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Syllabus
of the academic discipline
" Ethics, Psychology and Skills of Business
Communications "
for students of all training direction

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Introduction

The activity of economic entities is impossible without the cooperation of partners, suppliers, competitors and consumers – members of the external business environment. The peculiarity of the modern business is a dynamic and unpredictable environment. As a consequence, business leaders are using new mechanisms for the formation of strong relationships with business partners who are focused not only on competition but on cooperation and collaboration. Transformed into high-quality business communication technology, these mechanisms provide reliable operation and development of enterprises.

The subject of the academic discipline is the technology of building trust, developing economically and socially responsible behavior and mutual interaction between business partners.

Priority principles of any economic industry development, main areas of the targeted use of available resources, selection and support of key competitive advantages are impossible today without practical tools of proper business communication and development of relevant behavior models based on them.

The academic discipline "Ethics, Psychology and Skills of Business Communications" is an optional one and is taught according to the curriculum of the bachelor academic degree of all training directions for full-time and part-time forms of study.

The **goal** of teaching the academic discipline is to form habits of choosing partners and conducting business negotiations with them to produce mutually beneficial agreements.

To achieve the goal the following **objectives** are set:

developing students' systematic understanding of business ethics, issues and assumptions forming mutually profitable communication;

mastering the basic principles of forming business communication and the optimization rules, gathering and processing information in the field of business communication based on the methodology developed by psychology and sociology;

acquiring the skills in independent analysis and planning of activities while choosing business partners and conducting business negotiations.

"Ethics, Psychology and Skills of Business Communications" is an academic discipline that studies the tools of business communication and socially responsible decision-making based on the assessment of the current

state and forecasting trends in the business negotiations and production development connections in the global economy.

The object of the academic discipline is the global economy business relations.

The subject of the academic discipline is the process of working out technologies and practical recommendations for successful conducting business negotiations and learning business culture.

A student starts the study of the academic discipline having listened to the arts and professional courses. The theoretical and methodological basis of the academic discipline is such subjects as: "Psychology", "Sociology", "Philosophy", "Conflictology". In turn, knowledge of the academic discipline ensures the successful comprehension of such academic disciplines as: "World Economy and International Economic Relations", "Management of International Tourism", "Management of Competitiveness of the Tourism Industry Enterprises" as well as the execution of term papers, research projects, writing bachelor theses.

Students receive the necessary knowledge during lectures and while doing practical tasks in the process of learning. The most difficult issues are submitted for review and discussion at the seminars. The independent work of students is also of great importance when studying the discipline and consolidating knowledge.

Having mastered the academic discipline, the student should **know**:

the basic terms and concepts that define the essence, content, technology, principles, patterns of communication of business partners and drafting business agreements;

the techniques of effective implementation of such elements of business communication as perception and evaluation of business partners, information exchange and organization of interaction;

the theoretical approaches and technologies of various forms of business communication (business talk, talk on the phone, business practices, negotiation);

the peculiarities of the use of the basic forms of business agreements and conditions for making them;

the content of a purchase and sale contract.

be able to:

establish trusting relationship with a business partner;

diagnose the nature and psychological type of a partner;

provide a scenario of business conversation with a business partner;
 develop a program of business meetings;
 know and implement the rules of business etiquette and ethics in business contacts;
 draw up a draft of purchase and sale contract.

The process of teaching focuses on a student's acquisition of professional competences listed in Table 1 and Annex A.

Table 1

**Professional competences that students receive
 after studying the academic discipline**

Competence code	Competence name	Competence constituents
BNM	Business negotiations management	The ability to apply the techniques of effective implementation of such elements of business communication as perception and evaluation of business partners, information exchange and organization of interaction
		The ability to establish trusting relationship with a business partner
		Knowledge of the rules of business etiquette and ethics in business contacts
		Knowledge of the basic methods of electronic-customer relationship management, the ability to set tasks to online employees

Table 2

**The structure of the components of professional competences on the academic discipline
according to the National Qualifications Framework of Ukraine**

The components of a competency, formed under the theme	Minimal experience	Knowledge	Skills	Communication	Autonomy and responsibility
1	2	3	4	5	6
Theme 1					
The ability to analyse the nature and psychological type of a partner; to choose instruments ensuring the quality of business communication	Methods for evaluating ethical aspects of business activity	The principles of social responsibility; the historical background of business ethics	Working with information of international organisations; determining the socially responsible elements of business activity	Receiving information from international sources; generating requests for the purpose of research; finding agencies responsible for presenting information about social responsibility in different countries	Developing recommendations for the country's policy adjustments in the international market based on principles of social responsibility
Theme 2					
The ability to investigate the peculiarities of the use of the basic forms of business agreements and conditions for preparing them	Basis of business ethics	General classifications of ethics	Determining the methods of providing appropriate ways of ethical decision-making	Conducting a survey of individual perception of the ethical decision-making	Determining the optimal methodology for the ethical decision-making in business activity

Table 2 (continuation)

1	2	3	4	5	6
Theme 3					
Formation of skills in providing a scenario of business conversation with a business partner	The definition of the main notions of technologies of business communication	Importance of different forms and technologies of business communication	General approaches to applying forms and technologies of business communication	Investigating the influence of forms and technologies of business communication on the result of business negotiations	Determining the competitiveness of a business partner in business communication
Theme 4					
Formation of skills in developing a program of business meetings	The concept and principles of etiquette	Knowledge of the rules of business etiquette and ethics in business contacts	Applying the norms and principles of business protocol and etiquette, peculiarities of greetings, introduction and self-presentation	Explaining to direct participants in business negotiations the need for business protocol and etiquette, in order to improve the functioning of the business environment through predictable behavior	Determining the degree of importance of the business protocol and etiquette, its dependence on international traditions

Table 2 (continuation)

1	2	3	4	5	6
Theme 5					
Knowledge of the basic terms and concepts that define the essence, content, technology, principles, patterns of communication of business partners and drafting business agreements	Fundamentals of image making. Basis of personal psychology	Principles of choosing business clothes. The role of a person's image in business communication	Working out classification criteria for different groups of images in business communication	Supporting arrangements for creating a business image	Building a strategy for development of an image in accordance with the requirements for successful business negotiations
Theme 6					
Formation of skills in drawing up a draft of a purchase and sale contract	The basic elements of business correspondence that are directly or indirectly involved in signing written agreements	The goal and the content of different types of business agreement	Estimating the impact and effectiveness of written agreements in export-import operations in the field of tourism	Interaction with business partners	Choosing tools of security of tourism operations based on written agreements

Table 2

1	2	3	4	5	6
Theme 7					
<p>The ability to apply the techniques of effective implementation of the elements of business communication as the perception and evaluation of business partners, information exchange and organization of interaction</p>	<p>Quantitative parameters of the employee market and tourist services supply</p>	<p>Peculiarities of correspondence during the employment negotiations</p>	<p>Working out a strategy for different groups of employees to pass a job interview successfully</p>	<p>Establishing cooperation with representatives of employers in the tourist sphere</p>	<p>Using the basic principles of business communication during employment in the tourism industry</p>
Theme 8					
<p>The ability to establish trusting relationship with a business partner</p>	<p>Basic methods of online communication and online work</p>	<p>Knowledge of the basic methods of electronic-customer relationship management, the ability to set tasks to online employees</p>	<p>Grounding the strategic objectives of the tourism online market based on research on the current state and prospects of the recreational activity of a given object (a national economy)</p>	<p>Cooperating with experts in the field of communication technologies; setting clear and reasonable objectives of shaping the culture of business communication</p>	<p>Using the basic principles of planning the activities of enterprises of the tourism industry under the conditions of e-economy and informational economy</p>

2. The contents of the academic discipline

Content module 1

The psychological basis of business communication

Theme 1. Psychology, culture and ethics of business communication: introduction

The theoretical basis of the academic discipline The historical background of the culture and ethics formation. Psychological basis of social responsibility of an entrepreneur.

Theme 2. Business ethics and ethical decision-making: psychological aspect

General principles of ethical business decisions-making. Obligations and responsibilities, performance and regulation of obligations and responsibilities. Ethical aspects of business risks. The effects of cultural dimensions on ethical decision-making.

Theme 3. The psychological basis of business communication

The choice of a business partner. Mutual psychological perceptions of partners. The concept and scenario of business negotiations. Organization of business meetings.

Theme 4. Business protocol and etiquette

Greetings, introduction, self-presentation. Break during business negotiations. Problems of negative finishing of business negotiations. Prospects for mutual business relationships. Confidentiality of business negotiations data.

Content module 2

Communication technologies and procedures

Theme 5. Notions of self- concept and image and the role of image in business ethics

Male and female images in business communication. Business clothes. Business requisites.

Theme 6. Written agreements in business negotiations

The structure of a commercial contract. The goal and the content of the business intention agreement. The goal and the content of the business sale/purchase contract.

Theme 7. Business communication during employment

Business correspondence during employment negotiations. Conducting an interview. Passing an interview.

Theme 8. Communication technologies in shaping the culture and psychology of business communication

Communication online applications in modern business negotiations. Skype conferences. Business-oriented social networking services. Ways to use socionets for small businesses. Electronic-customer relationship management (e-CRM). Human resources management in networks. Marketing in networks. Work in networks.

3. The plan of practical studies

A practical study is a form of lesson during which a teacher organizes detailed consideration of certain theoretical fundamentals of the academic discipline and forms the abilities and skills in practical application of them through students' doing individual tasks.

A practical study is carried out with the help of preliminary prepared methodical materials – tests for assessing the mastery of the theoretical material sets of practical problems of various levels of sophistication. A practical lesson includes the preliminary control of students' knowledge, abilities and skills, raising a general point to be argued with the participation of students, solving and estimation of control problems (Table 3).

Table 3

The list of themes for practical studies

Theme	Questions
1	2
<i>Content module</i> 1.	<i>Task 1.</i> Defining the rules of behavior of a team members when the social psychological type matches the delegated role in the

The psychological basis of business communication	group
	<i>Task 2.</i> Determination of the social responsibility principles in ethical decision-making
	<i>Task 3.</i> Development of a scenario of business negotiations. Conducting negotiations in the absence of suitable premises
	<i>Task 4.</i> Analysis and conducting business conversations during the break and business negotiations. Organizing the first contact with the necessary partner in the absence of a middleman
<i>Content module 2.</i> Communication technologies and procedures	<i>Task 5.</i> Analysis and development of a personal business image
	<i>Task 6.</i> Development of the content of a business agreement
	Writing the module test
	<i>Task 7.</i> Preparing, conducting and passing a job interview
	<i>Task 8.</i> Defining the role of social net applications in business negotiations

4. Independent work

Independent work of a student (IWS) is a form of the educational process in which a student performs the scheduled tasks independently under the methodical guidance of a teacher.

The purpose of the IWS is mastering the full curriculum and formation of students' general and professional competences that play a significant role in the future professional qualifications of the top-level specialist.

The time of individual work for full-time students is determined by the curriculum and makes 72 % (108 hours) of the total time allocated for the academic discipline (150 hours). The student should become an active participant in the learning process while executing individual work, learn to develop conscious attitude to mastering theoretical and practical knowledge, navigate freely in the information area, bear individual responsibility for the quality of his/her training.

IWS includes processing of lecture materials; studying the recommended literature, basic terms and concepts on the discipline themes; participation in practical training and seminars; preparing for presentations at seminars; in-

depth study of lecture materials on particular topics or issues; doing individual assignments (carrying out individual and complex computational tasks) on the studied topic; writing essays on given issues; searching (selecting) and reviewing publications on the given issues of the academic discipline; analyzing scientific publications; testing students' personal knowledge with questions for self-assessment; preparation for test papers and other forms of current control, the module test (colloquium); systematization of the materials studied.

An essential element of successful learning of the academic discipline is independent work of students on special domestic and foreign economic literature, recommendations of international organizations in the field of tourism accounting, standard acts on state regulation of the tourism industry, statistical data. The main types of independent work which are offered to the students in order to gain theoretical knowledge of the academic discipline are listed in Table 4.

Table 4

The tasks for independent work of students and forms of control

Theme	The content of independent work
1	2
Content module 1. The psychological basis of business communication	
<i>Theme 1</i>	Search, selection and review of the literature on the given theme, preparation for <i>the seminar</i> on the theme "Causes of partnership in business and its problems"
<i>Theme 2</i>	Search, selection and review of the literature on the given theme, performing <i>practical task 2</i> "Determination of the social responsibility principles in ethical decision-making", preparation for the oral quiz on themes 1 – 2
<i>Theme 3</i>	Search, selection and review of the literature on the given theme, performing <i>practical task 3</i> "Development of the scenario of business negotiations"
<i>Theme 4</i>	Search, selection and review of the literature on the given theme, preparation for the oral quiz on themes 3 – 4
Content module 2. Communication technologies and procedures	
<i>Theme 5</i>	Search, selection and review of the literature on the given theme, preparation for <i>the seminar</i> on the theme "The key processes during the business communication"
<i>Theme 6</i>	Search, selection and review of the literature on the given theme, preparation for <i>the seminar</i> on the theme "Sources that can be used to search for a new business partner"
<i>Theme 7</i>	Search, selection and review of the literature on the given

	theme, preparation for <i>the seminar</i> on the theme "Difficulties in ethical decision-making in business"
<i>Theme 8</i>	Search, selection and review of the literature on the given theme, preparation for the seminar on the theme "Usage of communication online applications", preparation for the oral quiz on themes 5 – 7

5. Individual consulting

Individual consulting is provided according to the schedule of individual work in the form of individual lessons, consultations, control and presentation of individual tasks, control and presentation of current module tasks et cetera.

The forms of tutorials are the following:

a) as to the supervision over learning the theoretical material: consultations: individual (question – answer) and group (considering typical examples and situations);

b) as to the supervision over the practical material comprehension: individual and group consultations;

c) as to the integrated assessment of the mastery of the discipline material: personal defense of projects.

6. Teaching methods

Teaching the academic discipline involves active and interactive methods of studies – problem lectures, minilectures, work in small groups, seminars, discussions, brainstorming, case method, presentation, introductory (initial) games, the project work method, the method of scenarios, banks of visual aids (table 5).

The basic difference between active and interactive methods of studies on the one hand and traditional ones on the other hand is determined not only by the teaching technique, but also by high efficiency of the educational process which aims at: high motivation of students; practical usage of theoretical knowledge; raising students' consciousness; bringing up the ability to make independent decisions; making a person capable for team work; contribution to social integration; acquisition of disputing skills; nurturing the ability to compromise.

**Distribution of forms and methods enhancing the learning process
according to the themes of the academic discipline**

Theme	Practical application of educational technologies
1	2
<i>Theme 1.</i>	A problem lecture on the theme "Interrelation between social responsibility and profitability of a company", working in small groups, presentation of the results, banks of visual aids
<i>Theme 2.</i>	A minilecture on the theme "Problems of cultural dimensions during business negotiations" banks of visual support, a business game
<i>Theme 3.</i>	A problem lecture on the theme "Obstacles in communication", working in small groups, presentation of the results, banks of visual aids
<i>Theme 4</i>	A problem lecture on the theme "Problems of a negative result of business negotiations", working in small groups, presentation of the results, banks of visual aids
<i>Theme 5.</i>	A problem lecture on the theme "The role of the image of a business partner in business negotiations", working in small groups, presentation of the results, banks of visual aids
<i>Theme 6.</i>	A problem lecture on the theme "The problems of concluding an international agreement"
<i>Theme 7.</i>	A problem lecture on the theme "Common interview mistakes", banks of visual aids
<i>Theme 8.</i>	A minilecture on the theme "The basis of electronic customer relationship management", banks of visual aids

A problem lecture is one of the most important elements of problem-based teaching of students. It provides, along with the consideration of primary lecture materials, setting and consideration of a range of controversial issues that have not been developed in science and are relevant to the theory and practice. Problem lectures are characterized by profound argumentation of the delivered material. They help students to form independent creative thinking, teach them cognitive skills. Students become participants in scientific inquiry and problem solving.

A seminar-discussion proposes exchange of views between participants concerning the present topic, and also develops thought, helps to form views and beliefs, cultivates the ability to formulate ideas and express them,

teaches to estimate suggestions of other people, take a critical approach to their own opinion.

The script method involves developing scenarios of possible behaviour and specific events in the future.

A minilecture includes presentation of the educational material within a short period of time and is characterised by large capacity, complexity of logical constructs, images, proofs and generalisations. It is usually held as a part of a research lesson. A minilecture differs from a full-length lecture by a much shorter duration. Usually a minilecture lasts no more than 10 – 15 minutes and is used to convey concisely the new information to all students. A minilecture is often used as part of a coherent theme that expresses a full-length lecture and it is desirable not to bore the audience. Then the information is delivered consequently by several segments, among which other forms and methods of teaching are applied.

A presentation – making a speech to an audience – is used to represent particular achievements, performance of a report on the implementation of individual assignments, a project work. Presentations can be individual, such as one student's performance, and group ones, that include two or more students.

Working in small groups enables the instruction to structure practical and seminar studies in the form and content, creates possibilities for participating of every student in work under the theme of study, provides forming personal qualities and experience of social relations.

Brainstorming is a method of solving urgent problems in undertime. Its idea is to express as many ideas as possible in a small interval of time, to discuss them and choose the right ones.

Banks of visual aids help to intensify the learning process on the academic discipline themes with the help of visual illustrative examples.

7. Methods of assessment

The system evaluating the competences received by a student takes into account classes, which include lectures, seminars, practical studies and performing independent work according to the syllabus of the academic discipline. Evaluation of the student's competences is carried out on the cumulative 100-score system. According to the Provisional Regulations "On the Procedure of Assessment of Students' Academic Performance via the

Accumulative Score-Rating System" approved by S. Kuznets KhNUE, control measures include:

current control exercised over the semester during lectures, practical lessons, seminars and assessed with the number of points (the maximum number is 100 points; the minimum number allowing students to pass the final test is 60 points);

module control performed on the basis of current control during the respective module and aiming to make an integrated assessment of student's knowledge after studying a logically completed part of the discipline – the content module;

final/semester control performed in the form of a final test, according to the schedule of the educational process.

Current control on this discipline is conducted in the following forms: active work at lectures;

active participation in performing practical tasks;

active participation in the discussion and presentation of materials at seminars;

defending an integrated calculation project (which consists of relatively independent practical problems and includes a coherent assessment of the tourism industry in selected countries and prospects of a particular type of tourism or visiting certain tourist sites);

an essay on a given theme (which is included in the individual work within the scope of preparation for seminars; the content is determined by the discussion of lecture materials; as a rule, students can suggest a topic that appeals most to them);

current testing;

a written test paper; an individual oral quiz.

Module control on the discipline is exercised through a written test paper.

The procedure of current control. The assessment of students knowledge at seminars and practical lessons and performance of individual tasks is based on the following criteria:

understanding, the level of learning the theory and methodology of examined problems;

the level of learning the facts concerning the academic discipline; acquaintance with the recommended publications and up-to-date literature, Internet sources on the questions under study;

the ability to combine theory with practice when solving realistic problems, performing tasks, making calculations for individual work and collective disputes; logic, structure, style of representation of material in written works and while presenting, the ability to defend their position, to generalize information and make conclusions.

The maximum possible score is gained if every task performed by a student or his/her verbal answer meets all the noted requirements. Absence of any constituent reduces the mark by a proper number of points. When estimating individual tasks, the quality, independence and timeliness of presenting the performed tasks to the lecturer (according to the schedule of the educational process) are taken into consideration. If some of the requirements are not met, the mark can be decreased.

An oral quiz is conducted two times per semester. A written test is held 2 times per semester. It includes practical tasks of different complexity levels according to the themes of the content modules. The total score for writing the control module paper consists of the accumulated points for all tasks that are rounded to the integer number by the mathematical rules.

8. Recommended reading

8.1. Main

1. Чмут Т. К. Етика ділового спілкування : навч. посіб / Т. К. Чмут, Г. Л. Чайка. – 2-ге вид., перероб. і доп. – К. : Вікар, 2002. – 223 с.

2. Munter M. Guide to Managerial Communication (Guide to Business Communication Series) / M. Munter, T. Haley. – Boston : Prentice Hall, 2005. – 208 p.

3. Thill J. V. Excellence in Business Communication / J. V. Thill, C. Bovée. – 8th edition. – Upper Saddle River, N. J. : Prentice Hall, 2007. – 784 p.

8.2. Additional

4. Аболина Т. Г. Исторические судьбы нравственности: философский анализ нравственной культуры / Т. Г. Аболина. – К. : Лыбидь, 1992. – 196 с.

5. Аврелій М. Наедине с собой / М. Аврелій. – К.-Черкаassy : Collegium Artium Ing, Ltd; ПИЦ "Реал", 1993. – 147 с.

6. Арістотель Нікомахова етика / Арістотель. – К. : Аквілон-плюс, 2002. – 480 с.
7. Баева О. А. Ораторское искусство и деловое общение / О. А. Баева. – Минск : Новое знание, 2000. – 328 с.
8. Борейко В. Е. Прорыв в экономическую этику / В. Е. Борейко. – К. : Б. и., 2001. – 389 с.
9. Деркач А. А. Психология развития профессионала / А. А. Деркач, В. Г. Зазыкин, А. К. Маркова. – М. : РАГС, 2010. – 124 с.
10. Лозовой В. О. Етика : навч. посіб / В. О. Лозовой, М. І. Панов, О. А. Стасевська. – К. : Юрінком Інтер, 2002. – 224 с.
11. Малахов В. А. Етика / В. А. Малахов. – К. : Либідь, 2000. – 382 с.

8.3. Information resources

12. Negotiation Training & Consulting [Electronic resource]. – Access mode : <http://www.negotiations.com>.
 13. Hiring. monster [Electronic resource]. – Access mode : <http://hiring.monster.com>.
 14. The official site of the State Statistics Service of Ukraine [Electronic resource]. – Access mode : <http://www.ukrstat.gov.ua>.
 15. The official site of the UN Statistics Committee [Electronic resource]. – Access mode : <http://data.un.org>.
 16. The official site of the World Bank [Electronic resource]. – Access mode : <http://data.worldbank.org>.
- The official site of the World Economic Forum [Electronic resource]. – Access mode : <http://www.weforum.org>.