



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

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|--|---|
| Specialty | <i>All</i> |
| Educational program | <i>All</i> |
| Level of education | <i>First (bachelor)</i> |
| Discipline status | <i>Selective</i> |
| Teaching language | <i>English</i> |
| Course / semester | <i>2 course, 4 semester</i> |
| Number of credits ECTS | <i>5</i> |
| Distribution by types of trainings and hours of study | <i>Lectures – 30 hours.</i> |
| | <i>Practical studies (seminars) – 30 hours.</i> |
| | <i>Independent training – 90 hours.</i> |
| Form of final assessment | <i>Pass</i> |
| Department | <i>Management and Business Department, 703 (library block), +38 057 702 01 46, www.kmib-hneu.com</i> |
| Teacher (-s) | <i>Blyznyuk Tetyana Pavlivna, Doctor of sciences (Economics), Associate Professor</i> |
| Teacher's contacts | <i>blyznyuk.tetyana@gmail.com</i> |
| Days of the classes | <i>According to the schedule of classes</i> |
| Consultations | <i>According to the schedule of consultations: 703 (library block) – offline; in Zoom - online; both individual and in group</i> |
| <p>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.</p> | |
| <p align="center">Prerequisites for learning <i>Socio-economic history of Ukraine, Philosophy</i></p> | |
| <p align="center">Content of the educational discipline</p> <p>Content module 1. Main components of the business ethics concept formation</p> <p>Topic 1. Business ethics and its features</p> <p>Topic 2. Corporate ethics</p> <p>Topic 3. The role of image in business</p> <p>Content module 2. Business communications</p> <p>Topic 4. Communication: basic concepts and methodology</p> <p>Topic 5. Intercultural business communications</p> <p>Topic 6. Features of negotiations in business</p> | |
| <p align="center">Material and technical support (software) of the discipline <i>Laptop, Power Point MS Office, Multimedia Projector</i></p> | |
| Course page on the Moodle platform (personal training system) | <i>Course description, Working plan, Syllabus, Lectures (presentations), Practical (methodical recommendations), Seminars (List of questions), Homeworks; Tests, Additional learning materials. https://pns.hneu.edu.ua/course/view.php?id=5440</i> |



Recommended literature

Main:

1. Byars S.M. *Business Ethics* / S.M. Byars. – Open stax, Houston : 2018. – 377 p.
2. Cruz-Cruz J. A. *Ethics of business* / J. A. Cruz-Cruz, W. Frey. – Hong Kong : 2011. – 348 p.

Additional

3. Buchholz A. R. *Business Ethics – The Pragmatic Path beyond Principles to Process* / A. R. Buchholz, B. S. Rosenthal. - Prentice Hall, New York : 1998. – 350 p.

Assessment system of learning outcomes

Current control carried out during the semester during lectures, practical, seminars, and is estimated by the sum of the points scored (maximum amount - 100 points); final / semester control, conducted in the form of final control work as a discount on the teacher's initiative, taking into account the current control over the corresponding content module, and aims at an integrated assessment of the student's learning outcomes after studying the material from the logically completed part of the discipline content module. A student should be considered certified if the sum of the points obtained from the results of the current and final control over the semester is equal or exceeds 60.

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

Accumulation of rating points in the discipline (example)

| Types of training | Max points |
|------------------------------|------------|
| Lectures | 15 |
| Practical studies (seminars) | 15 |
| Competence-oriented tasks | 24 |
| Express Tests | 6 |
| Essay | 15 |
| Final Written Test | 25 |
| Max points | 100 |

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

| Total score on a 100-point scale | ECTS assessment scale | Assessment on the national scale | |
|----------------------------------|-----------------------|--|----------|
| | | for exam, differentiated test, course project (work), practice, training | for pass |
| 90 – 100 | A | excellent | pass |
| 82 – 89 | B | good | |
| 74 – 81 | C | satisfactory | |
| 64 – 73 | D | | |
| 60 – 63 | E | unsatisfactory | not pass |
| 35 – 59 | FX | | |
| 1 – 34 | F | | |

Discipline policies

*Policy of academic integrity,
Absenteeism policy.*

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline <https://pns.hneu.edu.ua/course/view.php?id=5440>