

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

ЗАТВЕРДЖЕНО
на засіданні кафедри
соціальної економіки
Протокол № 13 від 24.08.2023 р.

ПОГОДЖЕНО
Проректор з навчально-методичної роботи



Каріна НЕМАШКАЛО

ЕТИКА ДІЛОВОГО СПІЛКУВАННЯ

робоча програма навчальної дисципліни (РПНД)

Галузь знань	05 "Соціальні та поведінкові науки"
Спеціальність	051 "Економіка"
Освітній рівень	третій (освітньо-науковий)
Освітня програма	"Економіка"

Статус дисципліни	вибіркова
Мова викладання, навчання та оцінювання	англійська

Розробники:
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Харків
2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

APPROVED

at the meeting of the Department of
Social Economics
Protocol № 13 of 24.08.2023.

AGREED

Vice-rector for Educational and methodical
work



Karina NEMASHKALO

ETHICS OF BUSINESS COMMUNICATION

Program of the course

Field of knowledge	05 «Social and Behavioral Sciences»
Speciality	051 «Economics»
Study cycle	third (educational and scientific)
Study programme	«Economics»
Course status	elective
Language	English

Developers:
PhD in Economics, Associate Professor

Alina SEMENCHENKO

Head of Department
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Galyna NAZAROVA

Head of Study Programme

Galyna NAZAROVA

Kharkiv
2023

INTRODUCTION

The course "Ethics of Business Communication" is based on many sciences, including communication psychology, ethics, management psychology, scientific organization of work, etc., and its study is driven by the needs of the present.

A business person - whether an entrepreneur, manager or executive - must be able to clearly and understandably formulate their point of view, argue their position, analyze the statements of their partner, and critically evaluate relevant proposals. A prerequisite for this is the ability to listen, conduct a conversation, create a friendly atmosphere, the ability to make a positive impression, and appropriate advance preparation.

The focus of this course is on the personality of the manager, the leader. It is not enough to have knowledge, skills, and communication methods to be a good specialist. You also need to have an appropriate level of internal culture. Moral and ethical problems are solved by a person depending on his or her basic life principles.

Ethics of business communication is a science that operates with relevant knowledge, theories, methods, methodology, and at the same time an art, because it depends on the worldview and abilities of the individual. The main objective of this discipline is not only to teach students the science of business communication, but also to encourage them to the art of communication through active cognitive activity, the formation of appropriate motivation, self-improvement, and the use of various exercises and tasks. A more global goal is to reveal the beauty and harmony of human relations, in particular in the field of business communication, to encourage the formation of personal moral and ethical principles that would become the basis of all work activities of a leader, organizer, manager.

The purpose of studying the discipline is to form the ethical and communicative competence of students, to develop a culture of business communication based on the moral and value orientations of the modern socio-cultural environment, which contributes to the development of students' creative abilities and encourages the self-realization of future professionals. The goal is achieved through the study of the main theoretical problems related to business communication as an integrative scientific discipline that explores communication as a form of human existence and the basis of human life and their interaction, considers philosophical, ethical, psychological aspects of business communication, offers modern strategies of business communication based on humanistic ethics.

The objectives of the discipline include mastering the theory and practice of business communication culture as an integrative scientific discipline, developing skills and abilities to model interpersonal relationships within professional activities, mastering communication competence based on the ethical experience of world culture.

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

Learning outcomes and competencies formed by the course

Learning Outcomes	Competences
Deeply understand basic (fundamental) principles and methods of economic sciences, as well as methodology of scientific research, create new knowledge in the field of economics in order to achieve economic and social development in the context of globalisation.	Ability to present and discuss the results of scientific research and/or innovative developments in Ukrainian and English orally and in writing.
Propose new solutions, develop and implement scientific projects that provide an opportunity to rethink existing and create new holistic knowledge and/or professional practice and solve significant and fundamental and applied problems of economic science, taking into account social, economic, environmental and legal aspects; ensure the commercialisation of scientific research results and adhering to intellectual property rights.	Ability to present and discuss the results of scientific research and/or innovative developments in Ukrainian and English orally and in writing.
Freely present and discuss with specialists and non-specialists the results of research, theoretical and practical problems of economy in national and foreign languages, competently reflect the results of research in leading scientific publications.	Ability to work in an international context. Ability to generate new ideas (creativity). Ability to do original research, achieve scientific results that create new knowledge in economics and related interdisciplinary areas and can be published in leading scientific publications in economics and related fields.

COURSE CONTENT

Content Module 1: Ethics and culture of business communication: concepts, models and styles of communication.

Topic 1: Ethics and culture of business communication: concepts, models and styles of communication.

1.1. The concept of culture and communication.

The essence and concept of culture and ethics of business communication. Techniques of communication. Models and styles of communication. The ethical side of communication.

1.2. Communication functions.

Classification of communication functions. Characterization of the parties to communication. Ethical attitudes.

Topic 2. Non-verbal communication.

2.1. General information about non-verbal communication

Personal space. Meta-language or how to read between the lines.

2.2. Culture of business communication within the framework of non-verbal signals.

Eye signals. Posture and posture. The meaning of some gestures.

Topic 3: Business communication and forms of discussing business issues.

3.1. Forms and types of communication culture and factors of influence

Levels of business communication. Requirements for participants in communication.

3.2. Business conversation.

How to conduct business conversations. Types of conversations. Stages of conversations

3.3 Business phone calls, business meetings and negotiations.

How to conduct business conversations. Types and stages of conversations. The rules of business telephone conversation etiquette. Mobile phone and business relationships. The concept of negotiations, three main strategies and preparation for negotiations. Strategic approaches, tactics and principles of negotiations.

3.4. Public speaking and business report.

Discussions. Meetings. Meetings. TV and press conferences, brainstorming sessions.

Topic 4. The place of etiquette culture in modern society.

4.1 Current rules of modern etiquette.

Manners of behavior, how to give compliments.

4.2. Table etiquette.

European, social and business etiquette. Dining, tea and business etiquette.

Topic 5. Formal and informal relationships with colleagues, subordinates, and managers.

5.1. Social types in business communication

The essence of social types. Principles of management decision-making.

5.2. Business protocol and organization of business receptions.

How to be a good leader. Types of criticism of subordinates.

Content Module 2. Ethics as the basis of business etiquette

Topic 6: Office etiquette. Moral principles and *foundations*

6.1. Service etiquette as a set of rules of human behavior.

Professional ethics. Norms of professional business relations. The authority of the individual.

6.2. Peculiarities of the manager's work and norms of his/her behavior

Speech etiquette. Language etiquette of Ukrainian science.

Topic 7. Culture of behavior in society

7.1. Daily etiquette

Verbal means of communication and speech etiquette. The concept of verbal communication or speech communication. Culture of speaking and culture of listening as components of verbal communication.

7.2. Business attire for men.

7.3. Business attire for women.

Topic 8: Peculiarities of international communication.

8.1. Official language

The issue of the official language of negotiations. Specifics of multilingual negotiators.

8.2. The main management cultures: characteristics and features

Specific features of management cultures and management technical models that have developed today. National characteristics of representatives of different countries. Peculiarities of their verbal and non-verbal communication.

8.3. Peculiarities of communication with foreigners

The basic rules, ethical norms and traditions of business relations based on diplomatic protocol, as well as national, cultural and ethnic differences in the negotiation process.

Topic 9. Socio-cultural contexts of image functioning

9.1. Image as a complex social and psychological phenomenon

The concept of image and its functions in the socio-cultural context are considered. Different approaches to understanding the socio-cultural component of the image are described.

9.2. Functioning of the image in society

The author analyzes the technologies of image formation, its structure and ways of functioning in society.

Topic 10. Topic 9. Socio-cultural contexts of image functioning

10.1. The role of questions in communication

The ability to speak. Speaking technique. Means of communication, disputes.

10.2. Manager as a key figure, management styles

Requirements for a modern manager. Management styles.

10.3. Listening skills

Listening in the process of communication. Types of listening.

The list of practical (seminar) classes / assignments 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
Topic 1.Task 1.	Delivering a report (presentation) on the following issues: The essence and concept of culture and ethics of business communication. Techniques of communication. Models and styles of communication. The ethical side of communication.
Topic 2. Task 2.	Conduct a test among a selected group of experts on non-verbal communication. Solving situational tasks on the basic rules, ethical norms and traditions of business relations based on diplomatic protocol, as well as on national, cultural and ethnic differences in the negotiation process. Completion of a test.
Topic 3. Task 3.	Presentation of a report (5-7 minutes) on a moral, ethical or socially significant topic.
Topic 4. Task 4.	Conducting a test among the selected expert group. Conducting a survey. Conducting a business game on the possible behavior of a participant in modern etiquette. Completion of the control work.
Topic 5. Task 1.	Solving practical problems in organizing business receptions. Implementation of the colloquium. Search, selection, and review of literary sources on a given topic. Perform practical tasks on organizing business receptions. Preparation for the colloquium.
Topic 6. Task 2.	Solving situational tasks on the rules of human behavior in official etiquette. Searching, selecting and reviewing literature on a given topic. Performing situational tasks on the rules of human behavior in office etiquette.
Topic 7, 8. Task 3,4.	Solving test tasks on the style and clothing of men and women. Search, selection, and review of literature on a given topic. Solving situational tasks on the basic rules, ethical norms and traditions of business relations based on diplomatic protocol, as well as on national, cultural and ethnic differences in the negotiation process. Completion of a test.
Topic 9,10. Task 4,6.	Search, selection, and review of literature on a given topic. Search, selection and review of literature on a given topic. Preparing for the survey.

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

List of self-studies

Name of the topic	Content
Topic 1-5.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task
Topic 2.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task
Topic 3-6.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task
Topic 4-8.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task
Topic 5,6.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task
Topic 6-9.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task
Topic 7,8.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task
Topic 8-10.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task.
Topic 9.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task.
Topic 10.	Review of theoretical material on the topic. Performing vocabulary and grammar tasks on the topic. Completion of an individual task.

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

TEACHING METHODS

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

Verbal (lecture (Topics 1, 2, 5, 7, 10), problem lecture (Topics 3, 4, 8, 9, 10), lecture-dialogue (Topics 6, 9)).

Visual (demonstration (Topics 1-10)).

Practical (practical work (Topics 1-10)).

FORMS AND METHODS OF ASSESSMENT

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

Current control is carried out during practical and seminar classes and is aimed at checking the level of readiness of the higher education student to perform specific work and is assessed by the amount of points scored:

- for courses with the form of semester control, credit: the maximum amount is 100 points; the minimum amount is 60 points.

The final control includes semester control and certification of the applicant for the degree of Doctor of Philosophy.

The final grade in the course is determined by

- for courses with the form of semester control, the credit is determined by the summation of all points obtained during the current control.

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

Current control: diagnostic tools by topic (20 points); written tests (20 points); colloquia (30 points); complex individual assignment (30 points).

Semester control: Grading

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

RECOMMENDED LITERATURE

Main

1. Corporate social responsibility as a determinant of consumer loyalty: an examination of ethical standard, satisfaction, and trust. *Journal of Business Research* 76(1): 8–13.

2. Ethics of business relations: Study guide / [O.Y. Lesko, M.D. Pryshchak, O.B. Zalyubivska, G.G. Ruzakova] - Vinnytsia: VNTU, 2011. 310 p.

3. Ethics and psychology of business relations: A textbook for students of higher educational institutions / Edited by T. E. Andreeva - Kh.

4. Peterson M. (2013) Ethics of business communication, equality and risk. New York, NY: Cambridge University Press.

5. Tymoshenko, N.L. Corporate culture: business etiquette: a textbook / N.L. Tymoshenko. - K. : Znannya, 2006. - 391 p.

6. Sims R. Comparing ethical attitudes across cultures. *Cross Cultural Management: An International Journal*, 2016. 13(2): 101–113

7. Zusin V. Ya. Ethics and etiquette of business communication: teaching manual. – 2nd ed., revision. and additional / Zusin V.Ya. - K.: Center of education. of literature, 2005. – 224 p.

Additional

8. Lozovoy R.O. Personal culture and etiquette: Manual / V.O. Lozovoy, O.V. Umanets, M.B. Tsenko - Kh.

9. Malakhov V.A. Ethics of communication: Study guide. - K. : Lybid, 2006. - 400 p. 10. Palekha Y.I. Ethics of business relations:: Study guide. - K. : Condor, 2008. - 356 p.

10. Mayer DM, Kuenzi M, Greenbaum R (2019) Making ethical climate a mainstream topic: a review, critique, and prescription for the empirical research on

ethical climate. In: De Cremer D (ed), Psychological Perspectives on Ethical Behavior and Decision Making. Charlotte, NC: Information Age Publishing. pp. 181–213.

11. Palekha Y. I. Ethics of business relations: a textbook - K.: Condor, 2007. 359 p.

12. Chmut T.K., Chaika H.L. Ethics of business communication: Study guide - 3rd edition, revised - K. : Vikar, 2013. 223 p.

Informational resources

13. Сайт ПНС ХНЕУ ім. С. Кузнеця Дисципліна : Етика та культура ділового спілкування, канд. ек. наук, доц. Семенченко А.В. [Academic English for PhD students, PhD in Ed. Sc., Ass. Prof. Alina Semenchenko [Electronic resource]. - Access mode: 11. Personalized learning systems website - Access mode : <https://pns.hneu.edu.ua/course/view.php?id=5145>.

14. Electronic catalog of the Vernadsky National Library of Ukraine: www.nbuv.gov.ua.

15. Electronic catalog of the V. G. Korolenko Kharkiv State Scientific Library: <http://korolenko.kharkov.com>.

16. Personalized learning systems website - Access mode : <https://pns.hneu.edu.ua/course/view.php?id=5145>.

17. Electronic catalog of the Vernadsky National Library of Ukraine: www.nbuv.gov.ua.

18. Electronic catalog of the V. G. Korolenko Kharkiv State Scientific Library: <http://korolenko.kharkov.com>.