



**Syllabus of the course**  
**«ETHICS, NEUROPSYCHOLOGY, SKILLS OF**  
**BUSINESSCOMMUNICATION»**

<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>Selective</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.</i> <i>Practical studies – 30 hours.</i> <i>Laboratory studies – 0 hours.</i> <i>Self-study – 90 hours.</i>
<b>Assessment system</b>	<i>Grading</i>
<b>Department</b>	<i>Department of tourism, building 1, auditorium 316, phone: (057)758-77-26 (ext. 451), website: <a href="http://tourism.hneu.edu.ua/">http://tourism.hneu.edu.ua/</a></i>
<b>Teaching staff</b>	<i>Naumik-Gladka Kateryna Georgiivna, professor of the department of tourism, professor</i>
<b>Contacts</b>	<a href="mailto:naumikateryna@gmail.com">naumikateryna@gmail.com</a>
<b>Course schedule</b>	<i>Lectures: <a href="#">according to the schedule</a></i> <i>Practical studies: <a href="#">according to the schedule</a></i>
<b>Consultations</b>	<i>At the Department of tourism, offline, according to the schedule, individual, PNS chat.</i>

**Learning objectives and skills:**

to develop skills of conducting business negotiations with business partners to produce mutually beneficial agreements

**Structural and logical scheme of the course**

Prerequisites	Postrequisites
-	-
-	-

**Course content**

**Content module 1. The basis of business communication.**

**Theme 1. Ethics, neuropsychology, skills of business communication: introduction.**

**Theme 2. Needs of a personality as a foundation of business communication.**

**Theme 3. Neuropsychological cognitive bases of communication: curiosity, empathy, imitation, hu-mor.**

**Theme 4. Neuropsychological emotional bases of communication: feelings of aggression, fear, anxie-ty, love as factors of the quality of communication.**

**Theme 5. Typology of a personality in business communication.**

**Theme 6. Self-concept of personality and image as the foundation of business communication.**

**Content module 2. Communication technologies and procedures.**

**Theme 7. The art of dialogue.**

**Theme 8. Defense mechanisms of a personality in communication.**

**Theme 9. Interview: interviewer characteristics, documents, letters of recommendation,**



**self-preparation for the interview.**

**Theme 10. Business clothes, perfumery.**

**Theme 11. Etiquette at the table.**

**Theme 12. Superstitions, signs, self-hypnosis and auto-training in communication.**

**Theme 13. Written agreements in business negotiations.**

**Theme 14. Modern problems of business communication.**

**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: assignments on a particular topic; testing; presentations, and essay writing.

*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.*