



Syllabus of the educational discipline «Business Ethics»

Specialty	<i>073 Management</i>
Educational program	<i>Logistics</i>
Educational qualification	<i>First (bachelor)</i>
Type of the discipline	<i>Mandatory</i>
Language of teaching	<i>English</i>
Academic year / Semester	<i>1st academic year, 2nd Semester</i>
Number of credits ECTS	<i>4</i>
Distribution by types of classes and hours of study	<i>Lectures – 20 hours Practical (seminars) – 28 hours Laboratory – 0 hours Independent training – 72 hours</i>
Final assessment	<i>Grading</i>
Department	<i>Management and Business Department, 703 (library block), +38 057 702 01 46 (ad. 2-96), department site: www.kmib-hneu.com</i>
Lecturer (s)	<i>Blyznyuk Tetyana Pavlivna, Doctor of sciences (Economics), Professor</i>
Teacher's contacts	<i>Blyznyuk Tetyana Pavlivna, blyznyuk.tetyana@gmail.com</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 assimilation of language culture and language etiquette, business communication techniques, non-verbal means of communication and the image of a businessperson.	
Prerequisites for learning	
List of previously listened disciplines: History of Ukrainian Culture, Philosophy, Organization theory	
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 power of image 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	
<i>Multimedia Projector</i>	
https://pns.hneu.edu.ua/	
Course page on the Moodle platform (personal training system)	
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; and writing essays.

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

Syllabus approved at the meeting of the Department 30.05.2022, Protocol № 16