МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"
Заступник керівника
(проректор з науково-педагогічної роботи)

М. В. Афанасьєв

ЕТИКА, ПСИХОЛОГІЯ ТА НАВИЧКИ ДІЛОВОГО СПІЛКУВАННЯ

робоча програма навчальної дисципліни

Галузь знань	**усі**
Спеціальність	**усі**
Освітній рівень	**перший (бакалаврський)**
Освітня програма	**усі**

Вид дисципліни	**вибіркова**
Мова викладання, навчання та оцінювання	**англійська**

Завідувач кафедри туризму   О. А. Сущенко

Харків
ХНЕУ ім. С. Кузнеця
2018

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

«APPROVED»
Deputy Head
(Vice-Rector on Scientific and Pedagogical work)

_____
M. V. Afanasiev

ETHICS, PSYCHOLOGY AND BUSINESS COMMUNICATION
syllabus of the discipline

Knowledge branch   **All**
Speciality   **All**
Academic degree   **first (bachelor)**
Academic program   **All**

Type of the academic discipline   **selective**
The language of teaching, training and assessment **foreign (english)**

Kharkiv 2018

ЗАТВЕРДЖЕНО
на засіданні кафедри туризму
Протокол № 1 від 30.08.2018 р.

Розробники:
Наумік-Гладка Катерина Георгіївна, д.е.н., професор кафедри туризму

Лист оновлення та перезатвердження
робочої програми навчальної дисципліни

Навчальний рік	Дата засідання кафедри – розробника РПНД	Номер протоколу	Підпис завідувача кафедри

1. Introduction

Annotation.

Collaboration of actors on a market such as partners, suppliers, competitors and consumers forms the activity of economic entities and a quality of the external business environment.

Intensively developed and unpredictable environment is a characteristic of the modern business communication. Thus, participants of business communication process are using different mechanisms and approaches to create the effective relationships with business partners who are interested not only in competition but also in cooperation.

The subject of the academic discipline is the theoretical knowledge and practical skills of building trust, developing economically and socially responsible behavior and mutual beneficial communication between business partners.

As a consequence realization of priority principles of any economic industry development, the targeted use of key competitive advantages are impossible without practical skills of proper business communication and improvement of relevant behavior models based on them.

The academic discipline "Neuropsychology, ethics and skills of business communication" is an optional one and is taught according to the curriculum of the bachelor academic degree of all training direction for all forms of study.

The goal of the academic discipline is to develop skills of conducting business negotiations with business partners to produce mutually beneficial agreements.

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

to develop students' systematic knowledge of neuropsychological basis of communication and principles of business ethics creating mutual profitable communication;

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

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

"Neuropsychology, ethics and skills of business communication" is an academic discipline that studies the bases of neuropsychology, ethical principles and tools of business communication based on the evaluation and forecasting quality of the business negotiations by knowing laws of neuropsychological development of a personality.

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.

Course	2, 3	
Semester	3, 4, 5, 6	
Number of ECTS credits	5	
Lessons hours	**Lectures**	**34**
	Practical studies	**34**
Independent work		**72**

Form of final control	**test**

Structural-logical scheme of the academic discipline learning

Previous disciplines	Next disciplines
Psychology	World Economy and International Economic Relations
Sociology	Personnel Management
Philosophy	Management

1. Competences and results of discipline learning :

Competences	Results
the basic terms and concepts that define the essence, content, technology, principles, patterns of communication of business partners and drafting business agreements; the psychological 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 practical methods of different forms of business communication (business talk, interview, business negotiation); the foundations of the concluding business agreements, content of an agreement of intentions; the rules of conducting job interview.	the student should *be able to:* establish trusting relationships with a business partner; define psychological traits and type of a personality of a partner; develop 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 of business communication; draw up a draft of agreement of intentions.

3. The contents of the academic discipline

Content module 1
The basis of business communication

Theme 1. Ethics, neuropsychology, skills of business communication: introduction

1.1. "Ethics" as a science.

Ethics as a science and a part of philosophy. The meaning and etymology of the terms "ethics", "culture" and "morality". Utility as a criteria of cultural development. The study areas of ethics: descriptive, normative and analytical (or metaethics). The historical approach to formation of the principles of business ethics.

1.2. Neuropsychological basis of business communication

Main psychological notions such as Psyche, Perception, Cognition, Emotion,

Personality, Behavior, Interpersonal Relationships. Methods of research in psychology and modern neuropsychology. The Most Important Approaches (Schools) of Psychology.

1.3. Social responsibility as a foundation of business communication.

Basic principles of social responsibility of an entrepreneur: public image, employee satisfaction, following the governmental regulation, protection of the interests of a consumer.

Theme 2. Needs of a personality as a foundation of business communication

2.1. Main notions of the motivational process.

Needs and motives. Motives and goals. Classification of needs. Classification of motives. The orientation of a personality. Analysis of the need-motivational subsystem of performance and behavior.

2.2. Neuropsychological basis of needs nascence.

Motivation and cognitive processes. The main ideas of the concept of Sergiy Rubinstein, Oleksiy Leontiev «motive – activity», «target – performance», «problem – operation», «operation – functional and physiological system». Psychological theories of activity. Correlation between concepts of knowledge, skills and ability. Formation of skills.

Theme 3. Neuropsychological cognitive bases of communication: curiosity, empathy, imitation

3.1. The theory of mind as a theory of formation of mental actions and communication

Characteristics of thinking as a process of solving problems. Classification of factors that affect the searching instinct. Operational components of thinking (analysis – synthesis, comparison, generalization, specification, abstraction – individualization).

Neuropsychological basis of curiosity. Conscious and unconscious in cognitive activity. Interaction of curiosity, emotions of interest and delight with the development of cognitive processes and other emotions.

3.2. Language and consciousness as instruments of empathy and imitation.

Verbal and imaginative approach to the process of thinking. The concept of language and speech as reflection of environment.

Attention in cognitive activities of the individual. Physiological conditions of attention. The concept of attention in classical and modern physiology: selective increase of brain activity as the basis of concentration of attention.

Theme 4. Neuropsychological emotional bases of communication: feelings of aggression, fear, anxiety, love as factors of the quality of communication

4.1. An overview of the affective sphere of a personality

The origin and functions of emotions. Theories of emotion – the psychoanalytic concept of affect and motivation, the cognitive theory, the peripheral theory of emotion, the information theory of emotion, the theory of differential emotions. The value of emotions and behavior. Emotions and personality development. Motivation and emotion. Emotions and consciousness. Emotions and body. Psychosomatics.

4.2. Emotional states and their regulation factors.

The concept of the emotional state in psychology. Types of emotional states (affect, stress, mood etc.) and their characteristics. Methods of study of emotional states and emotionality of a personality. Conditions of frustration. Reactions to frustration. Deprivation. Stress and its characteristics. Types and effects of stress. Prevention of stress. Overview of emotions, sadness, anger, interest, joy and wonder. Their subjective feelings, physiological foundation, facial expression and behavior patterns. Sources and activators of sadness, anger and contempt, interest, joy and wonder.

The role and functions of emotions of sadness and anger in communication. Different approaches to the study of aggression. Types and forms of aggression. Causes of aggressive behavior. Prevention of aggression.

Tendency to certain emotions. Pathological emotional states. The causes of emotional disorders. Models of emotional disorders

Theme 5. Typology of a personality in business communication

5.1 Structural and functional and individual psychological characteristics of a personality.

Standard and custom in the structure of a personality. The role of skills and abilities in the psychological structure of a personality. Temperament as a biological foundation of a personality. The nature of a personality as a framework. Nature of a character.

5.2 The orientation of a personality: the concept, nature, content, types. Sources of orientation.

Requirements distress. Hobbies, personal aspirations instructions. Sergey Rubinstein, Erich Fromm, Sigmund Freud, Abraham Harold Maslow, Carl Rogers on the orientation of an individual.

Gender: the concept, nature, types and psychological characteristics. Biological and psychological gender. Male and female personality.

Theme 6. Self concept of personality and image as the foundation of business communication

6.1. Image in business communication.

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

Business clothes. Classification of business clothes. Women business clothes guide. Men business clothes guide. Business requisites. Business cards (Internet and printed ones). Souvenirs, gifts. Business accessories.

6.2 The concept of consciousness and identity

The history of scientific ideas about the nature of human self-reflection. The structure of consciousness. Identity formation during ontogenesis. Age peculiarities of the formation of identity.

Self-concept and its components. The image "Ego" as a regulatory mechanism of mental life. Formation and function of self-esteem in personal development. Types of self-esteem. Reflection in personal growth.

Life and life-world of an individual. Semantic field of a personality in different psychological concepts (Sergey Rubinstein, Oleksiy Leontiev, Dmitriy Leontiev, Erich Fromm, Paul Johannes Tillich, James F.T. Bugental, Carl Rogers etc).

Content module 2
Communication technologies and procedures

Theme 7. The art of dialogue.
7.1. Business conversation

Definition of the notion "business dialogue, conversation". Business protocol, greetings, introduction, self-presentation and etiquette. The ability to listen, the ability to speak, facial expressions,

Preparation, principles and stages of a business conversation. Methods of presenting the information: deductive, inductive ones. Rules of disputes. Communication channel obstacles and ways to overcome them. Levels of quality interaction between business partners. Conversation scenarios, the stages of the scenario of business negotiations

7.2. Conduction of business negotiations

Break during business negotiation: *a* typical structure, the science and history of the coffee break. Methods to break deadlocks in business negotiations. Problems of negative finishing of business negotiations. Avoiding divergence between the counterparties. Confidentiality of business negotiations data. Prospects for mutual business relationships. Classification of solutions.

Theme 8. Defense mechanisms of a personality in communication

8.1 Self-awareness and protective mechanisms of personality. Problems that may arise: distortion of reality; deterioration of relations with relatives and friends; social maladjustment; denial of any events, neurosis and hysteria.

8.2 The defense mechanisms that our psyche produces: Denial. Repression. Projection. Displacement. Regression. Rationalization. Sublimation.

Theme 9. Interview: interviewer characteristics, documents, letters of recommendation, self-preparation for the interview

9.1. Business correspondence during employment negotiations.

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

9.2. Conducting and Passing an interview.

Four stages of an interview: arrangements, preparation, the actual interview and the reconstruction. 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 10. Business clothes, perfumery.

10.1. Women business clothes guide. Classification of female business clothes.

Types of accessories and their use. Recommendations for the selection of perfumes. definitions of personality types depending on the color spectrum.

10.2. Men business clothes guide.

Classification of male business clothes. wardrobe rules for every day and for special events. Classification of male accessories.

Theme 11. Etiquette at the table

11.1 The basic rules of behavior at the table.

Formal and informal lunch. Table setting for etiquette. Serving items. Utensils appliances and accessories for serving. Buffet setting. Bed & breakfast service or what is a breakfast buffet.

11.2 Rules of eating.

How to eat meat and poultry, fish and seafood, vegetables and fruits, bread, butter and cheese, hot dishes - soup, spaghetti, potatoes. Wine etiquette General rules combination of wines and dishes, temperature of drinks, storage of wine, serving of wine, champagne. Subtleties of coffee etiquette

11.3 Types of services and behaviors at official receptions. Behavior in the restaurant. Restaurant visit by two or by company. Communication with staff. Bill payment.

Theme 12. Superstitions, signs, self-hypnosis and auto-training in communication

12.1 Development of self-confidence. How to create an external image of a self-confident person.

The development of "internal" confidence. Practical methods and techniques. Determining the direction of its development. Rules for setting goals. The concept and

concept of end goals. Presentation of the results. Imagination, images and "controlled" fantasy.

12.2 Management of the internal state.

Self-regulation. Work with emotions. Relaxation exercises. How to quickly relax and bounce back. Access to resources of a positive attitude. Practical techniques of working with stress and recovery

Theme 13. Written agreements in business negotiations

13.1. The structure of a commercial contract.

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

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

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

Theme 14. Modern problems of business communication

14.1 Key Ideas for Effective Business Communication

The Games People Play. Lead without conflict. Culture of speech and writing of a business person. How to find a common language with anyone. Personal success stories of effective communicators. Life hacking or folk wisdom in creating effective communication. Friendship as a form of effective communication.

14.2 Virtual communication.

Business to Customer Internet platforms. Electronic-customer relationship management (e-CRM). Human resources management in networks. Marketing in networks. Work in networks. Perception of hypertext as a new form of perception of reality. The impact of globalization on communication skills development.

4. 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.

Points according to weeks

	Themes of the content module		Lecture	Practice	Seminar	Report	Essay	Presentation	Quiz	Test	Writing control	Colloquium	Total
Content module 1.	**Theme 1**	1 week	1	1	-								2
	Theme 2	2 week	1	-	1								2
	Theme 3	3 week	1	1	-		5		2				9
	Theme 4	4 week	1	1	-								2
	Theme 5	5 week	1	1	-								2
	Theme 5	6 week	1	1									2
	Theme 6	7 week	1	1	-				2			14	18
	Theme 6	8 week	1	1									2
Content module 2.	**Theme 7**	9 week	1	1	-								2
	Theme 8	10 week	1	1	-					3			5
	Theme 9	11 week	1	1	-				2				4
	Theme 10	12 week	1	1	-								2
	Theme 11	13 week	1	1	-								2
	Theme 12	14 week	1	1	-			10			2		14
	Theme 13	15 week	1	1	-	10							12
	Theme 14	16 week	1	-	1				2			14	18
		17 week	1		1								2
	Control test												
Total			17	14	3	10	5	10	8	3	2	28	100

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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);

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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:

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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;

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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.

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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;

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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.

5. Recommended reading

12.1. Main

1. Бороздина Г. В. Психология делового общения / Г. В. Бороздина. – М. : ИПФРА-М, 2006. – 224 с.

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12.2. Additional

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15. Асмус В. Ф. Этика Канта / В. Ф. Асмус // И. Кант. Соч. в 6-ти т. Т. 4. Ч. 1.– М. : Мысль, 1995 – 234 с.

16. Деркач А. А. Психология развития профессионала / А. А. Деркач, В. Г. Зазыкин, А. К. Маркова. – М. : РАГС, 2010. – 124 с.

17. Лозовой В. О. Етика : навч. посіб / В. О. Лозовой, М. І. Панов, О. А. Стасевська. – К. : Юрінком Інтер, 2002. – 224 с.

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