

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

**"ЗАТВЕРДЖУЮ"**

Проректор з науково-педагогічної роботи

---

Каріна НЕМАШКАЛО

**Бізнес-етика та ділові комунікації**

**робоча програма навчальної дисципліни**

Галузь знань ***Всі***  
Спеціальність ***Всі***  
Освітній рівень ***перший (бакалаврський) рівень***  
Освітня програма ***Всі***

Вид дисципліни ***вибіркова***  
Мова викладання, навчання та оцінювання ***англійська***

Завідувач кафедри ***Тетяна ЛЕПЕЙКО***  
*менеджменту та бізнесу*

Харків  
**2020**

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

**"APPROVED"**

Vice-rector  
for educational and methodical work

---

Karina NEMASHKALO

**Business Ethics and Business Communications**

**syllabus of the academic discipline**

Field of knowledge	<i>All</i>
Specialty	<i>All</i>
Education level	<i>first (bachelor)</i>
Educational programs	<i>All</i>

Discipline status	<i>selective</i>
Language of teaching, studying and assessment	<i>english</i>

Head of Management and Business Department	Tetyana LEPEYKO
---	-----------------

Kharkiv  
**2021**

APPROVED

at the meeting of the Management and Business Department  
Protocol № 8 of January 15, 2021.

Compiled by:

T. Blyznyuk, Doctor of Sciences (Economics), Docent, Professor of Management and  
Business department

**Sheet of renewal and re-approval  
syllabus of the academic discipline**

Academic year	Date of the department meeting - developer of the syllabus	Protocol number	Sign of the Head of the department

### Abstract of the educational discipline

Business communications and compliance with ethics have always been part of the successful interaction of business structures, including the socio-cultural sphere. The peculiarities of this area encourage the study of the specifics of communications, compliance with etiquette, negotiation and the formation of a positive image.

**The purpose** of the discipline “Business Ethics and Business Communications” is the formation of applicants: understanding of the system of values, views, norms of behavior of business people, mastering the features of business communications in the socio-cultural sphere and the ability to organize constructive dialogue with socio-cultural representatives; practical skills of using the 4K model for negotiations, including in the international context; ability to analyze, evaluate the information obtained in the process of communication to solve complex problems and problems in the field of management of socio-cultural activities.

The object of the discipline is business communications and components of business ethics in the socio-cultural sphere.

The subject of study of the discipline are theoretical, practical and applied aspects of business ethics and communications in the socio-cultural sphere.

### Characteristics of educational discipline

Course	2
Semester	4
Number of credits ECTS	5
Form of final control	<i>Pass</i>

### Structural and logical scheme of studying the discipline

Prerequisites	Postrequisites
Social and economic history of Ukraine	Planning and organization of activities enterprises
Management theory	Strategic management

### Competences and learning outcomes in the discipline

Competences	Learning outcomes
Appreciation and respect for diversity and multiculturalism	Demonstrate the ability to act socially responsibly and socially consciously on the basis of business ethical considerations (motives), respect for diversity and interculturalism.
Ability to work and communicate in an international context	
Ability to act on the basis of business ethical considerations (motives)	
Ability to work and communicate in a team and establish interpersonal interaction in solving professional problems	Demonstrate skills of interaction, leadership, teamwork and communications
Ability to create and organize effective business communications in the management process.	

### The program of the educational discipline

#### Content module 1. Main components of the business ethics concept formation

##### Topic 1. Business ethics and its features

Business as a socio-cultural phenomenon. The concept of business ethics. Basic ethical components.

The concept of morality. Ethical norms: rules and use in the business sphere. Ethical norms in relations with business partners  
Ethical principles. Moral and ethical principles of professional activity.  
Features of resume writing  
Main components of the business ethics concept formation

### **Topic 2. Corporate ethics**

Corporate social responsibility: basic concepts and definitions. Social responsibility as a component of the modern business model. Social responsibility: basic approaches.  
Corporate culture: types, forms, structure. Corporate culture as a basis for effective ethical management.  
Professional ethics, features and principles of corporate ethics

### **Topic 3. The role of image in business**

Definition of "image". "Golden rules" of image, criteria for choosing a model of behavior.  
Basic rules of forming a positive image. Components of a positive image. Formation of a positive human image.  
Master plan of the company's image, components of the master plan

## **Content module 2. Business communications**

### **Topic 4. Communication: basic concepts and methodology**

Communication as a branch of modern scientific knowledge. The structure of communication.  
Methods of communication research.  
Communication: concepts, types and means.  
The concept of communication efficiency. Efficiency criteria.  
Alienation in communicative processes.

### **Topic 5. Intercultural business communications**

The concept of business intercultural communication. Goals, reasons, functions and stages of communication.  
Intercultural communication as a form of social interaction of representatives of different cultures in the business sphere. Purpose and functions of international business communications. Effective intercultural interaction.  
The concept and essence of verbal communication. Types of verbal communication. Means of verbal communication and its effectiveness. Language as a universal means of communication.  
Business correspondence in international business communications and its features.  
The essence and meaning of non-verbal means of communication. Types of nonverbal communication. Types of nonverbal means. Features of nonverbal communication in different cultures. National features of gestures-symbols, means of raising a person's business status. Types of handshakes.

### **Topic 6. Features of negotiations in business**

The main stages of negotiations. Elaboration of the negotiation process. Place and procedure for negotiations. Techniques and tactics of negotiations.  
Features of the negotiation strategy. Features of negotiations in adverse conditions. Duration of negotiations. Information technologies in business communications.  
Application of the 4K model for negotiations.

The list of practical (seminar) classes, as well as questions and tasks for independent work is given in the table "Rating-plan of the educational discipline".

### **Teaching and instruction methods**

In the process of the educational discipline teaching special methods are using, which aimed at activating and stimulating the educational and cognitive activities of higher education students: problem lectures (themes 3, 5), mini-lectures (themes 2), presentations (themes 1 – 6), seminar-discussions (themes 1, 2, 4, 5), work in small groups (themes 3), role-playing games (themes 6), introductory games (themes 1), mini-trainings (themes 3), case-method (themes 1, 3, 5), individual research work during the creative task (themes 1 – 6).

### **Assessment system of learning outcomes**

Assessment of the results of the study of the educational discipline "Ethics of business" is carried out on a cumulative (100-point) system assessment. Assessment is carried out on the following types of control:

current control – is carried out during the semester during the lectures and seminars and estimated by the amount of points scored (maximum score – 100 points, minimum score that allows the student to get credit – 60 points);

final/semester control – is conducted in the form of a semester credit in accordance with the schedule of the educational process.

Credit is set as the total amount of points, which were scored on the results of the current control.

Current control includes the assessment of students during:

**Lectures** – active classroom work (1 point for each lesson) provided that students participate at a lecture. The total number of points – 15.

**Practical classes/seminars** – active classroom work (1 point for each lesson provided that students participate at classes. The total number of points – 15.

The forms of current assessment and methods of demonstrating learning outcomes of **individual work** can be:

*reports and presentation of the results of tasks (problem situations) and research.* During the semester students have 5 such homeworks. The maximum score is 5 point for each task;

*essays* – during the semester students have to prepare 3 essays. The maximum score is 5 point for each essay;

*current control work*, it includes topics 1 –3. The maximum score on it is 5 points;

*final control work*, it includes all topics of the educational discipline (topics 1 – 6). The structure of this work is: 1) two theoretical questions (maximum score for each question – 5 points); two open-test questions (maximum score for each question – 3 points); 3) practical task/problem situation (maximum score – 9 points). The maximum score on it is 25 points.

The procedure for the current assessment of students' knowledge.

Assessment of student's knowledge during seminars, practical classes and individual tasks is carried out according to the following criteria:

- understanding, degree of assimilation of the theory and methodology of the problems under consideration; the degree of assimilation of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory with practice when considering production situations in the process of performing individual tasks and tasks submitted for consideration in an audience;

- to generalize information and make conclusions; the ability to explain alternative views and the presence of their own point of view, the position on a certain problematic issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions on a specific problem; independence of work; literacy of presentation of the material; use of comparison methods, generalizations of concepts and phenomena; registration of work.

The general criteria for evaluating individual work of students are: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge on specific topics, the ability to make sound conclusions, the possession of categorical apparatus, skills and techniques for the implementation of practical tasks, the ability to find the necessary information, carry out its systematization and processing, self-realization on practical and seminars.

**The final/semester control.** The student should be considered certified if the sum of the points earned on the results of the current control is equal to or exceeds 60. The student can not be considered certified if the sum of the points earned on the results of the current control is equal to 59 and less points.

The final grade is set according to the scale given in the table "Grade scale: national and ECTS".

Forms of assessment and distribution of points are given in the table "Rating-plan of the educational discipline".

### Grade scale: national and ECTS

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, course project (work), practice, training	for pass
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	not passed

### Rating-plan of the educational discipline

Topic	Forms and types of education		Forms of evaluation	Max points
1	2		3	4
Topic 1. Business ethics and its features	<i>Classroom work</i>			
	Lecture	Lecture on the topic: Business ethics and its features	Work on lecture	1
		Lecture on the topic: Business ethics and its features	Work on lecture	1
		Lecture on the topic: Business ethics and its features	Work on lecture	1
	Seminar	Seminar on the topic: Moral and ethical principles of professional activity	Active work on the seminar	1
		Seminar on the topic: Moral and ethical principles of professional activity	Active work on the seminar	1
Seminar on the topic: Moral and ethical principles of professional activity		Active work on the seminar	1	

<b>Topic 1</b>	<b>Forms and types of education</b>		<b>Forms of evaluation</b>	<b>Max points</b>
				Assessment of the presentations and tasks
<i>Individual work</i>				
	Questions and tasks for the individual work	Elaboration of the lecture material, preparation for the seminar and presentation and writing essay.	Homework check (essay)	5
<b>Topic 2. Corporate ethics</b>	<i>Classroom work</i>			
	Lecture	Lecture on the topic: Corporate ethics	Work on lecture	1
		Lecture on the topic: Corporate ethics	Work on lecture	1
		Lecture on the topic: Corporate ethics	Work on lecture	1
	Seminar	Seminar on the topic: Corporate culture	Active work on the seminar	1
		Seminar on the topic: Professional culture	Active work on the seminar	1
		Seminar on the topic: Exercise - introduction game: "Corporate and generational culture".	Active work on the seminar	1
			Assessment of the presentations and tasks	5
	<i>Individual work</i>			
		Questions and tasks for the individual work	Elaboration of lecture material, preparation for seminars and presentation by making exercise "Corporate and generational culture" and writing essay.	Homework check (essay)
<b>Topic 3. The role of image in business</b>	<i>Classroom work</i>			
	Lecture	Lecture on the topic: The role of image in business	Work on lecture	1
		Lecture on the topic: The role of image in business	Work on lecture	1
		Lecture on the topic: The role of image in business	Work on lecture	1
	Seminar	Training "Drawing up a master plan"	Active work on the seminar	1
		Training "Drawing up a master plan"	Active work on the seminar	1
		Training "Drawing up a master plan"	Active work on the seminar	1
			Assessment of the presentations and tasks	5
			Current control work	5

<i>Individual work</i>					
<b>Topic 3</b>	<b>Forms and types of education</b>		<b>Forms of evaluation</b>	<b>Max points</b>	
	Questions and tasks for the individual work	Elaboration of lecture material, preparation for seminar and control work.			
<b>Topic 4. Communication: basic concepts and methodology</b>	<i>Classroom work</i>				
	Lecture	Lecture on the topic: Communication: basic concepts and methodology	Work on lecture	1	
		Lecture on the topic: Communication: basic concepts and methodology	Work on lecture	1	
	Seminar	Seminar on the topic: Communication: concepts, types and means	Active work on the seminar	1	
			Assessment of the presentations and tasks	5	
		Simulation of professional situations: Effective communications	Active work on the practice	1	
	<i>Individual work</i>				
	Questions and tasks for the individual work	Elaboration of lecture material, preparation for seminar, preparation of presentation, essay.	Homework check (essay)	5	
	<b>Topic 5. Intercultural business communications</b>	<i>Classroom work</i>			
		Lecture	Lecture on the topic: Intercultural business communications	Work on lecture	1
Lecture on the topic: Intercultural business communications			Work on lecture	1	
Seminar		Seminar on the topic: Features of intercultural communication	Active work on the seminar	1	
			Assessment of the presentations and tasks	5	
		Seminar on the topic: Features of intercultural communication	Active work on the seminar	1	
<i>Individual work</i>					
Questions and tasks for the individual work		Elaboration of lecture material, preparation for seminar, preparation of presentation.			

	<b>Forms and types of education</b>		<b>Forms of evaluation</b>	<b>Max points</b>
<b>Topic 6. Features of negotiations in business</b>	<i>Classroom work</i>			
	Lecture	Lecture on the topic: Features of negotiations in business	Work on lecture	1
		Lecture on the topic: Features of negotiations in business	Work on lecture	1
	Seminar	Work in small groups: "Features of the negotiation process"	Active work on the practice	1
		Application of the 4K model for negotiations	Active work on the practice	1
			Final control work	25
	<i>Individual work</i>			
Questions and tasks for the individual work	Elaboration of lecture material, preparation for practice and final control work.			

### **Recommended books and resources**

#### **Main**

1. Седова, Л. Н. Могущество имиджа [Текст] : учеб. пособие, Ч. 2 . – Х. : ХНЭУ, 2005.
2. Седова, Л. Н. Переговоры как способ коммуникации в бизнесе [Текст] : учеб. Пособие. – Х. : ХНЕУ, 2009.
3. Седова, Л.Н. Этика бизнеса [Текст] : учеб.пособие, Ч.2 / Л.Н. Седова, Т.И. Лепейко, Е.В. Авраменко, . А.С. Сорокина. – Х.: ХНЭУ им С. Кузнецца, 2015.
4. Седова, Л. Н. Этика личности и этика характера [Текст] : учеб. пособие . – Х. : ХНЭУ, 2004.
5. Седова, Л.Н., Малюкина, А.А. Этика бизнеса [Текст] : учеб. пособие, Ч. 1. – Х. : ХНЭУ им. С. Кузнецца, 2014.
6. Byars, S.M. Business Ethics / S.M. Byars. – Open stax, Houston : 2018. Retrieved from <https://openstax.org/details/books/business-ethics>.
7. Cruz-Cruz, J. A. Ethics of business / J. A. Cruz-Cruz, W. Frey. – Hong Kong : 2011. Retrieved from: <https://pns.hneu.edu.ua/course/view.php?id=5440>.

#### **Additional**

8. Buchholz, A. R. Business Ethics – The Pragmatic Path beyond Principles to Process / A. R. Buchholz, B. S. Rosenthal. – Prentice Hall, New York, 1998.
9. Персональный брендинг / Ф. Котлер, И. Рейн, М. Хэмлин и др. – М.: Издательский дом Гребенникова, 2008.
10. Ястремська, О. М. Бренд-менеджмент / О. М. Ястремська. – Харківський національний економічний університет. – Х. : ХНЕУ, 2010.
11. Карнеги, Д. Как приобретать друзей и оказывать влияние на людей. М.: Просвещение, 1991.

12. Пиз, А. Язык жестов. /Перевод с англ. – М.: Модек, 1998. –218 с. с ил.
13. Вилсон, Г., Макклафлин, К. Язык жестов – путь к успеху. – СПб.: Изд-во "Питер", 2000.
14. Деловой этикет. /Автор-сост. И. Афанасьев. – К.: Альтпрес, 2000.
15. Сірка, А. Як провадити бізнес з американцями і канадцами. – К.: УКСП, "Кобза", 1998.
16. Браун, Л. Имидж – путь к успеху. – СПб.: Изд. "Питер", 2000.

#### **Information resources**

17. Business Ethics and Business Communications: course page on the PNS (Moodle platform) – Access mode : [https://pns.hneu.edu.ua/course /view.php?id=5440](https://pns.hneu.edu.ua/course/view.php?id=5440).
18. Electronic catalog of the V.I. Vernadsky National Library of Ukraine. – Access mode : [www.nbuv.gov.ua](http://www.nbuv.gov.ua).
19. Electronic catalog of V.G. Korolenko Kharkiv State Scientific Library. – Access mode : <http://korolenko.kharkov.com>.