



Syllabus of the educational discipline
«Ethics, neuropsychology, skills of business communication»

Specialty	<i>all specialties</i>
Educational program	<i>all training direction</i>
Level of education	<i>first (bachelor)</i>
Discipline status	<i>selective</i>
Teaching language	<i>English</i>
Course / semester	<i>2 course, 1 semester</i>
Number of credits ECTS	<i>5</i>
Distribution by types of trainings and hours of study	<i>Lectures – 30 hours. Practical studies (seminars) – 30 hours. Laboratory studies – no hours. Independent training – 90 hours.</i>
Form of final assessment	<i>Pass</i>
Department	<i>Department of Tourism, av. Science, 9a, Kharkiv office 316 (building 1), +38 (057) 758-77-26, additional 451, http://tourism.hneu.edu.ua</i>
Teacher (-s)	<i>Naumik-Gladka Kateryna Georgiivna, Dr.Sc.Economics, professor of the department of tourism, professor</i>
Teacher's contacts	<i>naumikateryna@gmail.com</i>
Days of the classes	<i>According to the current schedule</i>
Consultations	<i>According to the schedule</i>

The purpose of the discipline is to develop skills of conducting business negotiations with business partners to produce mutually beneficial agreements

Prerequisites for learning

Psychology, Management, Philosophy

Content of the educational discipline

Content module 1. The basis of business communication

Theme 1. Ethics, neuropsychology, skills of business communication: introduction

Theme 2. Needs of a personality as a foundation of business communication

Theme 3. Neuropsychological cognitive bases of communication: curiosity, empathy, imitation, humor

Theme 4. Neuropsychological emotional bases of communication: feelings of aggression, fear, anxiety, love as factors of the quality of communication

Theme 5. Typology of a personality in business communication

Theme 6. Self concept of personality and image as the foundation of business communication

Content module 2. Communication technologies and procedures

Theme 7. The art of dialogue

Theme 8. Defense mechanisms of a personality in communication

Theme 9. Interview: interviewer characteristics, documents, letters of recommendation, self-preparation for the interview

Theme 10. Business clothes, perfumery

Theme 11. Etiquette at the table

Theme 12. Superstitions, signs, self-hypnosis and auto-training in communication

Theme 13. Written agreements in business negotiations

Theme 14. Modern problems of business communication

Material and technical support (software) of the discipline – not needed



Course page on the Moodle platform (personal training system)		Work plan of the educational discipline, syllabus, technological card, lectures, information materials, tests tasks for practical classes. https://pns.hneu.edu.ua/course/view.php?id=6646	
Recommended literature			
<p>Main - 1. Наумік К.Г. Економічна психологія : Навчальний посібник / К.Г.Наумік. – Харків: Вид. ХНЕУ, 2007. – 276 с. 2. Наумік К.Г. Управління мотивацією: Наукове видання / К.Г.Наумік, М.С. Дороніна, О.В. Солов'єв – Харків: Вид. ХНУ, 2006. – 240 с. 3. 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. 4. Munter M. Guide to Managerial Communication (Guide to Business Communication Series) / M. Munter, T. Haley. – Boston : Prentice Hall, 2005. – 208 p. 5. Thill J. V. Excellence in Business Communication / J. V. Thill, C. Bovée. – 8th edition. – Upper Saddle River, N. J. : Prentice Hall, 2007. – 784 p.</p> <p>Ancillary: 6. Newskills3000 [Electronic resource]. – Access mode : https://www.instagram.com/ 7. Journal of society of NS \ https://www.jneurosci.org/</p>			
Assessment system of learning outcomes			
<i>More detailed information on assessment is given in the technological card of the discipline.</i>			
Accumulation of rating points in the discipline			
Types of training		Max points	
Report		10	
Presentation		10	
Lecture (active participation)		15,5	
Practice (active participation)		20,5	
Competence-oriented tasks		1	
Quiz		8	
Colloquium		28	
Essay		5	
Team work		2	
Max points		100	
Transference of Simon Kuznets KhNUE Characteristics of Students' Progress into the System of the ECTS Scale			
Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		
Discipline policies			
<i>Policy of academic integrity, Absenteeism policy, Policy to perform tasks later than the deadline, etc.</i>			
<i>More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline (https://pns.hneu.edu.ua/course/view.php?id=6646).</i>			