

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

**ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**



БІЗНЕС-ЕТИКА ТА ДІЛОВІ КОМУНІКАЦІЇ

робоча програма навчальної дисципліни

Галузь знань **02 "Культура і мистецтво"**
Спеціальність **028 "Менеджмент соціокультурної діяльності"**
Освітній рівень **другий (магістерський)**
Освітня програма **"Подієвий менеджмент"**

Статус дисципліни **обов'язкова**
Мова викладання, навчання та оцінювання **англійська**

Завідувач кафедри
менеджменту та бізнесу

Тетяна ЛЕПЕЙКО

**Харків
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APPROVED

at the meeting of the Management and Business Department

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**Sheet of renewal and re-approval
syllabus of the academic discipline**

Academic year	Date of the department meeting - developer of the syllabus	Protocol number	Sign of the Head of the department

Abstract of the educational discipline

Business ethics and business communications" is the basic discipline of the educational program "Event management" of the second (master's) level of higher education, specialty 028 "Management of socio-cultural activities"

Business communications and compliance with ethical norms have always been a component of successful interaction of business structures, including the socio-cultural sphere. The specifics of this area encourage studying the specifics of communications, observing etiquette, conducting negotiations and forming a positive image.

The purpose of "Business Ethics and Business Communications" is to form: understanding of the system of values, views, norms of behavior of business people, assimilation of the peculiarities of business communications in the socio-cultural sphere and the ability to organize a constructive dialogue with representatives of the socio-cultural sphere; practical skills of using the 4K model for conducting negotiations, including in an international context; the ability to analyze and evaluate the information received in the process of communication to solve complex problems and problems in the field of management of socio-cultural activities.

The object of the academic discipline is business communications and components of business ethics in the socio-cultural sphere.

The subject of study of the academic discipline is theoretical, practical and applied aspects of business ethics and communications in the socio-cultural sphere.

Characteristics of educational discipline

Course	1M
Semester	2
Number of credits ECTS	4
Form of final control	Pass

Structural and logical scheme of studying the discipline

Prerequisites	Postrequisites
Philosophy	Complex training
	Diploma thesis

Competences and learning outcomes in the discipline

Competences	Learning outcomes
GC5. The ability to communicate with representatives of other professional bodies of various levels (with experts from other fields of knowledge / types of economic activity)	LO1. Search, analyze and evaluate information necessary for setting and solving both professional tasks and personal development
GC6. Ability to work in an international context	
GC1. Ability to communicate in a foreign language	LO2. To use professional scientific and terminological apparatus in practice, to be able to present the results of the work performed
GC4. Ability to make informed decisions	
GC5. The ability to communicate with representatives of other professional bodies of various levels (with experts from other fields of knowledge / types of economic activity)	

GC1. Ability to communicate in a foreign language	LO3. Be able to collect and integrate evidence of one's own research position, justify the results of sociocultural practices, present and defend one's opinion regarding the results of research and innovations
GC3. Ability to generate new ideas (creativity)	
GC1. Ability to communicate in a foreign language	LO4. To carry out one's own scientific and professional activities in compliance with the requirements of current legislation
GC6. Ability to work in an international context	LO7. Understand and apply modern world socio-cultural practices
SC2. The ability to practically adapt scientifically based competences of socio-cultural practices in their global, glocal and local dimensions	
SC7. The ability to carry out expertise and provide consulting assistance in the development of socio-cultural projects and programs	
GC5. The ability to communicate with representatives of other professional bodies of various levels (with experts from other fields of knowledge / types of economic activity)	LO8. Use the "4K model" to solve problems and make decisions, conduct negotiations and scientific discussions in the field of management of socio-cultural activities
GC6. Ability to work in an international context	
SC12. Ability to be a leader in the socio-cultural sphere	
GC1. Ability to communicate in a foreign language	
GC5. The ability to communicate with representatives of other professional bodies of various levels (with experts from other fields of knowledge / types of economic activity)	LO11. To organize a constructive dialogue between interested stakeholders of socio-cultural transformations in order to achieve a jointly defined goal (mission)
GC6. Ability to work in an international context	
SC12. Ability to be a leader in the socio-cultural sphere	
GC1. Ability to communicate in a foreign language	

The program of the educational discipline

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

Theme 1. Business ethics and its features

Business as a socio-cultural phenomenon. Concept of business ethics. Basic ethical components. Concept of morality. Ethical norms: rules and usage in the sociocultural sphere. Ethical norms in relations with business partners
Ethical principles. Moral and ethical principles of professional activity.
Features of writing a resume

Theme 2. Corporate ethics

Corporate social responsibility: basic concepts and definitions. Social responsibility as a component of the modern business model. Social responsibility: basic approaches.
Corporate culture: types, forms, structure. Corporate culture as the basis of effective ethical management.
Professional ethics, features of event manager ethics, principles of official ethics

Theme 3. The role of image in socio-cultural activities

Definition of the concept of "image". "Golden rules" of the image, criteria for choosing a model of behavior.

The basic rules of forming a positive image. Components of a positive image. Formation of a positive image of a person.

Company image master plan, master plan components

Content module 2. Business communications in socio-cultural activities

Theme 4. Communication: basic concepts and methodology

Communicology as a field of modern scientific knowledge. The structure of communication. Research methods of communication science.

Communication: concepts, types and means.

The concept of communication efficiency. Performance criteria.

Alienation in communicative processes.

Theme 5. Intercultural business communications

Concept of business intercultural communication. Goals, reasons, functions and stages of communication.

Intercultural communication as a form of social interaction of representatives of different cultures in the business sphere. Purpose and functions of international business communications. Effective intercultural interaction.

Concept and essence of verbal communication. Types of verbal communication. Means of verbal communication and its effectiveness. Language as a universal means of communication. Business correspondence in international business communications and its features.

The essence and meaning of non-verbal means of communication. Types of non-verbal communication. Types of non-verbal means. Peculiarities of non-verbal communication in different cultures. National peculiarities of gestures-symbols, means of increasing the business status of a person. Types of handshakes.

Theme 6. Features of negotiations in business

The main stages of negotiations. Development of the negotiation process. Place and procedure of negotiations. Negotiation techniques and tactics.

Peculiarities of the negotiation strategy. Peculiarities of conducting negotiations in adverse conditions. Duration of negotiations. Information technologies in business communications.

Application of the 4K model for negotiations.

The list of practical (seminar) classes, as well as questions and tasks for independent work is given in the table "Rating-plan of the educational discipline".

Teaching and instruction methods

In the process of the educational discipline teaching special methods are using, which aimed at activating and stimulating the educational and cognitive activities of higher education students: problem lectures (theme 3), mini-lectures (themes 2, 4, 6), presentations (themes 1-6), seminar-discussions (themes 1, 2), mini-trainings (theme 5), case-method (themes 1 – 6).

During lectures and practical classes, the following teaching methods are used: explanatory and illustrative, reproductive, problem-based teaching, partially research-based, research teaching methods.

Assessment system of learning outcomes

Simon Kuznets Kharkiv National University of Economics uses a cumulative (100-point) evaluation system.

Assessment is carried out on the following types of control:

1) current control – is carried out during the semester during the lectures and seminars and estimated by the amount of points scored (maximum score – 75 points, minimum score that allows the student to get credit – 45 points);

final/semester control – is conducted in the form of in the form of final control work (maximum score – 25 points, minimum score that allows the student to get credit – 15 points).

Credit is set as the total amount of points, which were scored on the results of the current and final control.

The forms of current assessment and methods of demonstrating learning outcomes of individual work can be:

reports of the results of solving competence-oriented tasks. During the semester, there are 12 competence-oriented tasks. The maximum score is 5 points for each task, for each fully completed task, the minimum score is 3 points for explanation of 50% of problems in the task. The maximum total score is 60 and the minimum is 36;

essay – during the semester there are 2 essays. The maximum score is 5 point for the essay for fully completed tasks, the minimum score is 3 points for explanation of 50% of problem in the essay. The maximum total score is 10 and the minimum is 6;

current control work, it includes topics 1–3. The maximum score on it is 5 points for fully completed tasks, the minimum score is 3 points for explanation of 50% of tasks in the control work.

The procedure for the current assessment of students' knowledge.

Assessment of student's knowledge during seminars, practical classes and individual tasks is carried out according to the following criteria:

- understanding, degree of assimilation of the theory and methodology of the problems under consideration; the degree of assimilation of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory with practice when considering production situations in the process of performing individual tasks and tasks submitted for consideration in an audience;

- to generalize information and make conclusions; the ability to explain alternative views and the presence of their own point of view, the position on a certain problematic issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions on a specific problem; independence of work; literacy of presentation of the material; use of comparison methods, generalizations of concepts and phenomena; registration of work.

The general criteria for evaluating individual work of students are: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge on specific topics, the ability to make sound conclusions, the possession of categorical apparatus, skills and techniques for the implementation of practical tasks, the ability to find the necessary information, carry out its systematization and processing, self-realization on practical and seminars.

Final control in the form of final control work, it includes all topics of the educational discipline (topics 1 – 6). The maximum score on final control work is 25 points, for fully completed tasks, the minimum score is 15 points for explanation of 50% of tasks in the final control work.

The student should be considered certified if the sum of the points earned on the results of the current control is equal to or exceeds 45 and final control is equal to or exceeds 15. The student can not be considered certified if the sum of the points earned on the results of the current control is equal to 59 and less points.

Forms of assessment and distribution of points are given in the table "Rating-plan of the educational discipline".

Rating-plan of the educational discipline

Theme	Forms and types of education	Forms of evaluation	Max points
1	2	3	4
Content module 1. Main components of the business ethics concept formation			
THEME 1	<i>Classroom work</i>		
	Lecture 1 and 2 for questions: 1) concept of business ethics 2) basic ethical components 3) concept of morality 4) ethical norms and principles	Work on lecture	
	Practical tasks 1-2: Academic virtue at KhNUE	Solving competence-oriented tasks	5 5
	<i>Individual work</i>		
	Search, selection and review of literary sources on a given topic, preparation for practical class		
THEME 2.	<i>Classroom work</i>		
	Lecture 3 and 4 for questions: 1) corporate social responsibility 2) corporate culture: types, forms, structure 3) professional ethics	Work on lecture	
	Practical tasks 3-4: Corporate ethics	Solving competence-oriented tasks essay	5 5 5
	<i>Individual work</i>		
	Search, selection and review of literary sources on a given topic, preparation for practical class, writing essay		
THEME 3.	<i>Classroom work</i>		
	Lecture 5 for questions: 1) the concept of "image" 2) positive image 3) master plan	Work on lecture	
	Practical tasks 5: Ethics of business communication Practical tasks 6: Image in the socio-cultural sphere	Solving competence-oriented tasks Current control work	5 5 5
	<i>Individual work</i>		
	Search, selection and review of literary sources on a given topic, preparation for practical class, preparation for control work		

Content module 2. Business communications in socio-cultural activities			
THEME 4.	<i>Classroom work</i>		
	Lecture 6 for questions: 1) communicology 2) communication: concepts, types and means 3) the concept of communication efficiency	Work on lecture	
	Practical task 7: Practical task 8:	Solving competence-oriented tasks	5 5
	<i>Individual work</i>		
	Search, selection and review of literary sources on a given topic, preparation for practical class		
THEME 5.	<i>Classroom work</i>		
	Lecture 7 for questions: 1) business intercultural communication 2) verbal communication 3) non-verbal means of communication	Work on lecture	
	Practical task 9: Verbal communication Practical task 10: Non-verbal communication	Solving competence-oriented tasks essay	5 5 5
	<i>Individual work</i>		
	Search, selection and review of literary sources on a given topic, preparation for practical class, writing essay		
THEME 6.	<i>Classroom work</i>		
	Lecture 8 for questions: 1) the main stages of negotiations 2) peculiarities of the negotiation strategy. 3) information technologies in business communications	Work on lecture	
	Practical task 11: Peculiarities of intercultural communications Practical task 12: Business negotiations	Solving competence-oriented tasks	5 5
	<i>Individual work</i>		
	Search, selection and review of literary sources on a given topic, preparation for practical class,		
Final control work			25

Recommended literature

Main

1. Bessein V. Business communication / V.Bessein. – New Deli: 2019. [Electronic resource] – Access mode: <https://www.lsms.ac/public/uploads/7TTdFq2QYQfn41I.pdf>.
2. Brusseau J. Business Ethics / J. Brusseau. – 2017. [Electronic resource] – Access mode: <https://2012books.lardbucket.org/pdfs/business-ethics.pdf>.
3. Byars S. M. Business Ethics / S. M. Byars, K. Stanberry. – Houston: Rice University, 2018. [Electronic resource] – Access mode: https://oraprdnt.uqtr.quebec.ca/pls/public/docs/GSC1730/O0000737491_BusinessEthics_OP.pdf.

Additional

4. Business Communication. [Electronic resource] – Access mode: https://www.icsi.edu/media/webmodules/CSEET/BUSINESS_COMMUNICATION_printable.pdf.
5. Business Management ethics And Communication. [Electronic resource] – Access mode: [https://www.icsi.edu/media/website/Business%20Management,%20Ethics%20and%20Communication%20\(FndPrg\).pdf](https://www.icsi.edu/media/website/Business%20Management,%20Ethics%20and%20Communication%20(FndPrg).pdf)
6. Code of Ethics and Business Conduct. [Electronic resource] – Access mode: https://s26.q4cdn.com/774373689/files/doc_downloads/governance/PVT-Code-of-Conduct.pdf.
7. Introduction to Business Ethics. [Electronic resource] – Access mode: https://blackwells.co.uk/extracts/9780199284993_crane.pdf.

Information resources

8. Business ethics and business communications: course page on the PNS of Kuznets KhNUE (Moodle platform) – Access mode: <https://pns.hneu.edu.ua/enrol/index.php?id=5145>.
9. Business communication. Online course. [Electronic resource] – Access mode: <https://learndigital.withgoogle.com/digitalgarage/course/business-communication>.