



## Syllabus of the educational discipline «Ethics of business»

<b>Specialty</b>	<i>All</i>
<b>Educational program</b>	<i>All</i>
<b>Level of education</b>	<i>First (bachelor)</i>
<b>Discipline status</b>	<i>Selective</i>
<b>Teaching language</b>	<i>English</i>
<b>Course / semester</b>	<i>2 course, 3 semester</i>
<b>Number of credits ECTS</b>	<i>5</i>
<b>Distribution by types of trainings and hours of study</b>	<i>Lectures – 30 hours. Practical studies (seminars) – 30 hours. Independent training – 90 hours.</i>
<b>Form of final assessment</b>	<i>Pass</i>
<b>Department</b>	<i>Management and Business Department, 703 (library block), +38 057 702 01 46, <a href="http://www.kmib-hneu.com">www.kmib-hneu.com</a></i>
<b>Teacher (-s)</b>	<i>Blyznyuk Tetyana Pavlivna, Doctor of sciences (Economics), Associate Professor</i>
<b>Teacher's contacts</b>	<i>blyznyuk.tetyana@gmail.com</i>
<b>Days of the classes</b>	<i>According to the schedule of classes</i>
<b>Consultations</b>	<i>According to the schedule of consultations: 703 (library block) – offline; in Zoom - online; both individual and in group</i>

**The purpose** of the discipline is assimilation of language culture and language etiquette, business communication techniques, non-verbal means of communication and the image of a businessperson.

### **Prerequisites for learning**

*Socio-economic history of Ukraine, Philosophy*

### **Content of the educational discipline**

**Content module 1. Business ethics as a science and a discipline**

**Theme 1. Business ethics as a science and discipline: object, subject and task**

**Theme 2. Language culture of business conversation**

**Content module 2. Culture and ways of communication, the image of a businessman**

**Theme 3. Culture and communication techniques as part of language etiquette**

**Theme 4. Non-verbal ways of communication**

**Theme 5. Power of image**

**Theme 6. Technology of business (commercial) negotiations**

**Theme 7. Ethics of distance communication**

### **Material and technical support (software) of the discipline**

*Laptop, Power Point MS Office, Multimedia Projector*

**Course page on the Moodle platform  
(personal training system)**

*Course description, Working plan, Syllabus, Lectures  
(presentations), Practical (methodical  
recommendations), Seminars (List of questions),  
Homeworks; Tests, Additional learning materials.  
<https://pns.hneu.edu.ua/course/view.php?id=5440>*

### **Recommended literature**

*Main:*

- 1. Byars S.M. Business Ethics / S.M. Byars. – Open stax, Houston : 2018. – 377 p.*
- 2. Cruz-Cruz J. A. Ethics of business / J. A. Cruz-Cruz, W. Frey. – Hong Kong : 2011. – 348 p.*



*Additional*

3. Buchholz A. R. *Business Ethics – The Pragmatic Path beyond Principles to Process* / A. R. Buchholz, B. S. Rosenthal. - Prentice Hall, New York : 1998. – 350 p.

**Assessment system of learning outcomes**

Current control carried out during the semester during lectures, practical, seminars, and is estimated by the sum of the points scored (maximum amount - 100 points); final / semester control, conducted in the form of final control work as a discount on the teacher's initiative, taking into account the current control over the corresponding content module, and aims at an integrated assessment of the student's learning outcomes after studying the material from the logically completed part of the discipline content module. A student should be considered certified if the sum of the points obtained from the results of the current and final control over the semester is equal or exceeds 60.

*More detailed information on assessment is given in the technological card of the discipline.*

**Accumulation of rating points in the discipline (example)**

Types of training	Max points
Lectures	15
Practical studies (seminars)	15
Competence-oriented tasks	24
Express Tests	6
Essay	15
Final Written Test	25
<b>Max points</b>	<b>100</b>

**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**

*Policy of academic integrity,*

*Absenteeism policy.*

*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=5440>