

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF INTERNATIONAL ECONOMIC RELATIONS**

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Adopted by the FC (record № 12/ 29.04.2024)

Adopted by the DC (record № 8/ 16.04.2024)

**ACCEPTED BY:**

**Dean:**

(Assoc. Prof. Dobrin Dobrev, PhD)

## SYLLABUS

**SUBJECT: INTERNATIONAL BUSINESS COMMUNICATION**

**DEGREE PROGRAMME: Maritime Business and International Trade;**

**BACHELOR'S DEGREE**

**YEAR OF STUDY: 2; SEMESTER: 4**

**TOTAL STUDENT WORKLOAD: 180 hours; incl. curricular 60 hours**

**CREDITS: 6**

### DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	<b>WORKLOAD, hours</b>	<b>TEACHING HOURS PER WEEK, hours</b>
CURRICULAR: incl. <ul style="list-style-type: none"><li>• LECTURES</li><li>• SEMINARS / LAB. EXERCISES</li></ul>	30 30	2 2 -
EXTRACURRICULAR	120	

Prepared by:

1. ....  
(Kristana Ivanova, senior lecturer)

2. ....  
(Aneta Stefanova, senior lecturer)

Head of department  
of Languages and Sports: .....  
(Assoc. Prof. Vladimir Dosev)

## **I. ANNOTATION**

*This module introduces Maritime Business and International Trade students to the fundamental principles of international business communication. Students become aware that all aspects of business communication are culture-bound, e.g. team-building, questioning techniques, assigning tasks, negotiating, prioritizing, status ascription, problem-solving and risk-taking.*

*The learning process is student-generated and interactive. Students give presentations, they role-play, discuss case studies and video materials that give examples of cultural differences in international business. Students learn to become better communicators, as they are taught to express themselves coherently, succinctly, and persuasively in a variety of media. They gain insights into ethics, etiquette, teamwork and non-verbal communication across cultures. Students are encouraged to make an active contribution to numerous business case studies, some specific to maritime business and international trade, and they learn how to employ a variety of effective communication strategies, both verbal and non-verbal.*

*Students develop their active listening skills, critical thinking, problem solving, networking skills, and their relationship management. With its cross-cultural examples and case studies, this course applies an experiential/reflective method and learning by doing.*

*On completing the course, students will be able to operate more effectively across cultures in business and in every day context. With better communication skills and improved intercultural competences, students ultimately gain a competitive advantage in pursuing a career in the global business environment whether they pursue careers as port managers, maritime consultants, shipbrokers, freight forwarders, etc. or they decide to apply their transferable skills in other sectors and industries.*

*Students enhance their job opportunities by developing key competencies such as their language competence, multi-language competence, digital competence, personal competence, civil competence, entrepreneurial competence and their competences in cultural awareness and assertiveness.*

## **II. THEMATIC CONTENT**

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>Topic 1. INTRODUCTION TO EFFECTIVE COMMUNICATION IN THE GLOBAL BUSINESS ENVIRONMENT</b>		<b>2</b>	<b>2</b>	
1.1.	Cultural diversity in organisations.			
1.2	Core concepts of intercultural communication in business.			
1.3	Communication styles.			
<b>Topic 2. TEAM SKILLS AND INTERPERSONAL COMMUNICATION</b>		<b>6</b>	<b>6</b>	
2.1	Communicating effectively in multicultural teams.			
2.2	Business etiquette at work and online.			
2.3	Effective strategies in dealing with communication challenges in the workplace and online.			
2.4	Relationships building. Active listening. Building rapport.			
2.5	Coaching. Mentoring. Assertiveness.			
2.6	Cultural Intelligence. Emotional Intelligence.			
2.7	Non-verbal communication.			
<b>Topic 3. CRISIS MANAGEMENT</b>		<b>4</b>	<b>4</b>	
3.1	Communicating effectively in a crisis.			
3.2	Non-verbal communication in crisis management.			
<b>Topic 4. INTERNATIONAL NEGOTIATION</b>		<b>6</b>	<b>6</b>	

4.1	Negotiating internationally.			
4.2	Building persuasive arguments to support ideas.			
4.3	Adapting messages, oral and/or written, and communication styles to specific audiences and situations.			
<b>Topic 5. DEVELOPING LEADERSHIP SKILLS</b>		<b>4</b>	<b>4</b>	
5.1	Culture and leadership.			
5.2	Leadership and decision making.			
5.3	Prejudice and bias at work. Stereotyping.			
<b>Topic 6. DEVELOPING PRESENTATION SKILLS</b>		<b>4</b>	<b>4</b>	
6.1	Presenting across cultures. Cultural differences and presentation format/style.			
6.2	Developing analytical and communication skills in delivering and assessing presentations.			
<b>Topic 7. CAREER DEVELOPMENT</b>		<b>4</b>	<b>4</b>	
7.1	Career planning: setting career objectives			
7.2	Using professional social media sites. Creating online CVs.			
7.3	Successful job interviews.			
7.4	Non-verbal communication in face-to-face interactions.			
<b>Total:</b>		<b>30</b>	<b>30</b>	

### **III. FORMS OF CONTROL:**

<b>№</b>	<b>TYPE AND FORM OF CONTROL</b>	<b>Number</b>	<b>extracurricular, hours</b>
<b>1.</b>	<b>Midterm control</b>		
1.1.	Project work	<b>1</b>	<b>20</b>
1.2.	Presentation	<b>1</b>	<b>20</b>
1.3.	Assignments	<b>10</b>	<b>50</b>
<b>Total midterm control:</b>		<b>12</b>	<b>90</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination	<b>1</b>	<b>30</b>
<b>Total final term control:</b>		<b>1</b>	<b>30</b>
<b>Total for all types of control:</b>		<b>13</b>	<b>120</b>

### **IV. LITERATURE**

#### **REQUIRED (BASIC) LITERATURE:**

1. *Excellence in Business Communication*, Global Edition, 14th edition, John Thill, Courtland L. Bovee, Pearson, 2023
2. *Business Partner* with online digital resources, Pearson & Financial Times Publishing, 2018, 2019, 2020

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. *The Cultural Dimension of Global Business*, Gary P. Ferraro, Elizabeth K. Briody, Routledge, 2017
2. *Communicating Across Cultures*, Bob Dignen, Cambridge University Press, 2011

3. *Understanding Cross-Cultural Management*, 4th edition, Marie-Joelle Browaeys & Roger Proce, Prentice Hall & Financial Times Publishing, 2019
4. Essence Soft Skills Platform (2022). Available at: <https://projectessence.eu/toolkits.php>
5. Prominence Interactive E-book (2020). Available at: <https://www.prominenceproject.eu/index.php/prominence-interactive/study-guide/study-module/e-book/>