



**Syllabus of the course**  
*«Business Ethics and Business Communications»*

<b>Specialty</b>	<i>028 Management of socio-cultural activities</i>
<b>Study Programme</b>	<i>Event management</i>
<b>Level (Bachelor, Master, PhD)</b>	<i>Second (master)</i>
<b>Course status</b>	<i>Compulsory</i>
<b>Teaching language</b>	<i>English</i>
<b>Intended stage in the study programme</b>	<i>1 year, 2 semester</i>
<b>Number of ECTS credits</b>	<i>4</i>
<b>Workload</b>	<i>Lectures – 16 hours. Tutorials – 24 hours. Self study – 80 hours.</i>
<b>Assessment method</b>	<i>Pass</i>
<b>Department</b>	<i>Management and Business Department, 703 (library block), (057) 702-01-46, (ad. 2-96), department site: <a href="https://www.kmib-hneu.com/">https://www.kmib-hneu.com/</a></i>
<b>Teaching staff</b>	<i>Blyznyuk Tetyana Pavlivna, Doctor of sciences (Economics), Professor</i>
<b>Course coordinator</b>	
<b>Contacts of teaching staff</b>	<i><a href="mailto:tetyana.blyznyuk@hneu.net">tetyana.blyznyuk@hneu.net</a></i>
<b>Office hours</b>	<i>At the Management and Business department, off-line, due to timetable of consultations, personal</i>
<b>Course schedule</b>	<i>Lectures: <a href="#">due to timetable</a> Tutorials: <a href="#">due to timetable</a></i>
<b>Learning objectives and skills</b>	
<i>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.</i>	
<b>Prerequisites</b>	
<i>List of previously listened courses: Philosophy</i>	
<b>Contents</b>	
<b>Content module 1.</b> <i>Main components of the business ethics concept formation</i>	
<b>Topic 1.</b> <i>Business ethics and its features</i>	
<b>Topic 2.</b> <i>Corporate ethics</i>	
<b>Topic 3.</b> <i>The role of image in socio-cultural activities</i>	
<b>Content module 2.</b> <i>Business communications in socio-cultural activities</i>	
<b>Topic 4.</b> <i>Communication: basic concepts and methodology</i>	
<b>Topic 5.</b> <i>Intercultural business communications</i>	
<b>Topic 6.</b> <i>Features of negotiations in business</i>	
<b>Teaching environment (software)</b>	
<i>Multimedia Projector</i>	
<b>Course page on the Moodle platform (personal training system)</b>	<i><a href="https://pns.hneu.edu.ua/enrol/index.php?id=5145">https://pns.hneu.edu.ua/enrol/index.php?id=5145</a></i>



### **Assessment system**

*The system of assessment of the formed competencies takes into account the types of classes, which include lectures, seminars, practical classes, as well as independent work. Assessment of the formed competencies of students is carried out according to the accumulative 100-point system. Current control, which is carried out during the semester during practical (seminar) classes and independent work is assessed by the sum of points scored. The maximum possible number of points for the current and final control during the semester – 100 and the minimum possible number of points – 60.*

*Current control includes the following control measures: tasks by topics; current control works; presentations on topics; solving cases and individual task.*

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

### **Course policies**

*The teaching of the discipline is based on the principles of academic integrity. Violations of academic integrity include academic plagiarism, fabrication, falsification, write-off, deception, bribery, and biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work.*

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self study is given in the Syllabus (working plan )of the educational course (<https://pns.hneu.edu.ua/enrol/index.php?id=5145>).*

Syllabus approved at the meeting of the Department. Protocol № 16 from 30.05.2022