



Syllabus of the course
«Business etiquette »

Specialty	All
Study Programme	All
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education
Course status	elective
Language	English
Term	3 or 4 or 5 or 6 or 7 semester
ECTS credits	5
Workload	Lectures – 30 hours. Practical studies – 30 hours. Laboratory studies – 0 hours. Self-study – 90 hours.
Assessment system	Grading
Department	Department of Management, Business and Administration room 210 of the Main building phone: (057) 702 01 46 (add. 2-96) website: https://www.kmib.hneu.edu.ua
Teaching staff	Yastremska Olesiia Oleksandrivna PhD in Economics, Associate professor
Contacts	yastremska.o@gmail.com
Course schedule	Lecture: according to the current class schedule Practical: according to the current class schedule
Consultations	At the Department of Management, Business and Administration, offline, according to the schedule, individual, PNS chat.

Learning objectives and skills:

mastering the culture of language, speech etiquette, business communication techniques, non-verbal communication methods and the image of a business person, the culture of business negotiations, the peculiarities of business etiquette in different countries

Structural and logical scheme of the course

Prerequisites	Postrequisites

Course content

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

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

Theme 2. Basics of business etiquette

Theme 3. Standards of behavior in the business world

Theme 4. Features of the image of a business person

Theme 5. Verbal and non-verbal etiquette in business.

Content module 2 *Features of business etiquette.*

Theme 6. Etiquette during business meetings, negotiations and receptions

Theme 7. Social business etiquette



Theme 8. Network etiquette - manners on the Internet

Theme 9. Global business etiquette

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Learning forms and methods

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: competence-oriented tasks; express tests, presentations and control work.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.