



**Syllabus of the educational discipline
«Business Ethics and Business Communications»**

Specialty	<i>028 Management of socio-cultural activities</i>
Educational program	<i>Event management</i>
Educational qualification	<i>Second (master)</i>
Type of the discipline	<i>Compulsory</i>
Language of teaching	<i>English</i>
Academic year / Semester	<i>1st academic year, 1st Semester</i>
Number of credits ECTS	<i>5</i>
Distribution by types of classes and hours of study	<i>Lectures – 16 hours Practical (seminars) – 24 hours Laboratory – 0 hours Independent training – 110 hours</i>
Final assessment	<i>Pass</i>
Department	<i>Management and Business Department, 703 (library block), +38 057 702 01 46 (ad. 2-96), department site: https://kmib.hneu.edu.ua/</i>
Lecturer (s)	<i>Blyznyuk Tetyana Pavlivna, Doctor of sciences (Economics), Professor</i>
Teacher's contacts	<i>Blyznyuk Tetyana Pavlivna, tetyana.blyznyuk@hneu.net</i>
Study days	<i>Lectures: due to timetable Practicals: due to timetable</i>
Consultations	<i>At the Management and Business department, off-line; due to timetable of consultations, personal</i>
The purpose of the discipline	
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	
Prerequisites for learning	
Philosophy	
Content of the educational discipline	
Content module 1. Main components of the business ethics concept formation	
Theme 1. Business ethics and its features	
Theme 2. Corporate ethics	
Theme 3. The role of image in socio-cultural activities	
Content module 2. Business communications in socio-cultural activities	
Theme 4. Communication: basic concepts and methodology	
Theme 5. Intercultural business communications	
Theme 6. Features of negotiations in business	
Material and technical support (software) of the discipline	
<i>Multimedia Projector</i>	
Course page on the Moodle platform (personal training system)	https://pns.hneu.edu.ua/course/view.php?id=5145
Assessment system of learning outcomes	



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 information that is detailed is in the Working plan.

Discipline 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, independent training is given in the Syllabus (working plan) of the educational discipline.
<http://repository.hneu.edu.ua/handle/123456789/28846>

Syllabus approved at the meeting of the Department 03.04.2023, Protocol № 11