

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО
на засіданні кафедри
менеджменту та бізнесу
Протокол № 1 від 25.08.2023 р.

ПОГОДЖЕНО
Перший проректор



Василь ОТЕНКО

ЕТИКА БІЗНЕСУ
робоча програма навчальної дисципліни (РПНД)

Галузь знань **07 Управління та адміністрування**
Спеціальність **073 Менеджмент**
Освітній рівень **перший (бакалаврський)**
Освітня програма **Бізнес-адміністрування**

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

Розробники:
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Завідувач кафедри
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Гарант програми

Каріна НЕМАШКАЛО

Олеся ЯСТРЕМСЬКА

Ольга МАЙСТРЕНКО

Тетяна ЛЕПЕЙКО

Ольга МИРОНОВА

Харків
2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

APPROVED

at the meeting of the department
management and business
Protocol № 1 of 25.08.2023



Vasyl OTENKO

BUSINESS ETHICS

Program of the course

Field of knowledge	07 "Management and Administration"
Specialty	073 "Management"
Study cycle	first (bachelor)
Study programme	Business administration
Course status	mandatory
Language	English

Developer:

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INTRODUCTION

Modern companies are increasingly facing external and internal ethical issues that need to be resolved without creating a conflict. Ethical behavior, with adherence to ethical norms, values and standards of behavior, improves the building of trust between businesses, consumers, investors and other stakeholders. With the development of global business, there is a need to understand the cultural and ethical norms of behavior in different countries of the world. Therefore, the study of the discipline "Business Ethics" will help to train specialists capable of developing ethical decision-making skills and promoting the construction of responsible business, including international business.

The purpose of the course “Business ethics” is assimilation of language culture and language etiquette, business communication techniques, non-verbal means of communication and the image of a businessperson.

The objectives of the course are :

acquiring knowledge of psychological and ethical personal qualities of participants in business communication, taking into account intercultural characteristics;

acquiring knowledge of the moral requirements for the relationship of business people (businessmen, entrepreneurs, executives and managers);

ability to act on the basis of ethical considerations (motives) and socially responsible;

ability to demonstrate leadership and behavioral skills

acquiring knowledge of modern technological requirements for the main forms of business communication - conversations and negotiations, meetings, business correspondence;

acquiring knowledge of moral principles, norms and rules of etiquette.

The subject of the course is theoretical and methodological approaches to the problems of business communication culture and business ethics.

The object of the course is the ethical aspects related to business activities, such as moral principles, values and norms, ethical problems and dilemmas that arise in the business environment.

The learning outcomes and competencies formed by the course are defined in Table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies that a higher education student must have
LO 2	GC 2
LO 8	GC 13
LO 12	GC 15
	SC 13
	SC 15

LO 14	GC 15
	SC 13
LO 15	GC 4
	GC 13

Where LO2. Preserve moral, cultural, scientific values and multiply the achievements of society, use various types and forms of physical activity to lead a healthy lifestyle.

LO8. Implement management techniques to ensure the effectiveness of the organization.

LO12. Assess the legal, social and economic consequences of the organization`s functioning.

LO14. Identify the causes of stress, adapt yourself and team members to a stressful situation, and find ways to neutralize it.

LO15. Demonstrate the ability to act socially responsible and socially conscious on the basis of ethical considerations (motives), respect for diversity and interculturalism.

GC2. Ability to preserve and enhance moral, cultural, scientific values and increase the achievements of society based on an understanding of the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technology, to use various types and forms of physical activity for active recreation and healthy lifestyle.

GC4. Ability to apply knowledge in practical situations.

GC13. Valuing and respecting diversity and multiculturalism.

GC15. Ability to act on the basis of ethical considerations (motives).

SC13. Understand the principles of law and use them in professional activities.

SC15. Ability to develop and demonstrate leadership and behavioral skills.

COURSE CONTENT

Content module 1. Business ethics as a science and a discipline

Topic 1. Business ethics as a science and discipline: object, subject and task

1.1. Nature and essence of business ethics. The role of ethics in business. Business ethics and its constituent elements. Definition of ethics and morality.

1.2. Principles in the field of business relations. Principles of business ethics in Ukraine and in the international environment. Ethical and psychological foundations of the relationship between manager and subordinates. Definition of standards of behavior. Three models of business communication.

1.3. Ethics and social responsibility. Instead of concepts: responsibility, social responsibility, corporate social responsibility. Types of responsibility in management. Levels of social responsibility. Types of social responsibility: moral, religious, disciplinary, political, legal, etc.

1.4. Integrity and its importance. The concept of academic integrity and its components. Violation of academic integrity. Types of plagiarism. Rules for maintaining academic integrity.

Topic 2. Language culture of business conversation

2.1. Culture of speech. Correct speech and culture of speech. Definition of business conversation and business speech culture. Requirements and features of a business conversation. Definition of dialogic, polyphonic and monologic speech. The main types of dialogic, polyphonic and monologic speech.

2.2. Means of expressiveness of speech. Rhetorical tools of business speech. Lexical and syntactic means of expressiveness. Special techniques for attracting

attention in a business conversation. Speech technique and its application. The rule of twelve.

2.3. Barriers to communication and ways to overcome them. Varieties, forms and levels of business communication. Barriers to communication: perception and understanding, interaction, communication. Ways to overcome barriers. Interaction in times of stress.

Topic 3. Non-verbal ways of communication

3.1 Features of non-verbal language. Verbal and non-verbal components in communication. Innate and acquired gestures. Features of non-verbal language and its functions.

3.2. Characteristics of non-verbal means of communication. Facial expressions and emotional states of a person. Four types of gestures and their application. Basic gestures of a business person. Non-verbal means in achieving success.

Content module 2. Culture and ways of communication, the image of a businessman

Topic 4. Ethics of language etiquette in the communication system

4.1 Language etiquette and its importance in business. The concept of speech etiquette. The importance of language etiquette in the business environment. Forms of speech etiquette: greeting, address, introduction, invitation, congratulations, compliment, farewell.

4.2 Peculiarities of using forms of speech etiquette in the international environment. Application of forms of language etiquette in modern business. International etiquette. Intercultural features of language etiquette.

Topic 5. Technologies of business negotiations

5.1. Negotiations and features of the stages of the negotiation process. The place of negotiations in modern business. The main stages of negotiation. The main criteria for negotiations. Development of the negotiation process. Place and procedure of negotiations.

5.2. Modern technologies of business negotiations. Negotiation techniques and tactics. Negotiation strategies and their application. Features of negotiations in unfavorable conditions. Duration of negotiations.

5.3. The concept of effective listening. The essence of the concept of effective listening. Rules of effective listening. Practice of applying effective listening in the negotiation process

Topic 6. The power of the image

6.1. Definition of the concept of image and its components. Definition of the concept of human image. Definition of the concept of company image. Two golden rules of image.

6.2. Building a positive image. Building a positive image of a person and organization. Factors influencing the formation of a positive image of the organization and the individual. Criteria for choosing a model of behavior.

6.3. Creating a master plan. Master plan of the company's image. Components of the master plan and their content.

Topic 7. Ethics of distance communication.

7.1. Etiquette of distance communication in the format of conferences. Zoom etiquette. Rules for creating an effective business meeting in a distance format.

7.2. Rules of distance correspondence. Effective business correspondence. Basic rules for e-mail correspondence.

7.3. Features of business communication in social networks. Etiquette of business communication in social networks: Facebook, Instagram. Preservation and maintenance of business image in social networks.

The list of practical (seminar) classes, as well as questions and tasks for self-studies is given in table 2.

Table 2

List of practical (seminar) classes /tasks

Name of the topic and/or task	Content
Topic 1. Business ethics as a science and discipline: object, subject and tasks	Case method "Ethical dilemmas of business" Training of integrity. Performing a task to analyze the university's code of ethics.
Topic 2. Language culture of business communication	Business game "Language culture of communication". Training in the use of lexical and syntactic expressions.
Topic 3. Non-verbal means of communication	Training of non-verbal means of communication. Seminar on the topic: Features of non-verbal means of communication for a modern manager. Teamwork: "Non-verbal means of communication of a modern manager".
Topic 4. Ethics of speech etiquette in the communication system	Training "Speech etiquette of a modern person". Presentation of language communication etiquette in different countries
Topic 5. Technologies of business negotiations	Training "Business negotiations"
Topic 6. The power of the image	Seminar on the topic: Features of forming the image of a business person. Training on drawing up a company's image plan. Work in a team: "Drawing up an image plan for a company (choose a company)"
Topic 7. Ethics of distance communication	Practice of distance communication. Training "Features of business distance communication"

The list of self-studies in the discipline is given in Table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1. Business ethics as a science and discipline: object, subject and tasks	Study of lecture material, selection and review of literature and the regulatory framework of Ukraine. Preparation for practical classes. Writing an essay
Topic 2. Language culture of business communication	Study of lecture material, selection and review of literature. Preparation for practical classes. Preparation for a written test (topics 1-2).

Topic 3. Non-verbal means of communication	Study of lecture material, selection and review of literature. Preparation for practical classes. Team work. Preparation for the seminar.
Topic 4. Ethics of speech etiquette in the communication system	Study of lecture material, selection and review of literature. Preparation for practical classes. Preparation of a presentation on the chosen topic. Preparation for a written test (topics 3-4).
Topic 5. Technologies of business negotiations	Study of lecture material, selection and review of literature. Preparation for practical classes.
Topic 6. The power of the image	Study of lecture material, selection and review of literature. Preparation for practical classes. Team work. Preparation for the seminar.
Topic 7. Ethics of distance communication	Study of lecture material, selection and review of literature. Preparation for practical classes. Writing an essay Preparation for the written test (topics 5-7).

The number of lecture hours, practical (seminar) classes and hours of self-study is given in the curriculum (technological card) for the discipline.

TEACHING METHODS

In the process of teaching the course "Business Ethics" to implement the defined competencies of the educational program and to intensify the educational process in lectures/practical classes, the following teaching and learning methods are used: problematic lectures (topics 1, 4, 5), business games (topic 2), seminar-discussion (topics 3, 6), training (topics 1-7), case method (topic 1), individual research work during the essay (topic 1); presentations (topics 2, 4).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of grading.

The final grade in the course is determined:

– for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

During the teaching of the course, the following control measures are used:

Current control (maximum amount is 83 points):

performance of individual tasks by the student, solving cases, performing and presenting tasks participation in trainings, business games on topics will allow to get maximum 50 points;

current control work 1 in the form of tests, including topics 1-2. The maximum amount is 9 points;

current test 2, includes topics 3-4. The maximum amount is 9 points;

current test 3, includes topics 5-7. The maximum amount is 15 points.

Self-study will allow get maximum 17 points and includes:

1) studying the theoretical material from the previous lecture before each subsequent lecture session. It is evaluated according to the following criteria: depth and strength of knowledge; level of thinking; ability to systematize knowledge on specific topics; ability to draw reasonable conclusions; mastery of the categorical apparatus;

2) collecting, generalizing, processing information necessary for active work in practical classes and writing essays. It is assessed according to the following criteria: skills and techniques for performing practical tasks; ability to find the necessary information; systematize and process it; self-realization in practical and seminar classes.

Semester control: Grading.

More detailed information on the assessment system is provided in the technological card of the course.

Recommended literature

Main

1. Балджи М. Д. Етика бізнесу: навчальний посібник / М. Д. Балджи. – К.: ФОП Гуляєва В. М., 2021. – 332 с.

2. Калюжка Н. С. Етика професійного і ділового спілкування: навчально-методичний посібник. / Н. С. Калюжна. – К.: ФОП Гуляєва В. М., 2022.–228с.

3. Лепейко Т.І. Організаційна поведінка : навчальний посібник / Т. І. Лепейко, С. В. Лукашев, О. М. Миронова. – Х. : Вид. ХНЕУ, 2013. – 156 с. Режим доступу: <http://www.repository.hneu.edu.ua/jspui/handle/123456789/14218>

Additional

4. Андрійченко Ж. О. Digital етикет та комунікації: тенденції та вимоги сьогодення / Ж. О. Андрійченко, Т. П. Близнюк, О. В. Майстренко // Економіка та суспільство. – 2021. – № 34. – Режим доступу:<http://repository.hneu.edu.ua/handle/123456789/27642>

5. Близнюк Т. П. Бізнес-етика та ділові комунікації в контексті теорії поколінь / Т. П. Близнюк, О. В. Майстренко, Ж. О. Андрійченко // Науковий погляд: економіка та управління. – 2022. – №1 (77). – С. 44-50. Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/27653>

6. Майстренко О. В. Етика комунікації працівників у соціальних мережах та її вплив на імідж компанії / О. В. Майстренко, Ж. О. Андрійченко, Т. П. Близнюк // Економіка та суспільство. – 2022. – Вип. 38. Режим доступу:

<http://repository.hneu.edu.ua/handle/123456789/27628>

7. Самоменеджмент [Електронний ресурс] : навчальний посібник / С. К. Василик, О. В. Майстренко, К. Р. Немашкало та ін. – Харків : ХНЕУ ім. С. Кузнеця, 2020. – 150 с. <http://repository.hneu.edu.ua/handle/123456789/26376>

8. Bos J. Research Ethics for Students in the Social Sciences / J. Bos – 2020. [Електронний ресурс]. – Режим доступу: <https://link.springer.com/book/10.1007/978-3-030-48415-6>.

9. Frischhut M. The Ethical Spirit of EU Values: Status Quo of the Union of Values and Future Direction of Travel / M. Frischhut. – 2022. [Електронний ресурс]. – Режим доступу: <https://link.springer.com/book/10.1007/978-3-031-12714-4>.

Information resources

10. Джобс С. Уроки лідерства. [Електронний ресурс]. / Стів Джобс та ін. – Режим доступу: <https://bookmate.com/books/ZttTpL>

11. Електронний каталог Національної бібліотеки України імені В. І. Вернадського. – Режим доступу: www.nbuv.gov.ua.

12. Електронний каталог Харківської державної наукової бібліотеки імені В. Г. Короленка. – Режим доступу: <http://korolenko.kharkov.com>.