PJSC "Higher Education Institution" INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT"

Danube branch

SYLLABUS

of the academic discipline (selective)
MANAGER'S PROFESSIONAL RHETORIC

Specialty **D3 Management**

Educational level: **First (bachelor's) level**

Educational program: **Management**

IAPM 2025

General information about the academic discipline

Name of the discipline	**Manager's Professional Rhetoric**
Code and name of specialty	**D3 Management**
Level of higher education	First (bachelor's) level
Discipline status	Selective
Number of credits and hours	**3 credits / 90 hours.** Lectures: 20 Seminars/practical classes: 14 Students' independent work : 56
Terms of study of the discipline	3 semester
Language of instruction	Ukrainian
Type of final control	Pass/fail (credit)

General information about the teacher. Contact information.

Bayramova Olena Viktorovna	
Academic degree	PhD in Philosophy
Position	Associate Professor
Areas of scientific research	Philosophical dimension of modern management and economics; methodology of scientific knowledge; Problems of Formation of Cultural Identity and Communicative Competence in the Context of Globalization
Links to the registers of identifiers for scientists	Google Scholar https://scholar.google.com.ua/citations?user=adMYwMgAAAAJ&hl=uk ORCID https://orcid.org/0000-0002-2836-7037
Contact information:	
E-mail:	menedzmentuk@gmail.com
Contact phone number	+380677445957
Instructor's portfolio on the website	https://izmail.maup.com.ua/assets/files/bajramova-portfolio-a.pdf

Discipline's description.

The discipline "Manager's Professional Rhetoric" is aimed at forming the skills of persuasive business communication, public speaking and effective interaction with the audience. The course considers rhetoric not as an abstract theory, but as an applied tool for achieving business goals. Students will learn to structure their ideas, defend their position with arguments, use verbal and non-verbal means of influence, as well as counteract manipulations in the professional environment. Attention is paid to modern formats of pitching, storytelling, and digital communication.

The subject of the discipline is the patterns and techniques of speech influence in managerial activities, as well as methods for building an effective business statement and the psychology of interaction with different types of audiences

The aim of the discipline is to form the manager's professional communicative competence and develop the ability to effectively use rhetoric to implement managerial decisions, motivate staff and conduct complex negotiations.

The objectives of the discipline are for students to master the techniques of preparing and delivering public speeches, develop the skills of logical argumentation and polemics. Also, the objectives of the course include learning to manage the attention of the audience and work with objections, the formation of an individual speech image of a leader and the mastering of methods of counteracting manipulative influence in the business environment.

As a result of studying the selective educational component "Manager's Professional Rhetoric ", applicants must:

Know:
− The Basic Laws of Rhetoric and the Principles of Their Application in Management
− structure and compositional features of various types of business speeches, in particular presentations, reports, welcome speeches, pitches
− Rules of logical argumentation and typology of arguments
− Verbal and non-verbal means of influencing the interlocutor
− Techniques for neutralizing incorrect questions and manipulations

Be able to:
− develop the text of a public speech in accordance with the purpose and characteristics of the audience
− speak confidently in front of the public, controlling the voice and gestures
− use storytelling technologies to promote ideas
− conduct a constructive dialogue and defend one's own point of view in discussions with arguments
− analyze the communicative situation and choose an appropriate strategy of speech behavior.

Prerequisites for the discipline. To effectively master the discipline, students need basic knowledge gained during their studies in the first and second semesters. The foundation for the formation of rhetorical competence is such training courses as Modern Ukrainian Language, Philosophy, Introduction to the specialty "Management" and Theory of Organizations, which form speech culture and understanding of the organizational context.

Post-requisites for the discipline. The communication skills acquired during the study of the course are the necessary basis for the successful mastering of the disciplines of the professional cycle in further education. In particular, competencies in business rhetoric are directly used in the study of Management, Negotiation Techniques, HR Management,

Psychology of Conflict, as well as the courses Leadership and Communication and Strategic Management of the Enterprise.

Content of the academic discipline

№	Topic name	Teaching Methods/Assessment Methods
Content module 1. Basics of Public Speaking and Speech Design		**Teaching methods:** Methods of organization and implementation of educational and cognitive activities:
Topic 1	Rhetoric as a tool of managerial influence	− verbal teaching methods: explanations, narration, instruction on independent work, lecture: informational, problem, as well as visualization lectures, detailed conversation in the form of questions and answers, work with literature, speeches with abstract reports;
Topic 2	Speech technique and non-verbal image of the manager	
Topic 3	Laws of logic and argumentation theory	− visual teaching methods: multimedia presentations;
Topic 4	Composition of a convincing performance	− individual research work. Methods of stimulation and motivation of educational and cognitive activities: discussion, polemics, exchange of opinions, situational tasks, creation of non-standard situations,
Topic 5	Business storytelling	
Content module 2. Influence Technologies and Applied Communication in Business		situational role-playing games, use of experience from managerial practice.
Topic 6	Presentation proficiency and data visualization	**Assessment methods** Assessment is carried out according to the cumulative system and includes:
Topic 7	Rhetoric of dialogue and discussion	- current control: oral questioning, express testing, solving situational problems and defense of individual tasks;
Topic 8	Audience psychology and dealing with objections	- modular control: written modular control work (MCR) after the completion of content blocks;
Topic 9	Anti-manipulation and black rhetoric	- Final control: written work with theoretical and practical tasks.
Topic 10	Digital rhetoric	
Module Assessment Task		
Final assessment: pass/fail (credit)		

Technical Equipment and Software.

Multimedia equipment (projector, computer) is used to visualize the educational material during lectures and seminars. Practical tasks and in-depth study of individual topics are provided by access to the Internet through free Wi-Fi coverage.

Forms and methods of assessment.

The system of assessment of applicants' knowledge includes current and final (semester) control.

Current assessment is carried out systematically during practical and seminar classes in order to check the level of assimilation of theoretical foundations, the formation of communication skills and the ability to build a public speech.

Forms of student participation in the educational process that are subject to ongoing control.

Students' participation in the educational process is realized through oral presentations, presentations of analytical research, reports on the results of case studies, as well as active involvement in professional discussions and brainstorming. The written component of the work includes the performance of control and test tasks, the preparation of analytical notes, abstracts and notes based on the materials of lectures and independent study.

Methods of ongoing assessment include: The methodological tools of control combine oral forms (surveys, interviews) and written types of work. The assessment is also based on observing the activity of applicants in solving problem situations, checking the results of the presentation of individual projects, and conducting testing with open and closed types of tasks.

Grading system and requirements.
Table of distribution of points received by students*

Topics	Ongoing knowledge assessment						Final control		Total points
	Seminar 1 (Topic 1.2)	Seminar 2 (Topic 3,4)	Seminar 3 (Topic 5,6)	Seminar 4 (Topic 7.8)	Seminar 5 (Topic 9)	Seminar 6 (Topic 10)	Module assessment task	Pass /Fail	
Work in a seminar class	6	6	6	6	6	6	20	20*	100
Independent work	4	4	4	4	4	4			

The table contains information about the maximum points for each type of academic work of a higher education applicant.

Assessment Criteria and Procedure

Assessment of students' educational achievements is carried out in accordance with the current Regulations on Assessment in a Higher Education Institution.

Modular Assessment. Modular Assessment (MA) is carried out at the final lesson of each content block in the form of written testing.

When evaluating the unit test, the volume and correctness of the tasks are taken into account:
- grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- grade "good" (B) is given for completing 80% of all tasks;
- grade "good" (C) is given for completing 70% of all tasks;
- the grade "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;
- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are correctly completed;
- An "unsatisfactory" (FX) rating is given if less than 50% of the tasks are completed.

- Failure to appear for the unit test - 0 points.
  The above scores are converted into rating points as follows:
  "A" - 18-20 points;
  "B" - 16-17 points;
  "C" - 14-15 points;
  "D" - 12-13 points.
  "E" - 10-11 points;
  "FX" - less than 10 points.

The final semester assessment in the discipline "Manager's Professional Rhetoric" is a mandatory form of assessment of students' learning outcomes. It is carried out within the terms determined by the curriculum and covers the amount of material determined by the course program.

The final assessment is carried out in the form of a test. A student who has completed all the necessary work is admitted to the semester assessment.

The final grade is given based on the student's learning outcomes during the semester. The student's assessment consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all the required tasks and received a score of 60 points or higher receive a grade corresponding to the grade received, without additional testing.

For students who have completed all the necessary tasks, but received a score below 60 points, as well as for those who want to improve their score (result), the teacher conducts the final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Evaluation of Additional (Individual) Educational Activities

Additional (individual) types of educational activities include the participation of applicants in the work of scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc., in excess of the scope of tasks that are established by the relevant work program of the academic discipline.

By the decision of the department, students who participated in research work and performed certain types of additional (individual) types of educational activities can be awarded incentive (bonus) points for a certain educational component.

Assessment of independent work (Maximum — 4 points)

The total number of points received by a student for independent work is one of the components of academic success in the discipline. Independent work on each topic, according to the course program, is evaluated in the range from 0 to 4 points using standardized and generalized criteria for assessing knowledge.

Scale for evaluating the performance of independent work (individual tasks)

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Excellent	Good	Satisfactory	Unsatisfactory
4	4	3	2	0-1

Forms of assessment include: current assessment of practical work; current assessment of knowledge acquisition based on oral answers, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects that require the development of practical skills and competencies (optional format); solving situational problems; preparation of resumes on independently studied topics; testing; preparation of draft articles, conference abstracts and other publications; other forms that ensure a comprehensive assimilation of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activities at a high level.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used

Final assessment scale: national and ECTS

Summary assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), internship	For pass/fail (credit)
90 – 100	A	excellent	pass
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactorily	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of reassembly	fail unsatisfactory with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	fail with mandatory re-study of the discipline

Discipline's Policy

Successful mastering of the educational component "Manager's Professional Rhetoric" requires high self-discipline and a responsible attitude to the educational process from students. Prerequisites are regular attendance of lectures and practical classes, active participation in classroom work, as well as timely and high-quality performance of all types of independent and control tasks provided for by the program. In case of missing classes or obtaining unsatisfactory results, the student is obliged to liquidate academic debt by working out the relevant topics.

An integral part of education is strict adherence to the norms of academic ethics and culture of behavior. The educational process is based on the principles of academic integrity, which involves the exclusive independent performance of all written works, reports and presentations. Any borrowings of thoughts or texts of other authors should be accompanied by correct references to primary sources. Within the course of the course, any manifestations

of academic dishonesty are unacceptable, including plagiarism, self-plagiarism, fabrication and falsification of data, cheating, deception, bribery or biased evaluation.

Recommended sources of information

Basic literature:

1. Bilavych G. Fundamentals of rhetoric and eloquence. Educational and methodological manual. Ivano-Frankivsk, 2020. 211 p.
2. Isaenko T. K. Rhetoric: teaching. posobn. / upor. T.K. Isaenko, A.V. Lysenko. Poltava: PoltNTU, 2021. 247 p.
3. Maksymets O. M. Academic Writing and Rhetoric. Manual. / compilers: O.M. Maksymets, I.O. Nazarenko. Kamianets-Podilskyi: ZHE "PSU", 2024. 224 p.
4. Maftin L. Rhetoric: nauch.-metod. manual / incl. L.Maftin. Chernivtsi: Chernivtsi. Nats. Univ. Y. Fedkovych, 2020. 344 p.
5. Nyshcheta V. Rhetoric / V. Nyshcheta: textbook. Kyiv: Center for Educational Literature, 2021. 220 p.
6. Nikitina A.V. Rhetoric: nauch. manual / A.V. Nikitina, G.K. Barylova, M.V. Kravchenko. Starobilsk, 2021. 99 p.
7. Siroshtan T. V. Fundamentals of Oratorical Art: Textbook. T.V. Siroshtan, S.I. Yermolenko, Z.O. Mityai. Melitopol: MSPU Publishing House. Bohdan Khmelnytskyi, 2020. 89 p.

Additional literature:

1. Mazurenko L. I. Course of lectures "Fundamentals of rhetoric and oratory". Odesa: IVMS NU "OMA", 2024. 136 p.
2. Muntyan O. O. Rhetoric of Business Communication / O. O. Muntian. *Topical issues of the humanities*. 2023. Vol. 66, ITEM 2. Pp. 151-154. URL: https://er.knutd.edu.ua/bitstream/123456789/24845/3/22.pdf
3. Savrasova-Vyun T. Communicative Practicum: Educational and Methodological. manual / T. Savrasova-Vyun. Kyiv: Kyiv. table. Univ. B. Grinchenko, 2024. 184 p.
4. Sydorenko T. M. Speechwriting and rhetoric: lecture notes / T.M. Sydorenko. Kiev: DUT, 2021. 100 p.
5. Fedorenko, Y., Martirosyan, L. Intercultural Communication as a Key Aspect of the Modern World. *Topical issues of the humanities*. 2024. Vol. 76, vol. 3. Pp. 136-141. URL: https://reposit.nupp.edu.ua/bitstream/PoltNTU/17316/1/25.pdf
6. Lucas, Stephen E. The Art of Public Speaking. Stephen E. Lucas with Paul Stob. 13th Edition. Published by McGraw-Hill Education, 2020. 450 p. URL: http://121.121.140.173:8887/filesharing/kohasharedfolders/The%20Art%20Of%20Public%20Speaking-McGraw-Hill%20Education%20(2020).pdf
7. Mohammed, E.O. Persuasive rhetoric in public speaking: A discourse analysis of influential leaders. *International Journal of Research in English*. 2025. № 7(1). P. 598-611. URL: https://www.englishjournal.net/archives/2025/vol7issue1/PartJ/7-1-137-958.pdf
8. Rawlins, J. D. Theory, Practice, and Pedagogy: Interweaving Business Communication and Rhetoric. Business and Professional Communication Quarterly. 2024. Volume 87,

Issue 1. P. 3-5. URL: https://journals.sagepub.com/doi/epub/10.1177/23294906241226542

Information resources:

1. National Library of Ukraine named after V.I. Vernadsky. URL: http://www.nbuv.gov.ua/.
2. Impromptu speech. School of Oratory. URL: https://oratorske.com.ua/vystup-ekspromtom/.
3. Life hacks for creating modern presentations. URL: https://naurok.com.ua/post/layfhaki-dlya-stvorennya-suchasnih-prezentaciy.
4. Three frames. Secrets of an effective meeting in the era of remote work. NV. UA. URL: https://biz.nv.ua/ukr/experts/yak-provesti-naradu-onlayn-tri-pokrokovi-shemi-poradi-eksperta-50143131.html.
5. What mistakes do speakers make when speaking in public. School of public speaking. URL: https://oratorske.com.ua/orators-ke-mystetstvo-knyha/.
6. How to conduct a meeting effectively. Outsourcing Team. URL: https://outsourcing.team/ua/blog/menedzhment/kak-provesti-soveshhanie-effektivno/.
7. Public speaking. Harvard Business Publishing. URL: https://hbr.org/topic/subject/public-speaking.