



Syllabus of the course
«Business Ethics and Business Communications»

Specialty	<i>073 Management</i>
Study Programme	<i>Business Administration</i>
Study cycle (Bachelor, Master, PhD)	<i>the second (master's) level of higher education</i>
Course status	<i>elective</i>
Language	<i>English</i>
Term	<i>1 year of study 1 semester or 1 year of study 2 semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 16 hours. Practical studies – 0 hours. Laboratory studies – 24 hours. Self-study – 110 hours.</i>
Assessment system	<i>Grading including Exam</i>
Department	<i>Department of Management and Business, auditorium 703 of the library building, phone: (057) 702-01-46 (2-96), website: https://www.kmib.hneu.edu.ua</i>
Teaching staff	<i>Blyznyuk Tetyana Pavlivna, Doctor of sciences (Economics), Professor</i>
Contacts	<i>tetyana.blyznyuk@hneu.net</i>
Course schedule	<i>Lectures: according to the schedule Practical studies: according to the schedule</i>
Consultations	<i>At the Department of Management and Business, offline, according to the schedule, individual, PNS chat.</i>

Learning objectives and skills:

is the formation of applicants: understanding of the system of values, views, norms of behavior of business people, mastering the features of business communications and the ability to organize constructive dialogue; 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

Structural and logical scheme of the course

Prerequisites	Postrequisites
-	-
-	-

Course content

Content module 1. Main components of the business ethics concept formation

Theme 1. Business ethics and its features

Theme 2. Corporate ethics

Theme 3. The role of image

Content module 2. Business communications

Theme 4. Communication: basic concepts and methodology

Theme 5. Intercultural business communications

Theme 6. Features of negotiations in business



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 – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: express tests, presentations on the topics; writing the essay, current written tests.

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