



## Syllabus of the course

### «Business etiquette»

<b>Specialty</b>	<i>All</i>
<b>Study Programme</b>	<i>All</i>
<b>Study cycle (Bachelor, Master, PhD)</b>	<i>the first (Bachelor) level of higher education</i>
<b>Course status</b>	<i>elective</i>
<b>Language</b>	<i>English</i>
<b>Term</b>	<i>first year, second semester</i>
<b>ECTS credits</b>	<i>5</i>
<b>Workload</b>	<i>Lectures – 30 hours. Practical studies – 30 hours. Laboratory studies – 0 hours. Self-study – 90 hours.</i>
<b>Assessment system</b>	<i>Grading</i>
<b>Department</b>	<i>Department of Management, Business and Administration, auditorium 703 of the library building, phone: (057) 702-01-46 (2-96), website: <a href="https://www.kmib.hneu.edu.ua">https://www.kmib.hneu.edu.ua</a></i>
<b>Teaching staff</b>	<i>Yastremska Olesia Oleksandrivna PhD in Economics, Associate professor</i>
<b>Contacts</b>	<i><a href="mailto:iastremska.o@gmail.com">iastremska.o@gmail.com</a></i>
<b>Course schedule</b>	<i>Lectures: <a href="#">according to the schedule</a> Practical studies: <a href="#">according to the schedule</a></i>
<b>Consultations</b>	<i>At the Department of Management, Business and Administration, offline, according to the schedule, individual, PNS chat.</i>
<b>Learning objectives and skills:</b> <i>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</i>	

#### 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*

**Assessment system**

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.

Educational 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.*