

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

Syllabus
of the academic discipline
**"CULTURE OF BUSINESS
COMMUNICATION"**
for students of training direction
6.140103 "Tourism"
of all forms of study

Kharkiv
S. Kuznets KhNUE
2016

Затверджено на засіданні кафедри туризму.
Протокол № 1 від 01.09.2015 р.

Самостійне електронне текстове мережеве видання

Compiled by K. Naumik-Gladka

Syllabus of the academic discipline "Culture of Business Communication" for students of training direction 6.140103 "Tourism" of all forms of study : [Electronic edition] / compiled by K. Naumik-Gladka. – Kharkiv : S. Kuznets KhNUE, 2016. – 41 p. (English)

The thematic plan of the academic discipline and its contents are given according to the modules and themes. Plans of lectures, seminars and practical studies, materials for consolidation of knowledge (tasks for independent work, test questions), criteria for assessing students' knowledge, professional competences which a student should have after studying the academic discipline are presented.

For students of training direction 6.140103 "Tourism" of all forms of study.

Introduction

The activity of economic entities is impossible without the cooperation of partners, suppliers, competitors and consumers – members of the external business environment. The peculiarity of the modern business is a dynamic and unpredictable environment. As a consequence, business leaders are using new mechanisms for the formation of strong relationships with business partners who are focused not only on competition but on cooperation and collaboration. Transformed into high-quality business communication technology, these mechanisms provide reliable operation and development of enterprises.

The subject of the academic discipline is the technology of building trust, developing economically and socially responsible behavior and mutual interaction between business partners.

Priority principles of any economic industry development, main areas of the targeted use of available resources, selection and support of key competitive advantages are impossible today without practical tools of proper business communication and development of relevant behavior models based on them.

The academic discipline "Culture of Business Communication" is an optional one and is taught according to the curriculum of the bachelor academic degree of training direction 6.140103 "Tourism" for full-time and part-time forms of study.

1. Description of the academic discipline

Name of indicators	Subject area, training direction, educational degree	Academic discipline features	
Number of credits: full-time learning: 3; part-time learning: 9	Subject area: 1401 "Services Sector"	full-time learning	part-time learning
Thematic modules – 2	Training direction: 6.140103 "Tourism"	Optional	
Total number of hours: 150 for full-time learning; 270 for part-time learning		Academic year	
		3rd	4th
		Semester	
		5th	7th – 8th
Hours per week for full-time learning: 3 for classes; 5 for individual work		Academic degree: bachelor	Lectures
	16 hours		16 hours
	Practical and seminar studies		
	26 hours		16 hours
	Independent work		
		108 hours	238 hours
		Assessment: final test	

The ratio of class hours to independent work is:
 39 % of class hours to the total time allocated for the independent work
 for full-time learning;
 13 % for part-time learning respectively.

2. The goal and objectives of the academic discipline

The **goal** of teaching the academic discipline is to form habits of choosing partners and conducting business negotiations with them to produce mutually beneficial agreements.

To achieve the goal the following **objectives** are set:

developing students' systematic understanding of business ethics, issues and assumptions forming mutually profitable communication;

mastering the basic principles of forming business communication and the optimization rules, gathering and processing information in the field of business communication based on the methodology developed by psychology and sociology;

acquiring the skills in independent analysis and planning of activities while choosing business partners and conducting business negotiations.

"Culture of Business Communication" is an academic discipline that studies the tools of business communication and socially responsible decision-making based on the assessment of the current state and forecasting trends in the business negotiations and production development connections in the global economy.

The object of the academic discipline is the global economy business relations.

The subject of the academic discipline is the process of working out technologies and practical recommendations for successful conducting business negotiations and learning business culture.

A student starts the study of the academic discipline having listened to the arts and professional courses. The theoretical and methodological basis of the academic discipline is such subjects as: "Psychology", "Sociology", "Philosophy", "Conflictology". In turn, knowledge of the academic discipline ensures the successful comprehension of such academic disciplines as: "World Economy and International Economic Relations", "Management of International Tourism", "Management of Competitiveness of the Tourism Industry Enterprises" as well as the execution of term papers, research projects, writing bachelor theses.

Students receive the necessary knowledge during lectures and while doing practical tasks in the process of learning. The most difficult issues are submitted for review and discussion at the seminars. The independent work of students is also of great importance when studying the discipline and consolidating knowledge.

Having mastered the academic discipline, the student should **know**:

the basic terms and concepts that define the essence, content, technology, principles, patterns of communication of business partners and drafting business agreements;

the techniques of effective implementation of such elements of business communication as perception and evaluation of business partners, information exchange and organization of interaction;

the theoretical approaches and technologies of various forms of business communication (business talk, talk on the phone, business practices, negotiation);

the peculiarities of the use of the basic forms of business agreements and conditions for making them;

the content of a purchase and sale contract.

be able to:

establish trusting relationship with a business partner;

diagnose the nature and psychological type of a partner;

provide a scenario of business conversation with a business partner;

develop a program of business meetings;

know and implement the rules of business etiquette and ethics in business contacts;

draw up a draft of purchase and sale contract.

The process of teaching focuses on a student's acquisition of professional competences listed in Table 2.1 and Annex A.

Table 2.1

**Professional competences that students receive
after studying the academic discipline**

Competence code	Competence name	Competence constituents
DCI	Data collection and investigation	The ability to analyse the nature and psychological type of a partner; to choose instruments ensuring the quality of business communication
		The ability to investigate the peculiarities of the use of the basic forms of business agreements and conditions for making them
		Formation of skills in providing a scenario of business conversation with a business partner
		Formation of skills in developing a program of business meetings
		Formation of skills in drawing up a draft purchase and sale contract
		Knowledge of the basic terms and concepts that define the essence, content, technology, principles, patterns of communication of business partners and drafting business agreements
BNM	Business negotiations management	The ability to apply the techniques of effective implementation of such elements of business communication as perception and evaluation of business partners, information exchange and organization of interaction
		The ability to establish trusting relationship with a business partner
		Knowledge of the rules of business etiquette and ethics in business contacts
		Knowledge of the basic methods of electronic-customer relationship management, the ability to set tasks to online employees

3. The contents of the academic discipline

Content module 1

The basis of business communication

Theme 1. Culture of business communication: introduction

1.1. The theoretical basis of the academic discipline "Culture of Business Communication".

The meaning of the terms "culture", "ethics" and "morality". Ethics as a part of philosophy. The areas of study of ethics: descriptive, normative and analytical (or metaethics).

1.2. The historical background of the business ethics formation.

Contribution to ethics of Socrates, the way of attaining self-knowledge. The ethical system of Aristotle, the idea of self-realization. Hedonism posited as maximizing pleasure and minimizing pain, the present dominating in the pursuit for immediate pleasure. Utilitarian theories of philosophers such as Jeremy Bentham and John Stuart Mill. Deontological ethics epitomized by the work of Immanuel Kant.

1.3. Social responsibility of an entrepreneur.

Social responsibility as a voluntary effort of business to satisfy the expectation of the different interest groups the business comes forward and is responsible for. Basic principles of social responsibility of an entrepreneur: *public image, government regulation, survival and growth, employee satisfaction, consumer awareness.*

Theme 2. Business ethics and ethical decision-making

2.1. General principles of ethical business decisions-making.

The concept of ethical decision-making. Classification of ethical decision-making. Typology of people according to the models of decision-making. A model for ethical decision-making in business: *reasoning, intuition, and rational moral principles.*

2.2. Obligations and responsibilities, performance and regulation of obligations and responsibilities.

The role of obligations and responsibilities in business negotiations. Cause and motive as key elements of obligations and responsibilities. Mutual mistakes of both parties to a contract. Interpretation and regulation of obligations and responsibilities.

2.3. Ethical aspects of business risks.

Ethical aspects of modern industries. Ethical pitfalls in the work with business partners. Ethical risks in doing business in the regions. The effects of cultural dimensions on ethical decision-making.

Theme 3. The forms and technologies of business communication

3.1. How to choose a business partner.

The essence and structure of the communication process. Mutual perceptions of partners. The role and purpose of empathy. Ensuring positivity of first impressions. Verbal, nonverbal channels of information exchange. The role of needs and motives in shaping the behavior of partners. Possibilities of psychological methods for diagnosing and predicting the behavior of business partners. The impact of globalization on communication skills development.

3.2. The concept and scenario of business negotiations.

Definition of the notion "business negotiations". Features of a business telephone call. Stages of conversation. Variety of forms of questions and reasoning. Rules of disputes. Communication channel obstacles and ways to overcome them. Levels of quality interaction between business partners. The stages of the scenario of business negotiations.

3.3. Organization of business meetings.

The principles of organization of business meetings. A range of services in business meetings: visa support, selecting a room, arrangement of all necessary equipment, organization of banquets and receptions, organizing transport and accommodation for guests. Nonprofit business meetings.

Theme 4. Business protocol and etiquette

4.1. Greetings, introduction, self-presentation.

Definition of the notion "business conversation". Preparation, principles and stages of a business conversation. Key rules of greetings. Methods of presenting the material: deductive, inductive ones.

4.2. Break during business negotiations.

A typical structure of break during business negotiations. The science and history of the coffee break. Methods to break deadlocks in business negotiations.

4.3. How to finish business negotiations.

Problems of negative finishing of business negotiations. Avoiding divergence between the counterparties. Prospects for mutual business relationships. Confidentiality of business negotiations data. Kinds of solutions.

Content module 2

Communication technologies and procedures

Theme 5. The concept of image and the role of image in business ethics

5.1. Male and female images in business communication.

Definition of the concept of image. Classification of personal images in business communication. The impact of image on business negotiations.

5.2. Business clothes.

Classification of business clothes. Women business clothes guide. Men business clothes guide.

5.3. Business requisites.

Business cards (Internet and printed ones). Souvenirs, gifts. Business accessories.

Theme 6. Written agreements in business negotiations

6.1. The structure of a commercial contract.

The date of the contract. Parties involved. Recitals. Commencement and term. Operative provisions. Schedules. Execution and attestation.

6.2. The goal and the content of the business intention agreement.

Obligatory provisions of the business intention agreement. LOI – a letter of intent. Commodity application.

6.3. The goal and the content of the business sale/purchase contract.

Obligatory provisions of the business sale/purchase contract. Export/import contracts. Appendices to the contracts.

Theme 7. Business communication during employment

7.1. Business correspondence during employment negotiations.

Cover letters. Candidate rejection letters. Letters of application for employment. Employee reference letters. Job offer letters.

7.2. Conducting an interview.

Four stages of an interview: arrangements, preparation, the actual interview and the reconstruction.

7.3. Passing an interview.

Tips to follow when passing an interview. Documents necessary during the interview. Matching the job description and/or the person specification. Common interview mistakes.

Theme 8. Communication technologies in shaping the culture of business communication

8.1. *Communication online applications in modern business negotiations.*
Skype conferences. A Viber application.

8.2. *Social net communities.*

Facebook, Twitter, LinkedIn as business-oriented social networking services.
Ways to use socionets for small businesses.

8.3. *Business to Customer Internet platforms.*

Electronic-customer relationship management (e-CRM). Human resources management in networks. Marketing in networks. Work in networks.

4. The structure of the academic discipline

From the beginning of studying the academic discipline every student ought to be acquainted with the curriculum and methods of conducting studies, with the form, content and extent of every module, and also with all of the types of control and methods of professional competences assessment.

The process of learning consists in consecutive and detailed working on the educational modules. The educational module is nearly a separate independent block of a discipline which combines logically several elements of the academic discipline by the content and relationships. The plan of themes of the discipline includes two modules (Table 4.1).

Table 4.1

The structure of a test credit of the academic discipline

Theme	Hours							
	full-time study				part-time learning			
	total	including			total	including		
		lectures	practical, seminar studies	independent work		lectures	practical, seminar studies	independent work
1	2	3	4	5	6	7	8	9
Content module 1. The basis of business communication								
<i>Theme 1. Culture of business communication: introduction</i>	15	2	2	11	34	2	2	30

Table 4.1 (the end)

1	2	3	4	5	6	7	8	9
<i>Theme 2. Business ethics and ethical decision-making</i>	15	2	2	11	34	2	2	30
<i>Theme 3. The forms and technologies of business communication</i>	15	2	2	11	34	2	2	30
<i>Theme 4. Business protocol and etiquette</i>	29	2	6	21	33	2	2	29
Total hours for module 1	74	8	12	54	135	8	8	119
Content module 2. Communication technologies and procedures								
<i>Theme 5. The concept of image and the role of image in business ethics</i>	18	2	2	14	34	2	2	30
<i>Theme 6. Written agreements in business negotiations</i>	20	2	4	14	34	2	2	30
<i>Theme 7. Business communication during employment</i>	20	2	4	14	34	2	2	30
<i>Theme 8. Communication technologies in shaping the culture of business communication</i>	18	2	4	12	33	2	2	29
Total hours for module 2	76	8	14	54	135	8	8	119
Sum total	150	16	26	108	270	16	16	238

5. The plan of seminars

A **seminar study** is a form of lesson, at which the teacher organizes a discussion on previously chosen topics for which students prepare theses of reports. The teacher estimates students' presentations and reports covering the points set (Table 5.1), their speeches, activity in discussions, the ability to form and assert their own positions and so on during every seminar.

Final marks for every seminar are put in the register. Seminar marks are taken into account when accumulating the final score on this discipline.

Table 5.1

The list of seminar themes

Theme	Questions	Hours	Reading
1	2	3	4
<i>Theme 1. Culture of business communication: introduction</i>	<i>The topic of the seminar "Causes of partnership in business and its problems"</i> 1. Causes of business negotiations. 2. The key processes during business communication	2	Main: [1; 3 – 5; 10 – 11]. Additional: [24; 26; 33 – 35; 38 – 39]

Table 5.1 (the end)

1	2	3	4
	3. The ways for beginning a business conversation. 4. Sources that can be used to search for a new business partner		
<i>Theme 2.</i> Business ethics and ethical decision-making	<i>The topic of the seminar</i> "The key processes during the ethical decision-making" 1. Ethical standards of the ethical decision-making. 2. Organizational values and ethical decision-making. 3. Difficulties in ethical decision-making. 4. Individualism and ethical decision-making	2	Main: [5; 9]. Additional: [18 – 19; 25; 32; 45]
<i>Theme 8.</i> Communication technologies in shaping the culture of business communication	<i>The topic of the seminar</i> "Usage of communication online applications" 1. Business-oriented social networking services. 2. Electronic-customer relationship management. 3. Peculiarities of the usage of communication online applications	2	Main: [1; 3; 7]. Additional: [16; 22; 27 – 28; 37; 43; 46 – 47]
Total hours		6	–

6. The plan of practical studies

A practical study is a form of lesson during which a teacher organizes detailed consideration of certain theoretical fundamentals of the academic discipline and forms the abilities and skills in practical application of them through students' doing individual tasks.

A practical study is carried out with the help of preliminary prepared methodical materials – tests for assessing the mastery of the theoretical material sets of practical problems of various levels of sophistication. A practical lesson includes the preliminary control of students' knowledge, abilities and skills, raising a general point to be argued with the participation of students, solving and estimation of control problems (Table 6.1).

Table 6.1

The list of themes for practical studies

Theme	Questions	Hours	Reading
1	2	3	4
<i>Content module 1.</i> The basis of business communication	<i>Task 1.</i> Defining the rules of behavior of a team members when the social psychological type matches the delegated role in the group	1	Main: [1; 3; 5; 9]. Additional: [40 – 50]
	<i>Task 2.</i> Determination of the social responsibility principles in ethical decision-making	1	Main: [1; 3; 5; 9]. Additional: [40 – 50]

Table 6.1 (the end)

1	2	3	4
	<i>Task 3.</i> Development of a scenario of business negotiations. Conducting negotiations in the absence of suitable premises	2	Main: [1 – 3; 5]. Additional: [33; 38 – 39; 42]
	<i>Task 4.</i> Analysis and conducting business conversations during the break and business negotiations. Organizing the first contact with the necessary partner in the absence of a middleman	2	Main: [5; 7]. Additional: [12; 15; 17; 21 – 23; 29; 42 – 50]
Content module 2. Communication technologies and procedures	<i>Task 5.</i> Analysis and development of a personal business image	2	Main: [5; 7]. Additional: [12; 21 – 50]
	<i>Task 6.</i> Development of the content of a business agreement	2	Main: [5; 7]. Additional: [12; 15; 17; 21 – 23; 29; 45]
	Writing the module test	1	–
	<i>Task 7.</i> Preparing, conducting and passing a job interview	2	Main: [2; 8]. Additional: [16; 27 – 28; 30 – 31; 36, 42]
	<i>Task 8.</i> Defining the role of social net applications in business negotiations	1	Main: [1; 3; 7]. Additional: [16; 22; 27 – 28; 37; 42 – 50]
	Writing the module test	1	–
Total hours		14	–

6.1. Examples of typical practical tasks according to the themes

Content module 1

The basis of business communication

Theme 1. Culture of business communication: introduction

Determine the role of obligations and social responsibility of an entrepreneur in business negotiations.

Level 1. Define the notion "social responsibility". Explain why social responsibility influences business success.

Level 2. Investigate the government regulation in the sphere of social responsibility of business. Give examples of social responsibility of an entrepreneur.

Level 3. Explain the basic principles of social responsibility of an entrepreneur. Give examples of the basic principles of social responsibility of an entrepreneur.

Content module 2

Communication technologies and procedures

Theme 7. Business communication during employment

Define the peculiarities of business communication during employment in Ukraine based on the current ethical principles.

Level 1. Provide a description of the employment procedure.

Level 2. Describe the peculiarities of business correspondence during the employment process.

Level 3. Write an essay on the theme "Passing the job interview".

7. Independent work

Independent work of a student (IWS) is a form of the educational process in which a student performs the scheduled tasks independently under the methodical guidance of a teacher.

The purpose of the IWS is mastering the full curriculum and formation of students' general and professional competences that play a significant role in the future professional qualifications of the top-level specialist.

The time of individual work for full-time students is determined by the curriculum and makes 72 % (108 hours) of the total time allocated for the academic discipline (150 hours). The student should become an active participant in the learning process while executing individual work, learn to develop conscious attitude to mastering theoretical and practical knowledge, navigate freely in the information area, bear individual responsibility for the quality of his/her training.

IWS includes processing of lecture materials; studying the recommended literature, basic terms and concepts on the discipline themes; participation in practical training and seminars; preparing for presentations at seminars; in-depth study of lecture materials on particular topics or issues; doing individual assignments (carrying out individual and complex computational tasks) on the studied topic; writing essays on given issues; searching (selecting) and reviewing publications on the given issues of the academic discipline; analyzing scientific publications; testing students' personal knowledge with questions for self-assessment; preparation for test papers and other forms of current control, the module test (colloquium); systematization of the materials studied.

An essential element of successful learning of the academic discipline is independent work of students on special domestic and foreign economic literature, recommendations of international organizations in the field of tourism accounting, standard acts on state regulation of the tourism industry, statistical data. The main types of independent work which are offered to the students in order to gain theoretical knowledge of the academic discipline are listed in Table 7.1.

Table 7.1

The tasks for independent work of students and forms of control

Theme	The content of independent work	Hours	Forms of control	Recommend-ed reading
1	2	3	4	5
Content module 1. The basis of business communication				
<i>Theme 1.</i> Culture of business communication: introduction	Search, selection and review of the literature on the given theme, preparation for <i>the seminar</i> on the theme "Causes of partnership in business and its problems", performing <i>practical task 1</i> "Defining the rules of behavior of team members when the social psychological type matches the delegated role in the group"	11	Checking homework, presentations (reports on the project chapter)	Main: [1; 3; 5; 9]. Additional: [40 – 50]
<i>Theme 2.</i> Business ethics and ethical decision-making	Search, selection and review of the literature on the given theme, performing <i>practical task 2</i> "Determination of the social responsibility principles in ethical decision-making", preparation for the oral quiz on themes 1 – 2	11	Checking homework, presentations (reports on the project chapter), an oral quiz on themes 1 – 2	Main: [1; 3 – 5; 10 – 11]. Additional: [24; 26; 33 – 35; 38 – 39]
<i>Theme 3.</i> The forms and technologies of business communication	Search, selection and review of the literature on the given theme, performing <i>practical task 3</i> "Development of the scenario of business negotiations", <i>practical task 3</i> "Conducting negotiations in the absence of suitable premises"	11	Checking homework, presentations (reports of the project chapter)	Main: [1 – 3; 5]. Additional: [33; 38 – 39; 48 – 49]
<i>Theme 4.</i> Business protocol and etiquette	Search, selection and review of the literature on the given theme, preparation for the oral quiz on themes 3 – 4, performing <i>practical task 4</i> "Analysis and conducting business conversations during the break and business negotiations"	16	Checking homework, presentations (reports of the project chapter)	Main: [5; 7]. Additional: [12; 15; 17; 21 – 23; 29]

Table 7.1 (the end)

1	2	3	4	5
	Organizing the first contact with the necessary partner in the absence of a middleman"			
Preparation for the control module test		5	Preparation for the test	Reading listed above
Total hours for module 1		54	–	–
Content module 2. Communication technologies and procedures				
<i>Theme 5.</i> The concept of image and the role of image in business ethics	Search, selection and review of the literature on the given theme, preparation for <i>the seminar</i> on the theme "The key processes during the business communication", preparation for the oral quiz on theme 5, performing <i>practical task 5</i> "Analysis and development of a personal business image"	14	Checking homework, an oral quiz on the theme 5	Main: [5; 9]. Additional: [18 – 19; 25; 32; 45]
<i>Theme 6.</i> Written agreements in business negotiations	Search, selection and review of the literature on the given theme, preparation for <i>the seminar</i> on the theme "Sources that can be used to search for a new business partner", performing <i>practical task 6</i> "Development of the content of a business agreement"	14	Checking homework, presentations (reports on the project chapter)	Main: [1; 3; 7]. Additional: [16; 22; 27 – 28; 37; 43; 46 – 47]
<i>Theme 7.</i> Business communication during employment	Search, selection and review of the literature on the given theme, preparation for <i>the seminar</i> on the theme "Difficulties in ethical decision-making in business" performing <i>practical task 7</i> "Preparing, conducting and passing a job interview" and <i>practical task 8</i> "Defining the role of social net applications in business negotiations"	14	Checking homework, presentations (reports on the project chapter)	Main: [2; 8]. Additional: [16; 27 – 28; 30 – 31; 36]
<i>Theme 8.</i> Communication technologies in shaping the culture of business communication	Search, selection and review of the literature on the given theme, preparation for <i>the seminar</i> on the theme "Usage of communication online applications", preparation for the oral quiz on themes 5 – 7	6	Checking homework, an oral quiz on themes 5 – 7	Main: [6; 7]. Additional: [13 – 14; 20; 27]
Preparation for the control module test		6	Preparation for writing the control module work	Reading listed above
Total hours for module 2		54	–	–
Sum total		108	–	–

7.1. Questions for self-testing

1. Describe causes of partnership in business and its problems.
2. What types of business partners do you know?
3. What is the role of organizational culture in the interaction of business partners?
4. Describe the theoretical basis of the academic discipline "Culture in Business Communication".
5. What are the key processes of business communication?
6. How can one influence the mutual perceptions of business partners?
7. Are there any barriers in the verbal business communication?
8. What non-verbal channels can be used to determine the status of the business partner?
9. What signals could be represented through the non-verbal channels of communication?
10. What are the advantages and disadvantages of the verbal business communication?
11. What are the options for beginning a business conversation?
12. Choosing arguments for a business partner.
13. List the ways of constructive critique of a partner.
14. What is important in completing a business conversation?
15. Polite ways of interrupting a conversation on the phone.
16. When is a memorandum used in business negotiations?
17. What is the historical background of the business ethics formation?
18. What information sources can be used to search for a new business partner?
19. Why is it important to distinguish between three stages in business negotiations?
20. What principles are used to form a team for business meetings?
21. What are the functions of the protocol department?
22. Designing a scenario of business negotiations.
23. What are the main components of the program of a business delegation?
24. What are the reasons for social responsibility in business?
25. What information should be placed on business cards?
26. What is the functional purpose of souvenirs and gifts?
27. What are the main components of a business contract?
28. What are the commercial provisions of purchase/sale contracts?

29. What differences are there in international business etiquette?
30. What can employers expect from employees with regard to non-disclosure when going to work for another firm?
31. What part of the information asset belongs to an organization and what is just part of an employee's general knowledge?
32. What are the features of trade?
33. What are the characteristics of counter-trade?
34. Why use intermediaries?
35. What are the basic principles of bidding and auctions?
36. Do employees know the degree to which behavior is monitored?
37. Is accuracy an explicit part of someone's responsibility?
38. Have the implications of potential error been anticipated?
39. What's the liability exposure of managers and the organization?
40. What are the problems of ethical decision-making?
41. Name the general principles of ethical business decisions-making.
42. What are the obligations and responsibilities of business partners?
43. Define the ethical aspects of business risks.
44. List the forms of business communication.
45. List the technologies of business communication.
46. Choosing a business partner.
47. What is the concept of business negotiations?
48. Name the main principles of organization of business meetings.
49. Speak on the main principles of business protocol and etiquette.
50. Describe the stages of self-presentation during a business meeting.
51. What is the purpose of a break during the business negotiations?
52. Finishing business negotiations.
53. What is the role of image in business ethics?
54. What is the goal and the content of the business intention agreement?
55. What is the goal and content of a business sale/purchase contract?
56. What business correspondence should be used during business negotiations?
57. What are the peculiarities of business communication during employment?
58. What business correspondence should be used during an interview?
59. What are the main rules for passing a job interview successfully?
60. What is the business utility of social net communities?

8. Individual consulting

Individual consulting is provided according to the schedule of individual work in the form of individual lessons, consultations, control and presentation of individual tasks, control and presentation of current module tasks et cetera.

The forms of tutorials are the following:

a) as to the supervision over learning the theoretical material: consultations: individual (question – answer) and group (considering typical examples and situations);

b) as to the supervision over the practical material comprehension: individual and group consultations;

c) as to the integrated assessment of the mastery of the discipline material: personal defense of projects.

9. Teaching methods

Teaching the academic discipline involves active and interactive methods of studies – problem lectures, minilectures, work in small groups, seminars, discussions, brainstorming, case method, presentation, introductory (initial) games, the project work method, the method of scenarios, banks of visual aids.

The basic difference between active and interactive methods of studies on the one hand and traditional ones on the other hand is determined not only by the teaching technique, but also by high efficiency of the educational process which aims at: high motivation of students; practical usage of theoretical knowledge; raising students' consciousness; bringing up the ability to make independent decisions; making a person capable for team work; contribution to social integration; acquisition of disputing skills; nurturing the ability to compromise.

Table 9.1

Distribution of forms and methods enhancing the learning process according to the themes of the academic discipline

Theme	Practical application of educational technologies
1	2
<i>Theme 1. Culture of business communication: introduction</i>	A problem lecture on the theme "Interrelation between social responsibility and profitability of a company", working in small groups, presentation of the results, banks of visual aids

Table 9.1 (the end)

1	2
<i>Theme 2.</i> Business ethics and ethical decision-making	A minilecture on the theme "Problems of cultural dimensions during business negotiations" banks of visual support, a business game
<i>Theme 3.</i> The forms and technologies of business communication	A problem lecture on the theme "Obstacles in communication", working in small groups, presentation of the results, banks of visual aids
<i>Theme 4.</i> Business protocol and etiquette	A problem lecture on the theme "Problems of a negative result of business negotiations", working in small groups, presentation of the results, banks of visual aids
<i>Theme 5.</i> The concept of image and the role of image in business ethics	A problem lecture on the theme "The role of the image of a business partner in business negotiations", working in small groups, presentation of the results, banks of visual aids
<i>Theme 6.</i> Written agreements in business negotiations	A problem lecture on the theme "The problems of concluding an international agreement"
<i>Theme 7.</i> Business communication during employment	A problem lecture on the theme "Common interview mistakes", banks of visual aids
<i>Theme 8.</i> Communication technologies in shaping the culture of business communication	A minilecture on the theme "The basis of electronic customer relationship management", banks of visual aids

A problem lecture is one of the most important elements of problem-based teaching of students. It provides, along with the consideration of primary lecture materials, setting and consideration of a range of controversial issues that have not been developed in science and are relevant to the theory and practice. Problem lectures are characterized by profound argumentation of the delivered material. They help students to form independent creative thinking, teach them cognitive skills. Students become participants in scientific inquiry and problem solving.

A seminar-discussion proposes exchange of views between participants concerning the present topic, and also develops thought, helps to form views and beliefs, cultivates the ability to formulate ideas and express them, teaches to estimate suggestions of other people, take a critical approach to their own opinion.

The methods of enhancing the studies

Themes	Practical implementation of the methods	Methods of enhancing the studies
<i>Theme 1. Culture of business communication: introduction</i>	<i>Practical task 1</i> "Defining the rules of behavior of team members when the social psychological type matches the delegated role in the group", <i>the seminar</i> on the theme "Causes of partnership in business and its problems"	Brainstorming, working in small groups
<i>Theme 2. Business ethics and ethical decision-making</i>	<i>Practical task 2</i> "Determination of the social responsibility principles in ethical decision-making"	Seminar-discussions, presentations
<i>Theme 3. The forms and technologies of business communication</i>	<i>The competence-oriented task</i> "Development of a scenario of business negotiations", <i>practical task 3</i> "Conducting negotiations in the absence of suitable premises"	Brainstorming, working in small groups, presentations
<i>Theme 4. Business protocol and etiquette</i>	<i>Practical task 4</i> "Analysis and conducting business conversations during the break and business negotiations. Organizing the first contact with the necessary partner in the absence of a middleman"	Brainstorming, presentations
<i>Theme 5. The concept of image and the role of image in business ethics</i>	<i>A seminar</i> on the theme "The key processes during business communication", <i>practical task 5</i> "Analysis and development of a personal business image"	Brainstorming, working in small groups, presentations
<i>Theme 6. Written agreements in business negotiations</i>	<i>A seminar</i> on the theme "Sources that can be used to search for a new business partner", <i>practical task 6</i> "Development of the content of a business agreement"	Presentations
<i>Theme 7. Business communication during employment</i>	<i>A seminar</i> on the theme "Difficulties in ethical decision-making in business" <i>practical task 7</i> "Preparing, conducting and passing a job interview" <i>practical task 8</i> "Defining the role of social net applications in business negotiations"	Brainstorming, working in small groups, the script method, presentations
<i>Theme 8. Communication technologies in shaping the culture of business communication</i>	<i>A seminar</i> on the theme "Usage of communication online applications"	Brainstorming, working in small groups, presentations

The script method involves developing scenarios of possible behaviour and specific events in the future.

A minilecture includes presentation of the educational material within a short period of time and is characterised by large capacity, complexity of

logical constructs, images, proofs and generalisations. It is usually held as a part of a research lesson. A minilecture differs from a full-length lecture by a much shorter duration. Usually a minilecture lasts no more than 10 – 15 minutes and is used to convey concisely the new information to all students. A minilecture is often used as part of a coherent theme that expresses a full-length lecture and it is desirable not to bore the audience. Then the information is delivered consequently by several segments, among which other forms and methods of teaching are applied.

A presentation – making a speech to an audience – is used to represent particular achievements, performance of a report on the implementation of individual assignments, a project work. Presentations can be individual, such as one student's performance, and group ones, that include two or more students.

Working in small groups enables the instruction to structure practical and seminar studies in the form and content, creates possibilities for participating of every student in work under the theme of study, provides forming personal qualities and experience of social relations.

Brainstorming is a method of solving urgent problems in undertime. Its idea is to express as many ideas as possible in a small interval of time, to discuss them and choose the right ones.

Banks of visual aids help to intensify the learning process on the academic discipline themes with the help of visual illustrative examples.

10. Methods of assessment

The system evaluating the competences received by a student (Table 2.1) takes into account classes, which include lectures, seminars, practical studies and performing independent work according to the syllabus of the academic discipline. Evaluation of the student's competences is carried out on the cumulative 100-score system. According to the Provisional Regulations "On the Procedure of Assessment of Students' Academic Performance via the Accumulative Score-Rating System" approved by S. Kuznets KhNUE, control measures include:

current control exercised over the semester during lectures, practical lessons, seminars and assessed with the number of points (the maximum number is 100 points; the minimum number allowing students to pass the final test is 60 points);

module control performed on the basis of current control during the respective module and aiming to make an integrated assessment of student's knowledge after studying a logically completed part of the discipline – the content module;

final/semester control performed in the form of a final test, according to the schedule of the educational process.

Current control on this discipline is conducted in the following forms: active work at lectures;

active participation in performing practical tasks;

active participation in the discussion and presentation of materials at seminars;

defending an integrated calculation project (which consists of relatively independent practical problems (presented in Table 6.1) and includes a coherent assessment of the tourism industry in selected countries and prospects of a particular type of tourism or visiting certain tourist sites);

an essay on a given theme (which is included in the individual work within the scope of preparation for seminars; the content is determined by the discussion of lecture materials; as a rule, students can suggest a topic that appeals most to them);

current testing;

a written test paper; an individual oral quiz.

Module control on the discipline is exercised through a written test paper.

The procedure of current control. The assessment of students knowledge at seminars and practical lessons and performance of individual tasks is based on the following criteria:

understanding, the level of learning the theory and methodology of examined problems;

the level of learning the facts concerning the academic discipline; acquaintance with the recommended publications and up-to-date literature, Internet sources on the questions under study;

the ability to combine theory with practice when solving realistic problems, performing tasks, making calculations for individual work and collective disputes;

logic, structure, style of representation of material in written works and while presenting, the ability to defend their position, to generalize information and make conclusions;

arithmetical correctness of a complex calculation project.

The maximum possible score is gained if every task performed by a student or his/her verbal answer meets all the noted requirements. Absence of any constituent reduces the mark by a proper number of points. When estimating individual tasks, the quality, independence and timeliness of presenting the performed tasks to the lecturer (according to the schedule of the educational process) are taken into consideration. If some of the requirements are not met, the mark can be decreased.

An oral quiz is conducted two times per semester. A written test is held 2 times per semester. It includes practical tasks of different complexity levels according to the themes of the content modules. The total score for writing the control module paper consists of the accumulated points for all tasks that are rounded to the integer number by the mathematical rules.

The maximum score that a student can receive for all tasks equals 5, including:

1 point – for the theoretical problem:

0.5 point – for the correct definition of the basic notions of culture of business communication;

0.5 point – for the explanation of the origin of the notion and the principles of using it in business communication and correlation with other basic notions;

2 point – for the heuristic task;

0.5 point – for the knowledge of the stages of different types of business communications;

0.5 point – for grounding the selection of the business counterparty;

0.5 point – for an explanation of the stages of different types of business communications;

0.5 point – for highlighting the differences between the use of different types of correspondence in business negotiations.

2 point – for solving the practical problem.

0.5 point – for correct conclusion of a business agreement;

0.5 point – for explanation and correct calculation of an economic part of a business agreement;

0.5 point – for correct conducting a business conversation;

0.5 point – for correct arranging a business meeting.

A sample typical task for the control module

1. *The theoretical question*

What business correspondence should be used for conducting an interview?

2. *The heuristic task*

Work out a CV letter of yours for a job interview in the tourism sphere for the city of Kharkiv.

3. *The practical calculation problem*

A tourist from Italy spent 7 days in Ukraine. His/her total travel expenses (excluding commission for currency exchange and online booking) are:

buying insurance policy before the travel – (600 UAH);

bus tickets for the route Paris – Kyiv – Paris – 10 540 UAH;

hotel accommodation per night – 1 200 UAH;

visiting restaurants – 1 650 UAH;

sightseeing excursion – 1 150 UAH; travel by public transport – 60 UAH;

visiting an entertaining show at the nightclub – 1 500 UAH;

taxi – 1 300 UAH;

museum entrance tickets – 50 UAH;

souvenirs (ceramics and textiles) – 1 500 UAH; purchasing goods in a supermarket – 500 UAH; donations to a charitable fund – 200 UAH.

What tourists' expenditure would be contracted? Calculate the value of tourists' expenditure and the gross profit of the touristic company following the procedure suggested in the contract.

Evaluation criteria for a student's individual work. The general criteria for the evaluation of out-of-class independent work are: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge on certain themes, to make informed decisions, knowledge of the terms and concepts, skills and techniques in solving practical problems, the ability to find, classify and process the necessary information, self-realization at practical lessons and seminars.

The criteria for evaluating structural and logical chapters of the complex calculation project are:

- the ability to conduct critical and independent assessment of certain issues;
- the ability to explain alternative views and personal opinion, position on certain problematic issues;
- application of analytical approaches;
- quality and clarity of presentation of reasons;
- logic, structure and validity of conclusions concerning specific statistical indicators;
- independence of work;
- literacy;
- using methods of comparison, grouping, summarising concepts and phenomena;
- design.

A student passes the academic discipline successfully if the total score obtained via the results of final/semester tests equals 100. The minimum score for the current and module control during the semester is 60.

The final mark for the academic discipline is calculated on the basis of the cumulative system including the points obtained for the semester work and current control. The total result in points per semester makes *"60 or more points – passed"*, *"59 or fewer points – failed"* which is entered into the mark register on the academic discipline – *"The Statement of Success"*. In the case of fewer than 60 points the student must try to take a test after examinations at the time scheduled by the dean of the faculty, but not later than two weeks after the start of the next semester. If the student receives fewer than 60 points again, the dean of the faculty will appoint a board of three teachers led by the head of the subdepartment and define the terms for recurring the test, followed by a decision in accordance with the current legislation: "passed" – the student continues to study according to the schedule, "failed" – the dean of the faculty offers the student a repeated individual study of this discipline during the next period of training.

11. The scores a student can obtain

The evaluation system for professional competence formation for full-time students is presented in Table 11.1.

The maximum score that a student can accumulate during a week, the forms and methods of training are given in Table 11.2.

Table 11.1

The System of Evaluation of the Formed Professional Competences

Professional competencies	Training week	Hours	Forms of study				Competence evaluation	
							Forms of control	Max score
1	2	3	4				5	6
Content module 1. The basis of business communication								
Data collection and processing	The ability to analyse the nature and psychological type of a partner; to choose instruments ensuring the quality of business communication	1	CW **	2	Lecture *	<i>Theme 1. Culture of business communication: introduction</i>	Work at the lecture	1
		2		2	Practical lesson	<i>A seminar on the theme "Causes of the partnership in business and its problems", practical task 1 "Defining the rules of behavior of team members when the social psychological type matches the delegated role in the group"</i>	Active participation in carrying out practical tasks	1
		1-2	IWS	11	Preparation for a lesson	Search, selection and review of the literature in the given scope	Checking homework, presentations	3
	The ability to investigate the peculiarities of the use of the basic forms of business agreements and conditions of their preparation	2	CW	2	Lecture	<i>Theme 2. Business ethics and ethical decision-making</i>	Work at the lecture	1
		3		2	Practical lesson	<i>Practical task 2 "Determination of the social responsibility principles in decision-making"</i>	Active participation in carrying out practical tasks	1
		2-3	IWS	11	Preparation for a lesson	Search, selection and review of the literature on the given theme	Checking homework, presentations (reports, the project chapter)	4

* The lecture is delivered with the use of computer equipment and Internet access. ** Class work.

Table 11.1 (continuation)

1		2	3	4		5	6	
Data collection and processing	Formation of skills in providing a scenario of business conversation with a business partner	3	CW	2	Lecture	<i>Theme 3. The forms and technologies of business communication</i>	Work at the lecture	1
		4		2	Practical lesson	<i>Practical task 3 "Development of the scenario of business negotiations". Practical task 3 "Conducting negotiations in the absence of suitable premises"</i>	Active participation in carrying out practical tasks	1
		3-4	IWS	11	Preparation for a lesson	Search, selection and review of the literature on the given theme	Checking homework, presentations (reports, the project chapter)	7
	Formation of skills in developing a program of business meetings	5	CW	2	Lecture	<i>Theme 4. Business protocol and etiquette</i>	Work at the lecture	1
		5		2	Practical lesson	<i>Practical task 4 "Analysis and conducting business conversations during the break and business negotiations. Organizing the first contact with the necessary partner in the absence of a middleman"</i>	Active participation in carrying out practical tasks	1
		6	CW	2	Practical lesson	The seminar-discussion on the theme "Ways to eliminate regional imbalances"; practical task "Grouping the regions of Ukraine by the level of the recreational potential"	Active participation in carrying out practical tasks, an oral quiz on the studied materials	1
		7		2	Practical lesson	Presentation of the 3rd chapter of the competence-oriented project "The analysis of global indices influencing the chosen type of tourism (tourist site, etc.). Assessment of prospects for their tourism attractiveness" (1 hour), writing a module test paper 1 (1 hour)	Active participation in carrying out practical tasks; checking the control paper	1
		4-7	IWS	21	Preparation for lessons	Search, selection and review of the literature on the given theme	Checking homework, preparation for an oral quiz	8

Table 11.1 (continuation)

1		2	3	4			5	6
Content module 2. Communication technologies and procedures								
629 Tourist flow management	Knowledge of the basic terms and concepts that define the essence, content, technology, principles, patterns of communication of business partners and drafting business agreements	7	CW	2	Lecture	<i>Theme 5.</i> The concept of image and the role of image in business ethics	Work at the lecture	1
		8		2	Practical lesson	<i>A seminar</i> on the theme "The key processes during business communication". <i>Practical task 5</i> "Analysis and development of a personal business image"	Active participation in carrying out practical tasks	1
		7 – 8	IWS	14	Preparation for a lesson	Search, selection and review of the literature on the given theme; revision of materials for module 1	Checking homework, an oral quiz	12
	The ability to apply the techniques of effective implementation of the elements of business communication, as the perception and evaluation of business partners, information exchange and organization of interaction	9	CW	2	Lecture	<i>Theme 6.</i> Written agreements in business negotiations	Work at the lecture	1
		9		2	Practical lesson	<i>A seminar</i> on the theme "Sources that can be used to search for a new business partner"	Active participation in carrying out practical tasks	1
		10		2	Practical lesson	<i>Practical task 6</i> "Development of the content of a business agreement"	Active participation in carrying out practical tasks	1
		9 – 10	IWS	14	Preparation for a lesson	Search, selection and review of the literature on the given theme	Checking homework, presentations (reports, the project chapter)	7
	The ability to establish trusting relationship with a business partner	11	CW	2	Lecture	<i>Theme 7.</i> Business communication during employment	Work at the lecture	1
		11		2	Practical lesson	<i>A seminar</i> on the theme "Difficulties in ethical decision-making in business". <i>Practical task 7</i> "Preparing, conducting and passing a job interview"	Active participation in carrying out practical tasks	1

Table 11.1 (the end)

1		2	3		4		5	6	
03 Tourist flow management		12		2	Practical lesson	Presentation of the 6th chapter of the competence-oriented project "The prospects of introduction of the studied tourist product (chosen in the 3rd chapter) in Ukraine"	Active participation in carrying out practical tasks	1	
		11 – 12	IWS	14	Preparation for lessons	Search, selection and review of the literature on the given theme	Checking home-work, presentations (reports, the project chapter)	13	
	Knowledge of the rules of business etiquette and ethics in business contacts	13	CW	2	Lecture	<i>Theme 8.</i> Communication technologies in shaping the culture of business communication	Work at the lecture	1	
		13		2	Practical lesson	<i>Practical task 8</i> "Defining the role of social net applications in business negotiations". <i>A seminar</i> on the theme "Usage of communication online applications" (1 hour); writing module test paper 2 (1 hour)	Active participation in carrying out practical tasks; checking the control paper	1	
		14	CW	2	Practical lesson	Presentation of the 8th chapter of the competence-oriented project "Substantiation of the strategy of cooperation between Ukraine and the country surveyed in the field of international tourism", the final report	Active participation in carrying out practical tasks, an oral quiz on the studied materials	1	
		13 – 14	IWS	12	Preparation for lessons	Search, selection and review of the literature on the given theme; revision of materials for module 2	Checking home-work, preparation for an oral quiz	17	
	Scientific work				Participation for contests, writing a scientific article				8
	Total hours		150		Maximum score on the academic discipline				100

Table 11.2

Distribution of points in weeks

Types of studies		Academic weeks														Exam	Total sum
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	18 – 20	
<i>Assessment schedule, points per week</i>																	
Methods of control	Lectures (active work)	1	1	1		1		1		1		1		1			8
	Practical lessons (active work)		1	1	1	1	1	1	1	1	1	1	1	1	1		13
	Tasks by themes (work at practical lessons)		2		2		2		2		2	2	2				14
	Presentation (report)		1		1		1		1		1	1	1				7
	Individual oral quiz						5								5		10
	Competence-oriented tasks			4		4		4		4		4	3	3	4		30
	Written tests							5						5			10
	Participation in scientific work															8	8
Total scores per week		1	5	6	4	6	9	11	4	6	4	9	7	10	10	8	100
Accumulation of scores		1	6	12	16	22	31	42	46	52	56	65	72	82	92	100	

The final mark on the academic discipline is based on the Provisional Regulations "On the Procedure of Assessment of Students' Academic Performance via the Accumulative Score-Rating System" approved by S. Kuznets KhNUE and is converted into the final ECTS score (Table 11.3). Scores on this scale are entered in the "Register of the Academic Performance", the individual student's plan and other academic documents.

Table 11.3

Scores: the national and ECTS scales

Total score for all tasks	ECTS score	Assessment according to the national scale	
		for an exam, term project (paper), training	for a final test
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D		
60 – 63	E	satisfactory	failed
35 – 59	FX	unsatisfactory	
1 – 34	F		

12. Recommended reading

12.1. Main

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Annexes

Annex A
Table A.1

The structure of the components of professional competences on the academic discipline "Culture of Business Communication" according to the National Qualifications Framework of Ukraine

The components of a competency, formed under the theme	Minimal experience	Knowledge	Skills	Communication	Autonomy and responsibility
1	2	3	4	5	6
Theme 1. Culture of business communication: introduction					
The ability to analyse the nature and psychological type of a partner; to choose instruments ensuring the quality of business communication	Methods for evaluating ethical aspects of business activity	The principles of social responsibility; the historical background of business ethics	Working with information of international organisations; determining the socially responsible elements of business activity	Receiving information from international sources; generating requests for the purpose of research; finding agencies responsible for presenting information about social responsibility in different countries	Developing recommendations for the country's policy adjustments in the international market based on principles of social responsibility
Theme 2. Business ethics and ethical decision-making					
The ability to investigate the peculiarities of the use of the basic forms of business agreements and conditions for preparing them	Basis of business ethics	General classifications of ethics	Determining the methods of providing appropriate ways of ethical decision-making	Conducting a survey of individual perception of the ethical decision-making	Determining the optimal methodology for the ethical decision-making in business activity

Annex A (continuation)
Table A.1 (continuation)

1	2	3	4	5	6
Theme 3. The forms and technologies of business communication					
Formation of skills in providing a scenario of business conversation with a business partner	The definition of the main notions of technologies of business communication	Importance of different forms and technologies of business communication	General approaches to applying forms and technologies of business communication	Investigating the influence of forms and technologies of business communication on the result of business negotiations	Determining the competitiveness of a business partner in business communication
Theme 4. Business protocol and etiquette					
Formation of skills in developing a program of business meetings	The concept and principles of etiquette	Knowledge of the rules of business etiquette and ethics in business contacts	Applying the norms and principles of business protocol and etiquette, peculiarities of greetings, introduction and self-presentation	Explaining to direct participants in business negotiations the need for business protocol and etiquette, in order to improve the functioning of the business environment through predictable behavior	Determining the degree of importance of the business protocol and etiquette, its dependence on international traditions

Annex A (continuation)
Table A.1 (continuation)

1	2	3	4	5	6
Theme 5. The concept of image and the role of image in business ethics					
Knowledge of the basic terms and concepts that define the essence, content, technology, principles, patterns of communication of business partners and drafting business agreements	Fundamentals of image making. Basis of personal psychology	Principles of choosing business clothes. The role of a person's image in business communication	Working out classification criteria for different groups of images in business communication	Supporting arrangements for creating a business image	Building a strategy for development of an image in accordance with the requirements for successful business negotiations
Theme 6. Written agreements in business negotiations					
Formation of skills in drawing up a draft of a purchase and sale contract	The basic elements of business correspondence that are directly or indirectly involved in signing written agreements	The goal and the content of different types of business agreement	Estimating the impact and effectiveness of written agreements in export-import operations in the field of tourism	Interaction with business partners	Choosing tools of security of tourism operations based on written agreements

1	2	3	4	5	6
Theme 7. Business communication during employment					
The ability to apply the techniques of effective implementation of the elements of business communication as the perception and evaluation of business partners, information exchange and organization of interaction	Quantitative parameters of the employee market and tourist services supply	Peculiarities of correspondence during the employment negotiations	Working out a strategy for different groups of employees to pass a job interview successfully	Establishing cooperation with representatives of employers in the tourist sphere	Using the basic principles of business communication during employment in the tourism industry
Theme 8. Communication technologies in shaping the culture of business communication					
The ability to establish trusting relationship with a business partner	Basic methods of online communication and online work	Knowledge of the basic methods of electronic-customer relationship management, the ability to set tasks to online employees	Grounding the strategic objectives of the tourism online market based on research on the current state and prospects of the recreational activity of a given object (a national economy)	Cooperating with experts in the field of communication technologies; setting clear and reasonable objectives of shaping the culture of business communication	Using the basic principles of planning the activities of enterprises of the tourism industry under the conditions of e-economy and informational economy

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НАВЧАЛЬНЕ ВИДАННЯ

**Робоча програма
навчальної дисципліни
"КУЛЬТУРА ДІЛОВОГО СПІЛКУВАННЯ"
для студентів напряму підготовки
6.140103 "Туризм"
усіх форм навчання
(англ. мовою)**

Самостійне електронне текстове мережеве видання

Укладач **Наумік-Гладка Катерина** Георгіївна

Відповідальний за видання *О. А. Сущенко*

Редактор *З. В. Зобова*

Коректор *З. В. Зобова*

Подано тематичний план навчальної дисципліни та її зміст за модулями й темами. Наведено плани лекцій, семінарських та практичних занять, матеріали для закріплення знань (завдання для самостійної роботи, контрольні запитання), критерії оцінювання знань студентів, професійні компетентності, якими повинен володіти студент після вивчення дисципліни.

Рекомендовано для студентів напряму підготовки 6.140103 "Туризм" усіх форм навчання.

План 2016 р. Поз. № 240 ЕВ. Обсяг 41 с.

Видавець і виготовлювач – ХНЕУ ім. С. Кузнеця, 61166, м. Харків, просп. Науки, 9-А

*Свідоцтво про внесення суб'єкта видавничої справи до Державного реєстру
ДК № 4853 від 20.02.2015 р.*