" Tr000031723 от 05.08.2015 Антивирусные программы - Права на программы для ЭВМ drWeb Server Security комплексная защита 120Пк (1 лицензию за год) миграция с дозакупкой(LBW-BC-12M-120:119-C4) – договор с ЗАО "СофтЛайн Трейд" 13982/MOC2957 от 22.01.2016 Архиваторы WinRAR: 3.x: Standard Licence - для юридических лиц 100-199 лицензий – договор с ЗАО "СофтЛайн Трейд" №15422/IRK11 от 05.02.2010

	<p>4. Колонки активные Genius SP-S110 черные</p> <p>5. Разветвитель видеосигнала Aten VS92A 2- port VGA</p> <p>Оснащена учебно-наглядными пособиями и электронными презентациями, обеспечивающими тематические иллюстрации по всем темам, указанным в рабочей программе дисциплины</p>	<p>Сетевая клиентская часть Права на программы для ЭВМ Windows Server CAL 2012 Russian OLP NL Academic Edition Device CAL 120 лицензий – договор с ЗАО "СофтЛайн Трейд" 13512/МОС2957 от 29.10.2015</p> <p>Межсетевой экран, функционал Proxu - Право использования программ для ЭВМ Traffic Inspector GOLD льготная – договор с ЗАО "СофтЛайн Трейд" Tr044356 от 27.08.2013</p> <p>Право использования программ для ЭВМ Продление Traffic Inspector GOLD Special на 1 год – договор с ЗАО "СофтЛайн Трейд" Tr000112196 от 29.09.2016</p>
Учебная аудитория для проведения занятий семинарского типа	<p>Аудитория оборудована специализированной (учебной) мебелью на 48 студентов и техническими средствами обучения, служащими для представления учебной информации большой аудитории</p> <p>Комплект демонстрационного оборудования включает:</p> <p>1.ПК HP Elite 8300 SFF i5 3470/4Gb/1Tb/DVDRV/kb /m/DOS/Solenoid Lock and Hood Sensor (RUS)</p> <p>2. Монитор Viewsonic TFT 20" VA2014WM glossy-black 5ms 20 00:1 250cd M/M</p> <p>3. Проектор Epson EB-1830</p> <p>4. Колонки активные Genius SP-S110 черные</p> <p>5. Разветвитель видеосигнала Aten VS92A 2- port VGA</p>	<p>БАЗОВЫЙ УСТАНОВОЧНЫЙ КОМПЛЕКТ ПО:</p> <p>Office 2007 Russian OpenLicensePack NoLevel AcademicEdition – договор с ЗАО "СофтЛайн Трейд" Tr026664 от 17.05.2007</p> <p>Project Standard 2007, Access 2007 - Программы академического сотрудничества с Microsoft DreamSpark Premium Electronic Software Delivery. –договор с ЗАО "СофтЛайн Трейд" Tr000023480 от 19.05.2015</p> <p>Операционные системы Windows по лицензионным программам предустановки OEM, Программы академического сотрудничества с Microsoft MSDN AA.- договор с ЗАО "СофтЛайн Трейд" Tr017431 от 15.05.2008</p> <p>Операционные системы Windows по лицензионным программам предустановки OEM, Программы академического сотрудничества с Microsoft DreamSpark Premium Electronic Software Delivery. – договор с ЗАО "СофтЛайн Трейд" Tr000031723 от 05.08.2015</p> <p>Антивирусные программы - Права на программы для ЭВМ drWeb Server Security комплексная защита 120Пк (1 лицензию за год) миграция с дозакупкой(LBW-BC-12M-120:119-C4) – договор с ЗАО "СофтЛайн Трейд" 13982/МОС2957 от 22.01.2016</p> <p>Архиваторы WinRAR: 3.x: Standard Licence - для юридических лиц 100-199 лицензий – договор с ЗАО "СофтЛайн Трейд" №15422/IRK11 от 05.02.2010</p> <p>Сетевая клиентская часть Права на программы для ЭВМ Windows Server CAL 2012 Russian OLP NL Academic Edition Device CAL 120 лицензий – договор с ЗАО "СофтЛайн Трейд" 13512/МОС2957 от 29.10.2015</p> <p>Межсетевой экран, функционал Proxu - Право использования программ для ЭВМ Traffic Inspector GOLD льготная – договор с ЗАО "СофтЛайн Трейд" Tr044356 от 27.08.2013</p> <p>Право использования программ для ЭВМ Продление Traffic Inspector GOLD Special на 1 год – договор с ЗАО "СофтЛайн Трейд" Tr000112196 от 29.09.2016</p>
Аудитория для групповых и индивидуальных консультаций, текущего контроля и промежуточной аттестации	<p>Аудитория оборудована специализированной (учебной) мебелью на 11 студентов, 5 рабочих мест, оснащенных компьютерами с подключением к сети «Интернет» и обеспечением доступа в ЭИОС ФГБОУ ВО «ИГУ». 1. 5 рабочих мест</p> <p>Системный блок HP compad dc7800SFF Dual Core PE-2180, 4 Gb DDR2 PC6400, 160GB SATA 3.0</p>	<p>БАЗОВЫЙ УСТАНОВОЧНЫЙ КОМПЛЕКТ ПО:</p> <p>Office 2007 Russian OpenLicensePack NoLevel AcademicEdition – договор с ЗАО "СофтЛайн Трейд" Tr026664 от 17.05.2007</p> <p>Project Standard 2007, Access 2007 - Программы академического сотрудничества с Microsoft DreamSpark Premium Electronic Software Delivery. –договор с ЗАО "СофтЛайн Трейд" Tr000023480 от 19.05.2015</p> <p>Операционные системы Windows по лицензионным программам предустановки OEM, Программы академического сотрудничества с Microsoft MSDN AA.- договор с ЗАО "СофтЛайн Трейд" Tr017431 от 15.05.2008</p> <p>Операционные системы Windows по лицензионным программам предустановки OEM, Программы академического сотрудничества с Microsoft DreamSpark Premium Electronic Software Delivery. – договор с ЗАО "СофтЛайн Трейд" Tr000031723 от 05.08.2015</p>

	<p>HDD</p> <p>2. Монитор ЖК (LCD) дисплей 17,0" ViewSonic "VA703m" 1280x1024, 8мс, TCO"03, серебр-черный (D-Sub, MM)</p> <p>3. Принтер Многофункциональное устройство Hewlett-Packard LaserJet 3055 All-in-One одна штука.</p>	<p>Антивирусные программы - Права на программы для ЭВМ drWeb Server Security комплексная защита 120Пк (1 лицензию за год) миграция с дозакупкой(LBW-BC-12M-120:119-C4) – договор с ЗАО "СофтЛайн Трейд" 13982/МОС2957 от 22.01.2016</p> <p>Архиваторы WinRAR: 3.x: Standard Licence - для юридических лиц 100-199 лицензий – договор с ЗАО "СофтЛайн Трейд" №15422/IRK11 от 05.02.2010</p> <p>Сетевая клиентская часть Права на программы для ЭВМ Windows Server CAL 2012 Russian OLP NL Academic Edition Device CAL 120 лицензий – договор с ЗАО "СофтЛайн Трейд" 13512/МОС2957 от 29.10.2015</p> <p>Межсетевой экран, функционал Проху - Право использования программ для ЭВМ Traffic Inspector GOLD льготная – договор с ЗАО "СофтЛайн Трейд" Tr044356 от 27.08.2013</p> <p>Право использования программ для ЭВМ Продление Traffic Inspector GOLD Special на 1 год – договор с ЗАО "СофтЛайн Трейд" Tr000112196 от 29.09.2016</p>
Помещение для самостоятельной работы студентов	<p>Оборудовано специализированной (учебной) мебелью на 10 студентов, оснащено компьютерной техникой, подключенной к сети Интернет и обеспеченной доступом в ЭИОС ИГУ</p> <p>1. Системный блок Think Centre M80 Series SFF в комплекте: Intel® Core™ i3-540 Clarkdale 2.93GHz / 1333MHz / Dual Core™ / 4M/73W / LGA 1156/32nm/4GB PC3-10600 SDRAM x 2 /250 GB, 7200RPM SATA</p>	<p>БАЗОВЫЙ УСТАНОВОЧНЫЙ КОМПЛЕКТ ПО:</p> <p>Office 2007 Russian OpenLicensePack NoLevel AcademicEdition – договор с ЗАО "СофтЛайн Трейд" Tr026664 от 17.05.2007</p> <p>Project Standard 2007, Access 2007 - Программы академического сотрудничества с Microsoft DreamSpark Premium Electronic Software Delivery. –договор с ЗАО "СофтЛайн Трейд" Tr000023480 от 19.05.2015</p> <p>Операционные системы Windows по лицензионным программам предустановки OEM, Программы академического сотрудничества с Microsoft MSDN AA.- договор с ЗАО "СофтЛайн Трейд" Tr017431 от 15.05.2008</p> <p>Операционные системы Windows по лицензионным программам предустановки OEM, Программы академического сотрудничества с Microsoft DreamSpark Premium Electronic Software Delivery. – договор с ЗАО "СофтЛайн Трейд" Tr000031723 от 05.08.2015</p> <p>Антивирусные программы - Права на программы для ЭВМ drWeb Server Security комплексная защита 120Пк (1 лицензию за год)</p>
	<p>/DVD RW - 10шт</p> <p>2. Монитор ЖК (LCD) - монитор 20.0 ViewSonic "VA2013w" 1600x900, 5мс, TCO 03, черный (D-Sub) - 10шт</p> <p>3. Принтер HP LaserJet 5000N, A3, 22ppm, 32 MB, 250&500 sheet feeder, JetDirect 615n prn svr</p> <p>4. Принтер HP LaserJet 5100th, A3, 22ppm, 32 MB, 250&500 sheet feeder, JetDirect 615n prn svr</p>	<p>миграция с дозакупкой(LBW-BC-12M-120:119-C4) – договор с ЗАО "СофтЛайн Трейд" 13982/МОС2957 от 22.01.2016</p> <p>Архиваторы WinRAR: 3.x: Standard Licence - для юридических лиц 100-199 лицензий – договор с ЗАО "СофтЛайн Трейд" №15422/IRK11 от 05.02.2010</p> <p>Сетевая клиентская часть Права на программы для ЭВМ Windows Server CAL 2012 Russian OLP NL Academic Edition Device CAL 120 лицензий – договор с ЗАО "СофтЛайн Трейд" 13512/МОС2957 от 29.10.2015</p> <p>Межсетевой экран, функционал Проху - Право использования программ для ЭВМ Traffic Inspector GOLD льготная – договор с ЗАО "СофтЛайн Трейд" Tr044356 от 27.08.2013</p> <p>Право использования программ для ЭВМ Продление Traffic Inspector GOLD Special на 1 год – договор с ЗАО "СофтЛайн Трейд" Tr000112196 от 29.09.2016</p>

6.2. Software:

Университет обеспечен необходимым комплектом лицензионного и свободно распространяемого программного обеспечения, в том числе отечественного производства:

1. Базовый установочный комплект по: Office 2010 Услуги по предоставлению права использования программы Microsoft Desktop Edu ALNG LicSAPk OLV E 1Y Acdmc Ent., 39-лицензий для БМБШ ИГУ. Договор № 03-K-1131 от 29.11.2021 КОСГУ 226.4

2. Project Standard 2007, Access 2007 – Подписка ИГУ Azure Dev Tools for Teaching subscription (Visio, Projekt) 1 Year. Microsoft Corporation, One Microsoft Way, Redmond, WA 98052. Expiration Date March 31, 2023.
3. Microsoft Project Professional 2010, Подписка ИГУ Azure Dev Tools for Teaching subscription (Visio, Projekt) 1 Year. Microsoft Corporation, One Microsoft Way, Redmond, WA 98052. Expiration Date March 31, 2023.
4. Операционные системы Windows'7, Windows'10 Услуги по предоставлению права использования программы Microsoft Desktop Edu ALNG LicSAPk OLV E 1Y Acdmc Ent., 39-лицензий для БМБШ ИГУ. Договор № 03-K-1131 от 29.11.2021 КОСГУ 226.4
5. Антивирусные программы - Dr.Web продление Договор № Tr000582689/03-E-0043 от 05 февраля 2021 г. счет № Tr000582689 от 08 февраля 2021
6. Архиваторы WinRAR: 3.x: Standard Licence - для юридических лиц 100-199 лицензий – прилож. №1 к дог №15422/IRK11 ЗАО "СофтЛайн Трейд" от 05.02.2010
7. Сетевая клиентская часть Права на программы для ЭВМ Windows Server CAL 2012 Russian OLP NL Akademik Edition Device CAL 120 лицензий - счет Tr000051059 ЗАО "СофтЛайн Трейд" от 27.10.2015
8. Межсетевой экран, функционал Проху - Право использования программ для ЭВМ Traffic Inspector GOLD льготная счет Tr005456 ЗАО "СофтЛайн Трейд" от 27.08.2013
9. Traffic Inspector GOLD Special* на 5 лет Договор РС3-0000276 от 16.11.2021 КОСГУ 226.4 Продление лицензии

6.3. Technical and Electronic Learning Tools:

Мультимедийные средства и другая техника для презентаций учебного материала:

1. Настольный ПК HP EliteDesk 800 G4 SFF Intel Core i5 8500 (3Ghz)/8192Mb/1000Gb/DVDrw/war 3y/W10Pro +V
 2. Монитор ViewSonic 21,5" VA2245a - LED [LED, 1920x1080, 10M: 1 5мс, 170гор, 160вер, D-Sub]
 3. Проектор Nec M420X LCD 4200ANSI Lm XGA 2000:1 лампа 3500ч. Eco mode HDMI USB Viewer RJ-45 10W 3,6 кг
 4. Колонки Jetbalance JB-115U 2.0 черные (4W)
 5. Разветвитель видеосигнала Aten VS92A 2- port VGA
- Перечень используемого лицензионного программного обеспечения:
1. Office 2010 по программе академического сотрудничества с Russian Microsoft Desktop Education AllLng License/Software Assurance Pack Academic OLV 1License LevelE Enterprise
 2. Project Standard 2007, Access 2007 – по программе академического сотрудничества с Microsoft DreamSpark Premium Electronic Software Delivery.
 3. Microsoft Project Professional 2010, Microsoft Visio Professional 2010 по программе академического сотрудничества с Microsoft Imagine Standart Electronic Software Delivery при содействии ЦНИТ ИГУ.

VII. EDUCATION TECHNOLOGIES

In accordance with the requirements of the Federal State Educational Standard of Higher Education for the field of study 27.03.05 “Innovatics”, specialization “Management of Innovative and IT Projects and Products”, the implementation of the competency-based approach involves the widespread use of active and interactive forms of instruction in the educational process (computer simulations,

business and role-playing games, case study analysis) in combination with extracurricular work to form and develop students' professional skills. Within the framework of the discipline, meetings with representatives of Russian companies, state and public organizations, as well as master classes by experts and specialists are provided.

The teaching of the discipline “Theory and Practice of Effective Communication” involves the use of the following educational technologies:

- conducting classroom sessions using multimedia technologies, audio and video materials;
- conducting lectures in the form of a problem-based lecture, a lecture-discussion (if necessary – in the form of a webinar with lecture recordings for possible subsequent viewing);
- using a problem-oriented approach through independent work;
- test technologies on the distance learning platform BIBS “Hecadem”;
- application of interactive learning technologies, such as group discussions, work in small groups; conducting master classes with specialists;
- students completing independent work.

Distance learning technologies used in the implementation of various types of academic work:

- individual communication with students via the instructor's email;
- use of the Irkutsk State University (ISU) educational portal <https://educa.isu.ru/> and the BIBS “Hecadem” platform for organizing ongoing monitoring of academic performance and attendance.

Distance learning technologies in the study of disciplines are applied using the Irkutsk State University educational portal (access address: <http://educa.isu.ru>) and the BIBS “Hecadem” platform (access address: <https://edu.buk.irk.ru/>). Lecture texts or video recordings, as well as assignments for practical classes, are posted by discipline in the corresponding sections of the specified ISU information portal.

VIII. MATERIALS FOR FORMATIVE AND SUMMATIVE ASSESSMENT

8.1. There are no assessment materials for entry control.

8.2. Assessment Materials for Conducting Formative and Summative Assessment

The purpose of the assessment tools for formative and summative assessment is to determine the level of competency formation in accordance with the table provided below.

№	Formats of Assessment Tools	Assessed themes (sections)	Assessed competencies/ indicators
1	2	3	4
1	Presentation, report	Themes 1-9	PC-3
2	Test	Themes 1-9	PC-3
3	Summative assessment – credit with grade	Themes 1-9	PC-3

8.3. Types of Assessment Tools Used for Formative and Summative Assessment

The list of assessment tools used for evaluating competencies at various stages of their formation, as well as a brief description of these tools, are presented in the table.

№	Assessment Tool	Description of the assessment tool	Format of Assessment Tool
1.	Presentation, report	A product of the student's independent work, which is a public presentation or written work presenting the results of research on a specific educational-practical, educational-research, or scientific problem. It can be used to assess the knowledge, skills, abilities, and/or practical experience of students.	Topics of presentations, reports
2.	Test	A system of standardized tasks that automates the procedure for measuring the level of a student's knowledge and skills. They are completed by the student in the "Hecadem." The number of questions in a test ranges from 20 to 100, the completion time is unlimited, and the number of attempts is 1. It can be used to assess the knowledge and skills of students.	List of test tasks
3.	Credit with grade	An assessment tool that allows for evaluating a student's knowledge, skills, abilities, and/or practical experience in the discipline. It is conducted orally in the form of an interview on topics from section 8.8. The preparation time is 45 minutes. It can be used to assess the knowledge, skills, abilities, and/or practical experience of students.	A list of theoretical questions and practical tasks for a credit with grade

8.4. Criteria for Assessing Competency Formation During Summative Assessment and Formative Assessment

Presentation, report

Rating Scales	Description	Level of Competency Mastery
86 – 100 points	The problem related to the report (presentation) topic has been clearly identified, and its relevance has been substantiated. A brief analysis of various perspectives on the issue has been provided, and a personal position has been presented logically. Conclusions have been formulated, and the topic has been fully explored.	High
70 – 85 points	The problem related to the topic of the report (presentation) has been identified and its relevance has been substantiated. However, the analysis of various perspectives on the issue does not reflect all scientifically grounded positions, the presenter's own stance is presented somewhat illogically, or the conclusions are not fully formulated. The topic is covered in sufficient detail.	Basic
61 - 70 points	A problem related to the topic of the report (presentation) has been identified, but its relevance has not been substantiated. An analysis of various perspectives on the issue is lacking, and there is an absence of logic and a clear personal stance in formulating conclusions. The topic has been only partially explored.	Minimal
0 – 60 points	The core issues of the report (presentation) topic have not been addressed. Existing viewpoints on the given problem have not been presented, there is no personal perspective, and conclusions have not been formulated.	Competencies not developed

Test

Rating scales	Description	Level of Competency Mastery
86 – 100 points	The proportion of correctly completed test tasks is 86–100% of the total number of tasks in the test.	High

70 – 85 points	The proportion of correctly completed test tasks is 86–100% of the total number of tasks in the test.	Basic
61 - 70 points	The proportion of correctly completed test tasks is 86–100% of the total number of tasks in the test.	Minimal
0 – 60 points	The proportion of correctly completed test tasks is 86–100% of the total number of tasks in the test.	Competencies not developed

Summative assessment in the form of *a credit with grade*

Rating scales		Assessment criteria	Level of Competency Mastery
86 – 100 points Excellent	«Passed»	The student answered the theoretical questions correctly. Demonstrated excellent knowledge within the scope of the educational material. Successfully completed the practical tasks. Demonstrated excellent skills and proficiency in applying the acquired knowledge and abilities to solve problems within the scope of the educational material. Answered all additional questions.	High
70 – 85 points Good		The student answered the theoretical questions with minor inaccuracies. Demonstrated good knowledge within the scope of the educational material. Completed the practical tasks with minor errors. Showed good skills and proficiency in applying the acquired knowledge and abilities to solve problems within the scope of the educational material. Answered most of the additional questions.	Basic
61 - 70 points Satisfactory		The student answered the theoretical questions with significant inaccuracies. Demonstrated satisfactory knowledge within the scope of the educational material. Completed the practical tasks with significant errors. Showed satisfactory skills and proficiency in applying the acquired knowledge and abilities to solve problems within the scope of the educational material. Made numerous inaccuracies when answering the additional questions.	Minimal
0 – 60 points	«Fail»	The student demonstrated an insufficient level of knowledge and skills in solving problems within the scope of the educational material when answering theoretical questions and completing practical tasks. Many incorrect answers were given to the additional questions.	Competencies not developed

8.5. Description of Procedures for Conducting Summative Assessment and Evaluating Learning Outcomes

When conducting interim certification in the form of a graded pass/fail exam, the instructor takes into account the results of ongoing academic performance monitoring throughout the semester and the results of testing based on the material studied during the semester. The assessment tools and standard control tasks used during ongoing monitoring, combined with testing, allow for the evaluation of students' knowledge, skills, and proficiency/experience in mastering the discipline. To utilize the results of ongoing academic performance monitoring, the instructor calculates the average score of the student's level of competency formation (the sum of the student's grades divided by the number of grades). The testing schedule is announced to students in advance.

Summative assessment in the form of a credit with grade is conducted through an oral interview based on exam papers. The papers are designed so that each one includes both theoretical questions and practical tasks.

The paper contains: a theoretical question and a practical task (selected from the list of standard theoretical questions and practical tasks for the graded pass/fail exam). The distribution of theoretical questions and practical tasks among the papers is not accessible to students.

During the credit, the student takes the exam paper. The student is allotted up to 30 minutes to prepare an answer. While the student is answering the questions and tasks from the paper, the instructor may ask additional questions.

Each question/task in the paper is assessed on a 100-point scale. The arithmetic mean of the scores received for each question/task is then calculated. The arithmetic mean of the scores is rounded to the nearest whole number according to standard arithmetic rounding rules.

8.6. Demonstration Examples of Formative Assessment Tools

No	Assessment Tool	Examples
1.	List of test tasks	<ol style="list-style-type: none"> In India, it is customary to look directly into the interlocutor's eyes to demonstrate honesty and confidence. correct /incorrect In which country is it customary to exchange business cards with both hands and with a slight bow? <ol style="list-style-type: none"> India China Japan Korea Which of these actions is considered disrespectful in business negotiations in the Middle East? <ol style="list-style-type: none"> offering coffee starting a conversation with personal questions openly criticizing someone's opinion exchanging business cards What is the customary etiquette to observe in India when communicating with elders or people in positions of authority? <ol style="list-style-type: none"> address them by their first name use the left hand for handshakes address them by adding a respectful suffix, such as “-ji” interrupt them if you believe they are wrong Which aspect of communication is particularly valued in Korean business culture? <ol style="list-style-type: none"> directness and open expression of one's opinion active use of non-verbal cues to demonstrate emotions showing modesty and restraint improvisation and spontaneity in communication In China, giving gifts before closing a deal may be perceived as an attempt at correct /incorrect Which communication style is most commonly used in the Russian business environment? <ol style="list-style-type: none"> direct and open, as in the USA high-context and indirect, as in Japan depends on the person and level of trust, but often indirect hierarchical and authoritarian What should one keep in mind about communication distance with Europeans and Americans? <ol style="list-style-type: none"> try to reduce the distance to build a more trusting relationship maintain a comfortable distance for the interlocutor (approximately an arm's length) always keep the maximum possible distance to show respect distance does not matter; what matters is the content of the conversation In which country is it highly inadvisable to joke during business meetings, especially if you are not fluent in the language? <ol style="list-style-type: none"> Italy France Germany Spain

		<p>10. What is important to consider when preparing a presentation for an American audience?</p> <ol style="list-style-type: none"> focus on general principles and philosophical aspects provide specific data and clear conclusions use complex graphs and diagrams избегать юмора и личных анекдотов avoid humor and personal anecdotes <p>11. In Middle Eastern business culture, it is customary to immediately get down to business without spending time on small talk. correct /incorrect</p>
2.	Topics of reports and presentations	<ol style="list-style-type: none"> History of Intercultural Communication Communication as a Process and Its Components Key Attributes of Corporate (Organizational) Culture Dominant Culture and Subcultures Ethnocultural Foundations of Theories of Interethnic Communication Cultural Diversity in Multinational Corporations Synergistic Skills Required for the Successful Work of an International Manager Stages of Selecting and Training Staff for Work in Overseas Branches of Multinational Corporations Verbal and Nonverbal Communication. Types of Nonverbal Communication Means Relevance of Intercultural Communication in the Process of Globalization Intercultural Communication and Corporate Culture Functions, Key Characteristics, and Elements of Culture Social Communication: Its Essence, Typology Sociology of Intercultural Conflict The Place of Russian Culture Among World Cultures Psychology of Interethnic Tension Ethnoculture and National Identity Culture of Business Communication Cultivation of Business Culture Ethnocultural Foundations of Theories of Interethnic Communication Customs and Mores and Their Role in Business Social Interaction Ritual Culture in Intercultural Communication Symbol in International and Intercultural Communications Domestic and Foreign Schools of Studying Intercultural Communications Problems of the Interdisciplinary Method in Intercultural Communications The Role of Stereotypes and Their Influence on the Development of Intercultural Relationships Business Protocol: Scheduling Meetings, Greetings and Introductions, Formalities, Communication Styles International Advertising as a Special Type of Intercultural Communication Influence of the Caste System on Business Communication in Modern India Features of Verbal and Nonverbal Communication in Indian Business Features of Japanese Culture: Tea Ceremony and Other Traditions The Art of "Haragei": Nonverbal Communication and Understanding Intentions in Japanese Business Communication Culture of Apology and Its Role in Conflict Resolution in Japanese Business Major Holidays of the Arab-Islamic World: Muslim New Year (Hijra), Mawlid, Eid al-Adha (Festival of Sacrifice) Guanxi: The Role of Personal Connections and Social Networks in Chinese Business Saving "Face": How to Avoid Situations Leading to Loss of Authority in Chinese Business Culture Digital China: The Influence of Social Media and Online Communication on the Business Environment Kibon: Features of Nonverbal Communication and Expression of Emotions in Korean Business Communication The Influence of the Korean Wave (Hallyu) on Product and Service Promotion Individualism and Competition: The Influence of These Values on Conducting Business in the USA Cultural Diversity: Effective Communication in a Multicultural Work Environment

		<p>in the USA</p> <p>42. Entrepreneurial Spirit: Innovations and Startups in American Business</p> <p>43. Directness and Efficiency: Features of the American Style of Business Communication</p> <p>44. Intercultural Challenges in the European Union: Features of Communication Between Representatives of Different Member Countries</p> <p>45. Germany: Punctuality, Formality, and Hierarchy in German Business Communication</p> <p>46. The Influence of Islam on Business Ethics and Communication in the Middle East</p> <p>47. Communication Features: How to Adapt a Presentation for an Arab Audience</p> <p>48. The Importance of Personal Relationships and Trust in Arab Business</p> <p>49. Stereotypes and Prejudices in Intercultural Communication and Ways to Overcome Them</p> <p>50. Ethical Aspects of Intercultural Communication in Business</p> <p>51. Features of Business Etiquette in Russia (Gifts, Compliments, Dress Code, etc.)</p> <p>52. Use of Humor in Russian Business Communication: When It Is Appropriate and How to Avoid Misunderstandings</p> <p>53. Digital Etiquette in Russian Business Communication: Features of Email Correspondence, in Messengers, and on Social Networks</p> <p>54. Humor and Creativity in Intercultural Advertising of IT Products: Boundaries of Permissibility and Avoiding Cultural Insults</p> <p>55. Brand "Voice": How to Adapt the Tone of Voice and Communication Style of an IT Company for Different Target Audiences</p> <p>56. The Influence of Cultural Values on the Perception of Innovations: How to Overcome Resistance to New Technologies and Emphasize Their Advantages</p> <p>57. Social Media and Opinion Leaders: How to Use Local Influencers to Promote IT Products in Different Countries</p>
--	--	--

8.7. List of Questions and Assignments for Summative Assessment

1. The concept of communication. The structure of communication. Subjects of communication. Functions of communication.
2. Verbal and non-verbal communication. Levels, forms, and channels of communication.
3. Sociocultural and historical aspects of intercultural communication.
4. The concept of intercultural communication. Intercultural communication: its structure and types. Universal and culture-specific aspects of communication.
5. Types of intercultural communication. At what levels can intercultural communication occur? What is the specificity of communication at each of these levels? What is the role of language in communication at each level?
6. The problem of cultural differences between peoples. The concept of "culture shock". Barriers to intercultural communication.
7. Effective intercultural communication and factors contributing to its achievement. The problem of ethnocentrism. Developing intercultural competence.
8. The concept of organizational culture.
9. Corporate culture and its components. Company status and organizational features.
10. Typology of corporate cultures. Classifications by Deal & Kennedy, Trompenaars.
11. Psychological aspects of intercultural communication.
12. Ethnocultural features of nonverbal behavior (The role of symbols).
13. Intercultural conflicts and methods of their resolution.
14. Every culture has its own worldview. Identify how the national-cultural specificity of speech communication is manifested in the interpretation of time and space in different cultures. To answer, refer to the following text:

While Western culture strictly measures time and views lateness, for example, as a transgression ("Punctuality is the politeness of kings"), among Arabs, in Latin America, and in some Asian countries, lateness will surprise no one. Moreover, if you want to be taken seriously, you need to

spend time on ritual conversations. One must not show haste, as a cultural conflict may arise: Arabs view drinking coffee and talking as "doing something," while Americans see it as a waste of time. Consequently, Arabs regard strict deadlines as a personal insult. A Latin American and a European typically converse at different distances. If placed side by side, a European may feel their personal space is being invaded and will immediately try to step back. In response, the Latin American will try to move closer again, which, from the European's perspective, will be perceived as aggression. Western businesspeople strive to conduct their negotiations in a confidential atmosphere, face-to-face. In Arab culture, others may be present in the room, and if you ask to talk in a different setting, an Arab may merely lean their head closer to you (G.G. Pocheptsov).

15. The evolution of business ethics in India: from traditional values to modern requirements.
16. Specifics of Chinese business etiquette.
17. Nuances of communication with Japanese partners.
18. Specifics of verbal and non-verbal communication in Korean business.
19. Business etiquette in Middle Eastern countries.
20. Major communication taboos in western cultures.
21. Cultural specifics of business communication in the USA.
22. Modern business culture in Russia.

Developed by:

Associate Prof.

Yu.G. Lipko

Associate Prof.

N.V. Kopylova

The syllabus is developed in accordance with the requirements of the FSES HE for the major 27.03.05 Innovatics, specialization "Management of Innovative and IT Projects and Products".

The syllabus was reviewed at the meeting of the Department of Humanities and Foreign Languages on March 19, 2025, protocol № 7.

Department Chair



A.Yu. Suslova

This syllabus may not be reproduced in any form without prior written permission from the department that developed the syllabus.