

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

**ЗАТВЕРДЖЕНО**

на засіданні кафедри  
міжнародних економічних відносин  
Протокол № 1 від 28.08.2023 р.

**ПОГОДЖЕНО**

Проректор з навчально-методичної  
роботи



Каріна НЕМАШКАЛО


**ЕТИКА МІЖНАРОДНОГО БІЗНЕСУ**  
робоча програма навчальної дисципліни (РПНД)

Галузь знань **29 "Міжнародні відносини"**  
 Спеціальність **292 "Міжнародні економічні відносини"**  
 Освітній рівень **перший (бакалаврський)**  
 Освітня програма **"Міжнародний бізнес"**

Статус дисципліни **вибіркова**

Мова викладання, навчання та оцінювання **англійська**

Розробник:  
к.е.н., доцент

  
\_\_\_\_\_

Каріна Сатушева

Завідувач кафедри  
міжнародних  
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\_\_\_\_\_

Ірина ОТЕНКО

Гарант програми

  
\_\_\_\_\_

Наталія ПАРХОМЕНКО

Харків  
2023

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

**APPROVED**

at the meeting of the department  
international economic relations  
Protocol № 1 of 25.08.2023

**AGREED**

Vice-rector for educational and  
methodological work



Karina NEMASHKALO

**Ethics in international business  
Program of the course**

Field of knowledge  
Specialty  
Study cycle  
Study programme

**29 "International relations"  
292 "International economic relations"  
first (bachelor)  
International business**

Course status  
Language

**elective  
English**

Developers:  
PhD, Associate Professor

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Head of International Economic  
Relations Department

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Natalia  
PARKHOMENKO

Kharkiv  
2023

## INTRODUCTION

In the conditions of a market economy, the necessary elements of the successful development of business relations are the ethics of international business. In order for the enterprise to function effectively, it is necessary to establish international business relations with partners, managers of other companies, be able to organize and motivate people and improve personal relations between them, know the rules of language etiquette and possess the ethical rules of international business relations. Thus, the mastery of the discipline must form a big picture of the world with the understanding that ethics and effective business are interconnected.

The purpose of the educational discipline is to form a system of knowledge, skills and practical skills regarding the theoretical foundations and methodological and practical tools for a comprehensive understanding of the role and place of ethics in international business.

The tasks of the academic discipline are:

elucidation of the content and meaning of moral values, norms, ethical codes in relation to the global problems of our time;

initiation of humanitarian, humanistic thinking, ethical and communicative competences;

ensuring a close connection between the study of business ethics and the future practical activities of a specialist, improving professional culture;

study of the place and role of professional ethics, the specifics of the conceptual and categorical apparatus of the study of professional ethics, the ethics of a specialist in the financial sphere;

familiarization with modern concepts of business ethics, the role of professional ethical codes and standards of professional ethics used in Ukrainian and international practice.

The object of study of the discipline is the development of international business ethics.

The subject of the academic discipline is the system of international economic relations between the national economies of the countries of the world.

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

Table 1

Learning outcomes and competencies formed by the course

<b>Learning outcomes</b>	<b>Competencies</b>
LO1	GC4
LO5	GC11
LO6	GC4, GC11

LO23	GC11
LO2	SC14
LO21	SC14

where, GC4. Ability to plan and manage time.

GC 11. Ability to work in a team.

SC14. The ability to communicate on a professional and social level using professional terminology, including oral and written communication in national and foreign languages.

LO1. Be responsible for professional self-improvement, realizing the need for lifelong learning, show tolerance and readiness for innovative changes.

LO2. Communicate freely on professional issues in national and foreign languages orally and in writing, use economic terminology professionally.

LO5. Possess the skills of self-analysis (self-control), be understandable to representatives of other business cultures and professional groups of different levels (with specialists from other fields of knowledge/types of activity) on the basis of valuing diversity, multiculturalism, tolerance and respect for them.

LO6. Plan, organize, motivate, evaluate and increase the effectiveness of collective work, carry out research in a group under the leadership of a leader, taking into account the requirements and features of today in conditions of limited time.

LO21. Understand and have skills in conducting business protocol and business etiquette in the field of international economic relations, taking into account the peculiarities of intercultural communication at the professional and social levels, both in state and foreign languages.

LO23. To be aware of the need for lifelong learning to acquire knowledge in order to maintain professional competence at a high level.

## **COURSE CONTENT**

**Content module 1. Basics of international business ethics and basic forms of business communication.**

**Topic 1. Ethics of international business: the subject and specifics of business ethics.**

1.1. Subject of study of the course "Ethics of International Business". A place among other economic disciplines; structure and logic of teaching. Importance in the training of specialists in international business. Purpose, tasks and approaches to studying the course, informational and methodological support. Ethical principles and various obstacles in business.

1.2. Ethics of the organization. Ethics and social responsibility of the organization. Ethical norms in the activities of organizations. Increasing the ethical

level of the organization. Management of ethical norms between personal relationships in the team.

### **Topic 2. Communication as a scientific and practical problem.**

2.1. Definition of the concept of "Communication". Structure and means of communication. Characteristics and content of communication. The mechanism of action in the process of communication. Perspective side of communication: first impression; long-term communication; presentation itself in communication. Communicative side of communication. The interactive side of communication. Communication styles.

2.2. Business communication as a tool of international business ethics. Business conversation as the main form of business communication. Questions of interviewers and their essence. Parrying the comments of the interlocutors. Methods of influencing a partner. Receptions during a business conversation are prohibited.

2.3. Non-verbal features of the process of business communication. Kinetic features of non-verbal communication (gestures, postures, facial expressions). Proxemic features of non-verbal communication. Ethics of visual contact in communication.

### **Topic 3. Criticism and its ethical aspects.**

3.1. Rules of etiquette in the organization of exhibitions, fairs. Ethical violations in the process of criticism that occur in business life. Unpleasant psychological consequences of ethical norms by the person who criticizes. Recommendations for those who criticize and those who are criticized.

3.2. The role of the ethical side of criticism in everyday business life.

Attenuation of ethical violations of the significance of critical remarks. Functions and tasks of exhibitions, fairs, influence on the development of business relations. The specifics of ethical requirements for business relations established at exhibitions and fairs. Grounds for ethical violations during exhibitions and fairs, as well as accompanying events.

3.3. The specifics of the work of the employees preparing the exhibition. Peculiarities of an ethical nature in the relationship between organizers and visitors of exhibitions. The specifics of relationships with random visitors to exhibitions. Ethical requirements for the advertising side of the exhibition.

## **Content module 2. Practical principles of international business ethics.**

### **Topic 4. Peculiarities of public speaking.**

4.1. Preparation for admission. Start of introduction. How to win and keep the attention of the audience. How to end a speech.

4.2. Presentation speech as a variety of public speech. Recommendations regarding appearance, manner of behavior, speech.

### **Topic 5. Preparation and analysis of business negotiations.**

5.1. Strategies and dynamics of negotiations. The process of preparation for

negotiations. Negotiation. Conducting negotiations with the help of an interpreter. Analyzing the results of negotiations and implementing the agreements reached. Tactical techniques of negotiations.

5.2. Business card as a tool of business communication. Forms of using business cards in everyday business practice. Rules for issuing and receiving business cards. The latest new types of business cards. Prospects for using business cards in the future. The impact of the Internet on varieties, forms and practical use of business cards.

5.3. Souvenirs and gifts in the business sphere. The main functions of souvenirs and gifts in the business sphere. Basic requirements for the selection and presentation of gifts in the official sphere. The value of a gift as an ethical criterion. Trends in the development of gift-giving processes in the modern business world.

### **Topic 6. Conflicts in business and ethical means of overcoming them.**

6.1. The concept of conflict and its social role. Classification of conflicts. Types of behavior of people in a conflict situation. Causes and consequences of conflicts. Conflict resolution and behavior strategies in conflict situations. Stresses and stressful situations.

6.2. Disputes, discussion, controversy. Passage and features. Definition of the terms "dispute", "discussion", "polemic". Classification of types of spores. Dispute culture.

### **Topic 7. Image. Concepts of image and reputation. Clothes and manners of a business man.**

7.1. Clothes and appearance of a business woman. Imagology, image makers. Creating a positive image. The image of a business man: clothes, manners, acquiring the necessary qualities. The image of a business woman: necessary tips. Master plan for creating the image of the corporation.

7.2. The main elements of the corporate image. Errors that can lead to loss of image. Interdependence between the appearance of a businessman and his success in business. Characteristic features of the appearance and manners of a modern business man and woman. Inadmissible things in the business clothes of a modern businessman.

7.3. The principles of forming the wardrobe of a modern business man. Characteristic features of texture and color of fabrics for men's business clothes. The influence of accessories, jewelry, hairstyle, makeup on the appearance of a business woman. The perspective of changes in the requirements for clothing and manners of a business woman.

### **Topic 8. National peculiarities of international business ethics.**

8.1. Cultural differences in international business. National flag label. National peculiarities of business ethics in Ukraine. Business ethics in Europe (Great Britain, France, Germany, Spain, Italy). Specifics of business ethics in North America (USA, Canada). Peculiarities of national etiquette in Asian countries (China, Japan, the Arab world).

8.2. National traditions and their importance in business communication. The main functions of souvenirs and gifts in the business sphere. Basic requirements for the selection and presentation of gifts in the official sphere. The value of a gift as an ethical criterion. Trends in the development of gift-giving processes in the modern business world. Differences when presenting gifts to one employee and the company as a whole.

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

**The list of practical (seminar) / laboratory studies**

Name of the topic and/or task	Content
Topic1. Seminar class 1	Questions for the class: 1. Ethics of international business and its foundations. 2. Place among other economic disciplines; structure and logic of teaching. Importance in the training of specialists in international business. Ethical principles and various obstacles in business.
Topic2. Laboratory session1	Laboratory work 1. Ethics and social responsibility of the organization. Ethical norms in the activities of organizations. Increasing the ethical level of the organization. Management of ethical norms between personal relationships in the team.
Topic3. Seminar class 2	Work in small groups on questions: Structure and means of communication. Characteristics and content of communication. The mechanism of action in the process of communication.
Topic3. Laboratory session2	Work in small groups on questions: Structure and means of communication. Characteristics and content of communication. The mechanism of action in the process of communication.
Topic4. Seminar class 3	Laboratory work. Perspective side of communication: first impression; long-term communication; presentation itself in communication. Communicative side of communication.
Topic4. Laboratory session 3	Preparation for admission. Start of introduction.

Topic5. Seminar class 1	Recommendations regarding appearance. DressCod.
Topic5 Laboratory session 4	The interactive side of communication.
Topic6. Laboratory session5	Laboratory work: The process of preparation for negotiations.
Topic6. Seminar class 4	Conflicts in business and ethical means of overcoming them.
Topic7. Laboratory session6	Negotiation.
Topic7. Seminar class 5	Classification of conflicts. Types of behavior of people in a conflict situation.
Topic8. Seminar class 4	Causes and consequences of conflicts. Conflict resolution and behavior strategies in conflict situations. Stresses and stressful situations.
Topic8. Laboratory session7	Disputes, discussion, controversy. Passage and features. Definition of the terms "dispute", "discussion", "polemic". Classification of types of spores. Dispute culture.
Topic7-8. Seminar class 1	Disputes, discussions, polemics. Passage and features. Definition of the terms "dispute", "discussion", "polemic". Classification of types of spores. Dispute culture.

The list of self-studies in the course is given in table 3.

Table 3

**List of self-studies**

Name of the topic and/or task	Content
Topic 1 - 8	Study of lecture material, familiarization with the regulatory framework of Ukraine and international organizations, international ratings, statistical materials
Topic 1 - 8	Preparation for practical classes



Topic 1 - 8	Execution of individual tasks
Topic 1 - 8	Preparation for the exam

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

## TEACHING METHODS

In the process of teaching an educational discipline, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such learning methods as:

Problem lecture (Topic 1, 4,5,6,7,8), lecture-discussion (Topic 2,3).

In person (demonstration (Topic 1-8)).

Practical (practical work (Topic 1 - 8), laboratory work (Topic 2-8), case method (Topic 1,4,5,6,7,8), presentation (Topic 2,3), work in small groups (Topic 3,4), brainstorming (topic 4), business game (topic 6,7).

## 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 an exam: maximum amount is 60 points; minimum amount required is 35 points.

**The final control** includes current control and an exam.

**Semester control** is carried out in the form of a semester exam or grading.

***The final grade in the course*** is determined:

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

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

Current control: practical tasks (50 points), control work (5 points), colloquium (5 points).

Semester control: Grading including Exam (40 points).

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

An example of an exam card and assessment criteria.

## An example of an examination ticket

Simon Kuznets Kharkiv National University of Economics  
First (bachelor) level of higher education  
Specialty "International Economic Relations"  
Educational and professional program "International Business".  
Educational discipline "Ethics of international business"  
EXAMINATION TICKET No. 1

Task 1 (test). (14 points)

1. What is one of the main problems in the field of international business ethics?
  - a) absence of a social contract with society;
  - b) ratio of price, demand and supply;
  - c) ethical dilemmas in the conditions of different cultures and in different unforeseen situations;
  - d) the tendency to reduce ethical consumption in the world.
  
2. What is the concept of sustainable development?:
  - a) cultural and economic freedom;
  - b) economic growth and general equality;
  - c) business development without harming future generations;
  - d) preservation of ecology.
  
3. What is one of the issues of international business ethics?:
  - a) ethical business communication and business;
  - b) ethical consumption and business;
  - c) ethics of religion;
  - d) environmental disasters that caused economic damage;
  - e) portrayal of business ethics in fiction.
  
4. When did ethical issues attract the special attention of the American consumer?:
  - a) 2,000 years BC
  - b) XVI - XVII centuries.
  - c) 1980s
  - d) 1970s
  - e) 1960s
  
5. Which of the following systems of international business ethics codification is based on the Japanese concept of kyosei (working together, living together for the common good, cooperation and mutual prosperity with healthy competition)?
  - a) SA 8000;
  - b) no codification;
  - c) global agreement;
  - d) round table.

6. Choose three actions that are relevant in determining the actual quality of a company's social responsibility?

- a) analysis of sales for the year;
- b) analysis of feedback about the company in mass media;
- c) analysis of ethical reputation of partners;
- d) comparison of the ethics of the private actions of the manager(s) with the public actions of the firm;
- e) personal verification of the norms recorded in the company's code of ethics.

7. Choose three principles that, according to the Institute of International Business Ethics, are important in the process of codifying ethics within a transnational corporation (TNC)?:

- a) assimilation;
- b) integration;
- c) internationalization;
- d) modernization;
- e) implementation.

8. Which of the following macro-trends is considered to contribute to the codification of international business ethics?

- a) democratization on a global scale;
- b) formation of a system of values and norms of business professionalism;
- c) promotion of Eastern ethical values in Western markets;
- d) harmonization of the laws of different countries in accordance with Asian ethical standards.

9. Which of the following ethical problems is considered one of the most frequent problems in international business practice?

- a) the problem of improper use of resources;
- b) the problem of denunciations in production;
- c) the problem of using child labor;
- d) alcoholism at the workplace.

10. Describe your culture and background and your characteristic using the provided classification of Geert Hofstede:

- a) collectivist or individualistic culture (the main value is the collective or the individual);
- b) low power distance index (high personnel initiative) or high power distance index (low personnel initiative);
- c) a low level of uncertainty avoidance (achievement over stability) or a high level of uncertainty avoidance (stability over achievement);
- d) male culture (value business relationships in business) or female culture (value personal relationships in business more than business ones).

Task 2 (diagnostic). (11 points)

1. It is necessary to compare Universal ethical programs for business and record the data in table 1.

Round Table for Moral Capitalism Universal Ethical Agenda for Business and UN Global Compact Ethical Agenda for Business.

Table 1.

Common	Differences

2. Describe your own reasoned assessment of the local director's practice.

You have, in your opinion, a first-class human resources director in China. She is a young Chinese woman (36 years old), enthusiastic and highly competent. However, in two years you begin to notice the annoying systematicity of her actions. She refuses to hire anyone older than her, despite the great qualifications and experience of some candidates. You tell her that turning down senior qualified candidates is bad for the company as a whole. She promises to work better, but the situation continues. What is happening and how to solve this ethical problem? Justify your answers.

Task 3 (heuristic). (15 points)

Consider the proposed situation, make a decision and justify it. 198 The director of the cafe read the book of complaints and suggestions and found the following: visitors are satisfied with the assortment; they are satisfied with the quality of the food, the service and the courtesy of the staff, but the visitors would not want to come to this cafe next time due to the fact that the staff of the cafe do not treat each other well, the employees talk rudely, swear among themselves, and the visitors create impression that the staff of the cafe does not like their work, their organization. What actions should the director of the institution take to unite the team and establish a favorable psychological atmosphere?

Justify the answer.

Protocol No. \_\_\_\_ of "\_\_\_\_" \_\_\_\_\_20\_\_ was approved at the meeting of the Department of International Economic Relations.

Examiner, Doctor of Economics, Assoc.

Satusheva K.V.

Chief of the Department of International Economic Relations, Prof.

Otenko I.P.

## Evaluation criteria

The final marks for the exam consist of the sum of the marks for the completion of all tasks, rounded to a whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages that differ in complexity, time-consumingness, and importance for solving the task. Therefore, individual tasks and stages of their solution are evaluated separately from each other as follows:

Task 1 (stereotype). (14 points)

8-9 – 50 percent of the test tasks are completed, etc.;

10-11 – the task is completed, but some of them are incorrect;

12-13 – the task is completely completed, but there are shortcomings;

14 - the task is completely completed

Task 2 (diagnostic). (11 points)

6 - the acquirer chooses the right approach to the task, but performs only a small part of the task;

7 – the applicant applies theoretical knowledge and practical skills to solve the task; demonstrates understanding of the main provisions, but does not complete the task in full and/or makes significant errors, incorrect conclusions;

8-9 - the applicant applies theoretical knowledge and practical skills to solve the task; demonstrates understanding of basic provisions, performs tasks in full; but errors are assumed in substantiation, explanation, formulation of conclusions;

10 - the applicant demonstrates a conscious application of knowledge to solve a practical situation; the task is completed in full, when performing the diagnostic task, the acquirer made correct conclusions regarding the proposed situation;

11 - the applicant demonstrates a conscious application of knowledge to solve a practical situation; the task is completed in full, when performing the diagnostic task, the applicant made correct conclusions about the proposed situation and formulated his own recommendations for its solution.

Task 3 (heuristic). (15 points)

8 - the applicant applies theoretical material to solve the task, but faces significant difficulties in analyzing the proposed phenomena and processes;

9-10 – the applicant demonstrates the ability to apply theoretical knowledge to solve a heuristic task, when answering, the applicant demonstrated an understanding of the main provisions of the material, but the task was not completed in full, depending on the scope of the completed task;

11-12 – the applicant demonstrates the ability to apply theoretical knowledge to solve a heuristic task, consciously applies the correct methodical approach to solving the task, but admits inaccuracies and/or draws incorrect

conclusions based on the obtained results of solving the task;

13-14 – the acquirer shows a clear mastery of the conceptual apparatus regarding communication technologies of international business, when performing a heuristic task, the acquirer gives the correct solution to the proposed situation, draws appropriate conclusions, but minor errors and/or inaccuracies are assumed in the decision process or conclusions;

15 - the applicant shows a clear command of the conceptual apparatus regarding communication technologies of international business; gives the correct decision regarding the proposed situation, makes complete, logical and well-founded conclusions; formulates his own recommendations for solving a problematic situation, when completing a task, the applicant uses a creative approach.

## RECOMMENDED LITERATURE

### Main

1. Bralatan V.P., Gutsalenko L.V., Zdyrko N.G. Professional ethics. Kyiv: TsUL, 2011. 252 p. URL: [http://moodle.nati.org.ua/pluginfile.LOp/14930/mod\\_resource/content/1/bralatan\\_v\\_p\\_guale nko\\_l\\_v\\_ta\\_in\\_profesiina\\_etika.pdf](http://moodle.nati.org.ua/pluginfile.LOp/14930/mod_resource/content/1/bralatan_v_p_guale nko_l_v_ta_in_profesiina_etika.pdf)
2. Ethics of business communication / T. B. Hrytsenko and others; under the editorship T. B. Hrytsenko, T. D. Ishchenko, T. F. Melnychuk. Kyiv: TsUL, 2007. 344 p. URL: [http://shron.chtyvo.org.ua/Hrytsenko\\_TB/Etyka\\_dilovoho\\_spilkuvannia.pdf](http://shron.chtyvo.org.ua/Hrytsenko_TB/Etyka_dilovoho_spilkuvannia.pdf).
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### Additional

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10. Tymoshenko N.L. "Corporate culture: business etiquette": training. manual K.: Znannia, 2006. 391 p.

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13. Mishina S. V. International labor migration: modern trends and world practices / S. V. Mishina, O. Yu. Mishin // Theoretical and practical aspects of scientific development: Scientific monograLO. - Riga, Latvia : Baltija Publishing, 2023. - Part 1. - P. 118 – 178. URL: <http://repository.hneu.edu.ua/handle/123456789/30361>

### **Information resources**

14. Internet portal for managers Management.com.ua. URL: <http://www.management.com.ua/about.LOp>

15. Website of the electronic library. URL: <http://www.info-library.com.ua/books-text2031.html>.

16. Online site - libraries. URL: [http://ualib.com.ua/br\\_2031.html](http://ualib.com.ua/br_2031.html).

17. Online library website. URL: <http://lib.studentu.org.ua/index.LOp?do=static&page=men>.

18. Electronic edition "Business Herald" - production and practical magazine of the Chamber of Commerce and Industry of Ukraine. URL: <http://www.ucci.org.ua/synopsis/dv/aboutdv.ua.html>.

19. Electronic edition of "Contracts" magazine. URL: <http://archive.kontrakty.ua/>.