

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ ІМЕНІ  
СЕМЕНА КУЗНЕЦЯ

**Робоча програма  
навчальної дисципліни  
“ ПСИХОЛОГІЯ”**

галузь знань усі  
спціальність усі  
рвітній рівень бакалаврській  
освітня програма усі

вид дисципліни вибіркова  
мова викладання, оцінювання, навчання англійська

Укладач  
д.е.н., проф

Наумік-Гладка К.Г.

Завідувач кафедри туризму

Сущенко О.А.

Харків, ХНЕУ ім. С.Кузнеця, 2018

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

**«APPROVED»**  
Deputy Head  
(Vice-Rector on Scientific and Pedagogical  
work)

---

**M. V. Afanasiev**

**Syllabus  
of the academic discipline  
“PSYCHOLOGY”  
for full-time students of all training directions**

Knowledge branch	<b>all</b>	
Speciality	<b>all</b>	
Academic degree	<b>first (bachelor)</b>	
Academic program	<b>all</b>	
Type of the academic discipline		<b>selective</b>
The language of teaching, training and assessment		<b>foreign (english)</b>

**Kharkiv 2019**

ЗАТВЕРДЖЕНО  
на засіданні кафедри туризму  
Протокол № 1 від 30.08.2018 р.

Розробники:  
Наумік-Гладка Катерина Георгіївна, д.е.н., професор кафедри туризму

**Лист оновлення та перезатвердження  
робочої програми навчальної дисципліни**

Навчальний рік	Дата засідання кафедри – розробника РПНД	Номер протоколу	Підпис завідувача кафедри

## Introduction

Psychology is an academic and applied discipline involving the phenomenological and scientific study of mental processes and human behavior. Psychology attempts to understand the role these categories play in human activity related to daily life (family, education and work).

Psychology contains many sub-fields of study and applications focused on such areas as human development, sports, health, economy, media and law.

The peculiarity and importance of knowledge of psychology lies in its **object** which is the study of the psyche of an individual and **the subject** which is the study of four structural elements of the psyche, namely: mental cognitive processes, mental states, formations and properties.

**The goal of the academic discipline** is to form a system of theoretical and methodological knowledge of the problems of psychological science and practice, knowledge of the structural elements of the psyche, i.e. mental cognitive processes, properties, classes and structures at realization and interpretation for practical application and implementation in the professional activities of the future specialist.

The discipline requires knowledge of biology, taught along with philosophy, sociology. The knowledge of psychology skills and abilities formed in the process of learning it is the foundation for understanding the basic categories and mastering professionally significant competencies in the academic disciplines "Management Psychology", "Conflict Management", "Management".

At the end of studying the academic discipline a the student should **know**: psychological characteristics of mental cognitive processes, properties, states and communities; basic laws of mental functioning cognitive processes; patterns of formation and development of personality; factors of personality formation; the concept of personality; psychological concepts and theories of its major components.

The academic discipline is designed to provide an overview of the main laws and patterns of psychology and human behavior.

The academic discipline "Psychology" is a normative discipline which is taught according to the curriculum of bachelor's training educational qualification of all training directions. The syllabus is designed for full-time education.

Course	<b>1, 2, 3</b>	
Semester	<b>2, 3, 4, 5</b>	
Number of ECTS credits	<b>5</b>	
Lessons hours	<b>Lectures</b>	<b>16</b>
	<b>Practical studies</b>	<b>16</b>
Independent work		<b>76</b>
Form of final control	<b>test</b>	

### Structural-logical scheme of the academic discipline learning

Previous disciplines	Next disciplines
Economy	Economic psychology, International Economic Relations
Sociology	Personnel Management, Conflict Management”
Philosophy	Management, Psychology of Management”

#### 1. Competences and results of discipline learning :

Competences	Results
Knowledge and habits related to patterns of cognitive mental sphere formation Knowledge and skills related to patterns of personality psychology formation Knowledge and skills related to patterns of affective sphere formation Knowledge and skills regarding patterns of the psyche formation, motivation and behavior of the individual	the student should <b>be able to:</b> apply categories of psychology to training and practice; consider the basic psychological, social, psychological and physiological manifestations of a personality; take scientifically based psychological interpretation of the structural elements of the psyche of an individual; aware of their own mental health; analyze various activities; know the level of mental cognitive processes of an individual.

## 1. Description of the Academic Discipline

The description of the academic discipline is presented in Table 1

Table 1

### The description of the academic discipline

Indices	Subject area, training direction, education and qualification level	Characteristic of the academic discipline for full-time education
Number of credits corresponding to ECTS: 3 including: content modules: 4; independent work; Individual research: project (IRP)	Code and name of Subject area: 0305 «Economics and Business»; 0306 «Management and Administration»; 1401 «Services»; 0501 «Information and Computer Science»; 0515 «Publishing and Printing»	Standard
		Year of training: 1 or 2
		Semester 1 (1, 3), or 2 (2, 4)
Number of hours: total: 108; 4 Modules for: Module 1: 27 hours. Module 2: 27 hours. Module 3: 27 hours. Module 4: 27 hours	All training directions	Number of hours: Lectures: 16; Seminars: 6; practical (laboratory) classes: 8; control testing: 2 independent work: 48
Subjects of Individual scientific research: Personality characteristics research Development of the science of psychology		Individual research: project (IRP): 28
Number of weeks: 17	Educational qualification: Bachelor	Type of control: a written test

### **3. The contents of the academic discipline**

#### **Content module 1**

#### **The cognitive sphere of a personality**

##### **Theme 1. The general characteristics of sensory-perceptual processes**

Main characteristics of the cognitive sphere of a personality. The definition and properties of the concepts of «sensation» and «perception». Functions sensations and perceptions.

Sensation and perception as different levels of completeness and depth of learning of an individual. Actively orienting and regulating functions sensations and perceptions, behavior and activities. Main features of the sensory image.

Modality (quality) of sensations. The intensity of feeling as its quantitative characterization. The sensitivity of the analyzer and its measurement. Temporal characteristics of sensations. The concept of duration and sequence of sensations. Spatial characteristics of sensations.

Structural integrity and perception, the interpretation of their different mechanisms (gestalt psychology, D. Gibson, perceptual theory of action). Objectivity and consciousness of perception as its content characteristics. Constancy of perception. Value for constancy perception of life. The mechanism of constancy of perception. The concept of the full range of constancy. Types of perceptual constants.

The concept of apperception. The effect of specific characteristics of a perceptual image (integrity, objectivity, generality, etc.) The display of the spatio-temporal qualitative and quantitative characteristics of objects.

##### **Theme 2. Attention**

Basic approaches to the definition of attention. Psychological theories of attention. Functions of attention. Features of formation and ways of attention. Attention in cognitive activities of the individual.

Psychological activity and forms of its manifestation. Conscious and unconscious in cognitive activity. Sets and activities. Psychic self-regulation, voluntary and involuntary in self-regulation.

Wakefulness and attention. Activation and attention. Basic approaches to the definition of attention. Psychological theories of attention. Functions of attention.

The quality of attention. The problem of its classification. Types of attention depending on its orientation and focus. Properties of attention. Experimental study of attention. The inner cross-functional relationships and attention.

Physiological conditions of attention. The concept of attention in classical and modern physiology: selective increase of brain activity as the basis of concentration of attention. The levels of wakefulness and attention; objective indicators of physiological activation of functional systems, neural mechanisms of activation; the role of the cortex in attention.

The development and formation of attention. Some age-related features of paying attention. Ways of formation of attention.

### **Theme 3. Memory**

General characteristics of memory. Psychological theories of memory and memory problems in associations, Gestalt psychology, behaviorism; socio-psychological approach to memory; informative approach to memory; and activity and systemic approaches to the study of memory.

The processes of memory: remembering and factors that cause it, the relationship between voluntary and involuntary in remembering. Play. Storage-forgetting. Theories of forgetting. The phenomenon of reminiscence.

Types of memory: the problem of classification of memory, the main approaches to the allocation of memory. Image memory and its features. Verbal and logical memory, its relationship with thinking. Voluntary and involuntary memory. Types of memory on the basis of duration; memory and storage material.

The problem of short-term memory: a study of short-term memory in foreign and national psychology. Operational memory. The relationship of short-term and long-term memory. Psychological characteristic properties of memory. Physiological basis of memory: labile and stable phase memory modification of brain states, the problem of localization of memory functions. Clinical memory impairment. Some age and individual characteristics of memory: a general overview of memory changes, the age characteristics of the dynamics of the memory, the individual characteristics of people's minds

### **Theme 4. Thinking**

General characteristics of thinking. The main propositions of theories of thinking by Ivan Sechenov, Lev Vygotsky, Sergey Rubinstein, Peter Galperin, Grigoriy Kostiuik. The theory of mind as a theory of formation of mental actions (laws governing the process of internalization of the external substantive action, types of orientation etc.).

The main propositions of the subjective approach to research thinking (Lev Vekker, Olena Artemeva etc.). Characteristics of thinking as a process of solving problems. The phase nature of the process of thinking. The concept of «problem situation» and «problems». Classification of factors that affect the process of solving problems. Operational components of thinking (analysis – synthesis, comparison, generalization, specification, abstraction – individualization).

Verbal and imaginative approach to the process of thinking. Factors of the selectivity of the thinking process. Reproductive and productive thinking components. Types of thinking. The principle of unity of mind as a methodological basis of research types of thinking. Types of thinking of sociogenetic. Stages of development in ontogenesis (clearly-effective, clearly-figurative and verbal-logical thinking). Features of empirical, theoretical, professional thinking. Psychological characteristic properties of thinking.

The nature of individual differences in thinking. Individual psychological characteristics of thinking due neurodynamic factors. Individual features of thinking (the



mental strategy of its orientation). The concept of the «cognitive style». Personality types of thinking. Creativity as a psychological basis of individual differences in thinking.

The concept of language and speech. Functions of speech. Psychological mechanisms of creation speech. Speech and thought. The concept of inner speech. Psycholinguistics as a branch of linguistic study of human psychology. The functional structure of the second system. Language activities and learning problems. Language and consciousness.

### **Theme 5. Imagination and representation in creative activities**

The concept of ideas and imagination. Classification of imagination and understanding. Types and methods of imagination. Physiological basis of imagination. Imagination and organic processes. Imagination and fantasy. The development of imagination. The concept of creativity. Creativity as solving creative problems. Creative inspiration. Psychological problems of teaching art. Creative training. Imagination, fantasy, creativity in professional psychology.

The concept of imagination and creativity.

Psychophysiological bases, types and methods of the imagination. Riddles and the problem of consciousness. Psyche as a property of the brain know the outside world. The concept of the conscious and subconscious. Self-consciousness of an individual. Psychological mechanisms of understanding and awareness. Self-control in the field of mental phenomena.

## **Content Module 2. Personality psychology**

### **Theme 6. The subject and tasks of personality psychology**

The subject and the main task of modern personality psychology. Conceptual categories of personality psychology. Determination and correlation of key concepts: person, entity, individual, individuality, personality. Scientific approaches to personality psychology. Concept in different psychological schools.

Links and relationships with other personality psychology scientific disciplines and fields of psychology.

Basic principles and methods of personality psychology.

### **Theme 7. The psychological nature of a personality**

Factors and driving forces of a personality. Biological and social factors of the formation and development of a personality. The internal contradictions as a driving force for personal growth. Perspectives on homeostasis and heterostasis as factors of personality in different psychological schools (psychoanalysis, ekszytentsializm, humanistic psychology).

Socialization: concept, nature and content. Basic principles, stages and mechanisms of socialization.

Active and education as factors of personality.

### **Theme 8. Development of psyche and formation of a personality**

The psychological meaning of «development», «development of psyche» and «personal development». Ontogeny and phylogeny of the psyche.

The basic model of the age of a person. Developmental periods of human development. Indicators of becoming of a personality by Oleksiy Leontiev, Boris Ananiev, Hryhorii Kostiuk etc.

Ontogeny of the concepts of domestic psychologists. The concept of psychosexual development by Sigmund Freud, Eric Erikson psychosocio development, intellectual development by Jean Piaget , Lev Vygotskiy, etc.

### **Theme 9. Psychological personality structure**

The main components of the psychological structure of a personality in domestic (Boris Ananiev, Konstantin Platonov, Sergey Rubinstein) and foreign (Sigmund Freud, Carl Jung, Henry Alexander Murray etc.) psychological concepts.

Structural and functional and individual psychological characteristics of a personality. Standard and custom in the structure of a personality. The role of skills and abilities in the psychological structure of a personality. Temperament as a biological foundation of a personality. The nature of a personality as a framework. Nature of a character.

The orientation of a personality: the concept, nature, content, types. Sources of orientation. Requirements distress. Hobbies, personal aspirations instructions. Sergey Rubinstein, Erich Fromm, Sigmund Freud, Abraham Harold Maslow, Carl Rogers on the orientation of an individual.

### **Theme 10. Consciousness, self-awareness and reflective characteristics of a personality**

The concept of consciousness and identity, the history of scientific ideas about the nature of human self-reflection. The structure of consciousness. Identity formation during ontogenesis. Age peculiarities of the formation of identity.

Gender: the concept, nature, types and psychological characteristics. Biological and psychological gender. Male and female personality.

Self-concept and its components. The image "Ego" as a regulatory mechanism of mental life. Formation and function of self-esteem in personal development. Types of self-esteem.

Reflection in personal growth.

Life and life-world of an individual. Semantic field of a personality in different psychological concepts (Sergey Rubinstein, Oleksiy Leontiev, Dmitriy Leontiev, Erich Fromm, Paul Johannes Tillich, James F.T. Bugental, Carl Rogers etc ).

### **Theme 11. Harmony and divergence of a personality**

Harmonious personality: illusion and reality. The concept of a personal norm.

Personality and aggression. Variations in personality development: concept, meaning and reason.

Children's injuries and their long-term consequences.

Help of a psychologist and self-help in personality disorders.

### **Theme 12. Methodological principles of modern theories of a personality**

Methodological principles and psychoanalytic theories, neopsychoanalysts (Sigmund Freud, Erich Fromm, Karen Horney, Eric Berne etc).

Analytical psychology of Carl Jung and its implications for modern psychology.

Differences between the individual psychology by Alfred W. Adler and the classical Freudianism.

Contribution to the theory of Kurt Lewin in the modern sense of social and personal development of an individual.

Phenomenological psychology of Rogers. Characteristics of existential-humanistic approaches to personality psychology by Abraham Harold Maslow, Rollo May, Viktor Emil Frankl, James F.T. Bugental.

## **Content Module 3.**

### **The emotional and volitional sphere of a personality**

#### **Theme 13. An overview of the affective sphere of a personality**

The origin and functions of emotions. Emotions and personality development. Motivation and emotion. Emotions and consciousness. Emotions and feelings

Theories of emotion – the psychoanalytic concept of affect and motivation, the cognitive theory, the peripheral theory of emotion, the information theory of emotion, the theory of differential emotions.

The value of emotions and behavior.

Emotions and body. Psychosomatics.

#### **Theme 14. Principles and methods of psychology of emotions**

Principles of differentiation of emotions. Interaction between the components of emotion. Formation of complexes of emotional, emotional communication. Interoperability, adaptability, emotional infection, self-regulation. Learning the expressive component of emotion, emotional experience.

Psychological characteristics, the nature and properties of emotions and feelings. Ontogeny of the human emotional sphere. Types of feelings, their characteristics. Dynamics and causation of the emotional phenomena, of emotions and feelings in human behavior.

#### **Theme 15. Emotional states and their regulation factors**

The concept of the emotional state in psychology. Types of emotional states (affect, stress, mood, etc.) and their characteristics. Methods of study of emotional states and emotionality of a personality.

Conditions of frustration. Reactions to frustration. Deprivation.

Stress and its characteristics. Types and effects of stress. Prevention of stress.

#### **Theme 16. General emotions of interest, joy, surprise, sadness, anger**

Overview of emotions, sadness, anger, interest, joy and wonder. Their subjective feelings, physiological manifestations, facial expression and behavior patterns. Sources and activators of sadness, anger and contempt, interest, joy and wonder.

Relationship of emotions of interest and delight with the development of cognitive processes and other emotions.

The role and functions of emotions of sadness and anger in life. Different approaches to the study of aggression. Types and forms of aggression. Causes of aggressive behavior. Prevention of aggression.

Tendency to certain emotions. Pathological emotional states. The causes of emotional disorders. Models of emotional disorders.

#### **Theme 17. Will theories**

Will as a phenomenon in philosophical and psychological approaches. Basic concepts and the development of the doctrine of will. The nature and functions of will.

Arbitrary and volitional actions, their structure. Stages of a volitional action. Arbitrary control of the speech signal. Forms of arbitrary behavior management: self-determination, self-initiation, self-control, self-mobilization.

Will and the cognitive sphere of an individual. Will and the emotional sphere of an individual.

An individual and the gender-emotional sphere of the individual methods of study of volitional personality traits. Formation and development of volitional personality traits.

**Theme 18. Function of the affective sphere**

Evaluation and motivation. Affective sphere (emotions, feelings and the will) as the personal knowledge through introspection. The main functions of emotions: information, assessment, regulation, control.

Regulatory significance of emotions and the will to self-creation of the personality. The affective sphere – from trains through emotions and feelings to the freedom of self-creation of a personality, the definition of the life course indirectly through activities.

### **Theme19. Volitional personality traits**

The composition and structure of volitional qualities. General properties of volitional qualities: breadth, strength and stability. Classification of volitional qualities. The development of volitional personality traits.

Pathology will. Disorders of arbitrary control of mental processes. Violation of expediency action. Motor speech disorders. Disorders of arbitrary moving action.

## **Content Module 4.**

### **Activity and behavior of a personality**

#### **Theme 20. Problems and methodological basis of structural analysis**

Comparative analysis of psychological theories. The theory and structure of activity by Sergiy Rubinstein and Oleksiy Leontiev. Description of main activities and conditionality effectiveness of personal and individual mental qualities. Psychological analysis of the concepts of goals, needs, motivations, motivations and behavior of an individual.

#### **Theme 21. Psychological analysis of the need-motivational subsystem of personality and behavior**

Key personality and its source. Classification of needs. Needs and motives. Motives and goals. Classification of motives and personality. The orientation of a personality.

Analysis of the need-motivational subsystem performance and behavior. Motivation and cognitive processes. Motives and emotional and volitional processes and skills. Sources of individual activity. Classification of needs and motives and activities of an individual.

#### **Theme 22. Psychological analysis of the operational subsystem of personality and behavior**

Operational subsystem of personality and behavior: concepts and components.

Modern views of psychological theory. The main propositions of the composition of the study by Sergiy Rubinstein, Oleksiy Leontiev «motive – activity», «target – performance», «problem – operation», «operation – functional and physiological system». Psychological theories of activity. Psychomotor as part of activity. Formation of sensormotor skills. Main attributes of work as causes of action. Correlation between concepts of knowledge, skills and ability. Formation of skills.

#### **Theme 23. Psychological Analysis of information subsystems of personality and behavior**

Informational base of activity. The concept of the two information plans: current and potential. Basic properties of replacement signs by Marina Tutushkina. Information analysis activities according to Boris Lomov and Volodimir Shadrykov: psychophysical, evaluation, psychological.

The essence of the concepts in the information subsystem «image», «sign», «we», «code», «model», «symbol». Basic properties of replacement signs/ characters.

Psychological aspects of information processing and decision making. The process of information services activities and behavior.

Information processing in decision making. Features of information processing. The main characteristics of information processing: volume and speed parameters.

#### **Theme 24. Psychological analysis of the individual regulatory subsystem**

Overview of regulatory processes. Basic concepts of self-activity and behavior.

The word as part of self-regulation and behavior. Psychological problems of reliability of a personality. Psychological support of the reliability of the profession.

Individual style of activity and professional qualifications. An overview of proficiency. General and defining features of the individual style.

#### **4. Methods of assessment**

The system evaluating the competences received by a student (Table 2.1) 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 (presented in Table 6.1) 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;

arithmetical correctness of a complex calculation project.

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.

The maximum score that a student can receive for all tasks equals 5, including:

1 point – for the theoretical problem:

0.5 point – for the correct definition of the basic notions of culture of business communication;

0.5 point – for the explanation of the origin of the notion and the principles of using it in business communication and correlation with other basic notions;

2 point – for the heuristic task;

0.5 point – for the knowledge of the stages of different types of business communications;

0.5 point – for grounding the selection of the business counterparty;

0.5 point – for an explanation of the stages of different types of business communications;

0.5 point – for highlighting the differences between the use of different types of correspondence in business negotiations.

2 point – for solving the practical problem.

0.5 point – for correct conclusion of a business agreement;

0.5 point – for explanation and correct calculation of an economic part of a business agreement;

0.5 point – for correct conducting a business conversation;

0.5 point – for correct arranging a business meeting.



### Points according to weeks

Themes of the content module			Lecture	Practice	Seminar	Report	Essay	Presentation	Quiz	Test	Writing contro	Colloquium	Total	
Content module 1.	Theme 1	1 week	1	1	-								2	
	Theme 2	2 week	1	-	1								2	
	Theme 3	3 week	1	1	-		5		2				9	
	Theme 4	4 week	1	1	-								2	
	Theme 5	5 week	1	1	-								2	
	Theme 5	6 week	1	1									2	
	Theme 6	7 week	1	1	-				2			14	18	
	Theme 6	8 week	1	1									2	
Content module 2.	Theme 7	9 week	1	1	-								2	
	Theme 8	10 week	1	1	-					3			5	
	Theme 9	11 week	1	1	-				2				4	
	Theme 10	12 week	1	1	-								2	
	Theme 11	13 week	1	1	-								2	
	Theme 12	14 week	1	1	-			10			2		14	
	Theme 13	15 week	1	1	-	10							12	
	Theme 14	16 week	1	-	1				2				14	18
		17 week	1		1									2
Control test														
<b>Total</b>			17	14	3	10	5	10	8	3	2	28	100	

#### 4. Methods of assessment

The system evaluating the competences received by a student (Table 2.1) 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 (presented in Table 6.1) 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;

arithmetical correctness of a complex calculation project.

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.

The maximum score that a student can receive for all tasks equals 5, including:

1 point – for the theoretical problem:

0.5 point – for the correct definition of the basic notions of culture of business communication;

0.5 point – for the explanation of the origin of the notion and the principles of using it in business communication and correlation with other basic notions;

2 point – for the heuristic task;

0.5 point – for the knowledge of the stages of different types of business communications;

0.5 point – for grounding the selection of the business counterparty;

- 0.5 point – for an explanation of the stages of different types of business communications;
- 0.5 point – for highlighting the differences between the use of different types of correspondence in business negotiations.
- 2 point – for solving the practical problem.
- 0.5 point – for correct conclusion of a business agreement;
- 0.5 point – for explanation and correct calculation of an economic part of a business agreement;
- 0.5 point – for correct conducting a business conversation;
- 0.5 point – for correct arranging a business meeting.

### **13. Recommended Literature**

#### **13.1. Main**

1. Асмолов А. Г. Психология личности / А. Г. Асмолов. – М. : Смысл; Академия, 2002. – 416 с.
2. Большой психологический словарь. – СПб.; М. : Прайм-Еврознак; Олма-Пресс, 2003. – 672 с.
3. Большой толковый психологический словарь. – М. : Вече; А.С.Т., 2001. – 592 с.
4. Miller G. The Principles of Psychology / G. Miller; Introduction by George A. Miller. – Harvard: Harvard University Press, 1983. – 1 328 p.
5. Rowan J. Ordinary Ecstasy: The Dialectics of Humanistic Psychology / J. Rowan. – London, UK : Brunner-Routledge, 2001. – 896 p.
6. Hergenhahn B. R. An introduction to the history of psychology / B.R. Hergenhahn. – Belmont, CA, USA : Thomson Wadsworth, 2005. – 532 p.
7. Katz B. Global psychology / B. Katz. – New York, US : Xlibris, 2008. – 593 p.
8. LeDoux J. E. The emotional brain: The mysterious underpinnings of emotional life / J. E. LeDoux / (a touchstone book). – New York, US : Simon & Schuster. 1998. – 384 p.

#### **13.2. Additional**

9. Большой толковый психологический словарь. – М. : Вече; А.С.Т., 2001. – 592 с.
10. Занюк С. С. Психологія мотивації : навч. посіб. / С. С. Занюк. – К. : Либідь, 2002. – 304 с.
11. Ильин Е. П. Мотивация и мотивы / Е. П. Ильин. – СПб. : Питер, 2002. – 512 с.
12. Корольчук М. С. Основы психології: опорні конспекти, схеми, методики / М. С. Корольчук, В. М. Крайнюк, В. М. Марченко. – К. : Ніка-Центр, 2009. – 320 с.
13. Корольчук М. С. Психологічне забезпечення психічного і фізичного здоров'я / М. С. Корольчук. – К.: ІНКОС, 2002. – 272 с.

14. Корольчук М. С. Психодіагностика / М. С. Корольчук, В. І. Осьодло. – К. : Ельга ; Ніка-Центр. – 2008. – 400 с.
15. Корольчук М. С. Психофізіологія діяльності / М. С. Корольчук. – К.: Ельга; Ніка-Центр, 2008. – 400 с.
16. Леонтьев А. Н. Деятельность. Сознание. Личность / А. Н. Леонтьев. – 3-е изд. – М. : Политиздат, 1982. – 304 с.
17. Максименко С. Д. Загальна психологія / С. Д. Максименко. - К. : ЦУЛ, 2004. – 272 с.
18. Guidelines to practical tasks and self-study on the academic discipline "Psychology" for full-time students of all training directions : [Electronic edition] / compiled by K. Naumik-Gladka. – Kh. : S. Kuznets KhNUE, 2015. – 80 p. (English)

### **12.3. Information Resources**

19. Sciencedirect [Electronic recourse]. – Access mode : // <http://www.sciencedirect.com/science/journal>.
20. SATIO publications [Electronic recourse]. – Access mode : // <http://www.satio.by/publications>.