МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"

Заступник керівника
(проректор з науково-педагогічної роботи)
М. В. Афанасьєв

ЕТИКА БІЗНЕСУ

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
менеджменту та бізнесу

Т. І. Лепейко

Харків
ХНЕУ ім. С. Кузнеця
2018

1

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

BUSINESS ETHICS

syllabus of the educational discipline

Field of knowledge   **all**
Specialty   **all**
Educational level   **first (bachelor)**
Educational program   **all**

Discipline type   **selective**
Teaching, learning and assessment language   **English**

Kharkiv
Simon Kuznets KhNUE
2018

APPROVED
at a meeting of Management and Business Department
Minutes № 1 dated 27.08.2018

Compiler:
Nemashkalo Karina Romeovna, PhD in Economics, Assoc. Prof. of Management and Business Department
 Balanovych Anna Mykolaivna, lecturer of Management and Business Department

**Letter of renewal and re-approval
of the syllabus of the educational discipline**

Academic year	Date of the meeting of the department - the developer of syllabus	№ of minutes	Signature Head of Department

1. Introduction

Abstract of the educational discipline: The program of studying the discipline "Business Ethics" is compiled according to the educational program of preparation of bachelors. The educational discipline "Business Ethics" belongs to the cycle of selective professionally oriented disciplines of bachelor's training.

The subject of the study of the discipline is the theoretical concepts of business ethics and problems of culture of business ethics communication.

The curriculum program consists of the following content modules:

1. Business Ethics as a science and discipline.

2. Culture and means of communication, image of a business person

The main tasks of studying the discipline "Business Ethics" are:

acquisition of knowledge about psychological and ethical personal qualities of participants of business communication;

acquisition of knowledge about moral requirements for the relations of business people (businessmen, entrepreneurs, managers and managers);

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

acquisition of knowledge about moral principles, norms and rules of etiquette.

According to the requirements of the educational program, bachelor's degree students acquire the following competencies:

the ability to distinguish between the concept of formal and informal communication and recognition channels of people

the ability to master the basic methods of linguistic culture of business conversation

the ability to select a methodical tool for the preparation of a speech and its conduct

the ability to choose the right non-verbal means of communication

the ability to be able to determine the importance of one or another component of the image.

Purpose of the discipline: The purpose of teaching the discipline "Business Ethics" is to learn from listeners of linguistic culture and language etiquette, techniques of business communication, non-verbal means of communication and the image of a business person.

Course	**2**	
Semester	**4**	
Quantity of credits ECTS	**5**	
Classroom training sessions	**Lecturers**	**20**
	Practicals	**20**
Independent training		**110**
Final control	**Pass**	

Structural and logical scheme of studying the discipline:

The previous disciplines	The following disciplines
Social and economic history of Ukraine	Self-management
Philosophy	Communications and social responsibility
	Cross-cultural management

1. Competence and learning outcomes of the discipline:

Competence	Learning outcomes
Understand the principles of psychology and use them in professional activities	Demonstrate skills of interaction, leadership, team work
Use the principles of ethics in business and in the management of business organizations	Explain, analyze and communicate in different areas of the organization
Ability to form and demonstrate leadership skills and behavioral skills	Identify the causes of stress, adapt themselves and team members to a stressful situation, find ways to neutralize it.
Ability to create and organize effective communication in the management process; Use the principles of ethics in business and in the management of business organizations;	To demonstrate the ability to act socially responsible and public consciously on the basis of ethical considerations (motives), respect for diversity and cultural diversity
Ability to form and demonstrate leadership skills and behavioral skills	To demonstrate the skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical.
Ability to create and organize effective communication in the management process; Skills for the formation and demonstration of leadership qualities;	To demonstrate the communicative, research, technological and cross-cultural skills needed to analyze business situations, prepare, substantiate and present managerial decisions.

2. Syllabus of the educational discipline

Content module 1. Business Ethics as a science and discipline

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

What is the ethics of business communication. What is the difference between formal and informal communication styles. Name the connection between ethics and morality. Name the words of the Chinese philosopher Confucius concerning ethical norms of communication. Name scholars-philosophers in West European culture, who paid attention to the ethics of business communication.

Name the three philosophical principles of making ethical decisions. What are the common ethical principles in three models of business communication?

Give a definition of double morality. That includes the concept of "business etiquette." What is the Dale Carnegie Formula of Performance? What is a professional ethical code. What are the seven principles of the Code of Ethics for Entrepreneurs, made in 1912 and the basic principles of service ethics. By which channels our recognition is carried out.

Topic 2. Language culture of business conversation

Definition of the correct language, business conversation, language, 3 types of speech. Language stencils, for which they are needed, the basic requirements for business conversation, mistakes in the language of the business person, the basic qualities of a professionally cast voice.

Definition of rhetoric, the essence of oratory, lexical means of expressiveness of speech, syntactic means of speech, 11 duties of speaker by Mark Tullie Cicero, 15 rules of oratory, 6 rules of Dale Carnegie, with which you can arrange people. What is the compositional tricks of the language?

Content module 2. Culture and means of communication, image of a business person

Topic 3. Culture and technique of communication as part of language etiquette

Definition of language etiquette, the form of speech etiquette - greetings, the form of speech etiquette - appeal, the form of speech etiquette - acquaintance, the form of language etiquette - an invitation. , the form of speech etiquette is a compliment. , the form of speech etiquette - congratulations, the form of speech etiquette - farewell, the algorithm of universal etiquette,

The algorithm of democratic etiquette, proxemic distances in the business world, mistakes, are most often allowed at the official presentation, the definition of the Strooks, which requires the Strooksy, rules of compliment, rules of conduct in the business world in different countries.

Topic 4. Nonverbal means of communication

4 gesture groups that are used in the business world. Non-verbal means of communication? Name the founders of nonverbal means of communication.

Tell us about the gestures -adapters, gestures - regulators., Gestures - illustrators, gestures - symbols., 7 mimic expressions that correspond to 7 internal human conditions, national peculiarities of characters-characters, means by which one can increase the business status of a person, types of handshakes ., gestures and facial expressions that talk about lies, gestures of disagreement and disapproval, agreement and approval, nonverbal means that "speak" about the status of the person you met, national peculiarities of non-verbal behavior.

Topic 5. Theory of interpersonal relations

Determination of the phenomenon of interpersonal relations. Rhine integral communication function. Classification of interpersonal communication functions. Definition of definition, identification and empathy in interpersonal communication (MS). Three sides of the MS.

Ways to influence the outcome between communication. Influence on result from communication: positive qualities, excellent qualities. Magnitude, thirteen qualities of self-perfection by Franklin.

Planning of interpersonal relationships. Program of interpersonal relations. Stages of interpersonal relationships. Managerial communication. The algorithm of managerial communication when creating an attraction. The relationship between actions on the reaction to them. 25 nonverbal communicative gestures.

Topic 6. The power of image.

Definition of the concept of "image", 2 golden rules of the image, criteria for choosing a model of behavior, 10 conditions of feedback in the business world, presented to the tactics of communication, 10 principles, constituting the basis of a wise relation to life, 15 laws of building a business image , 20 qualities of the leaders of the future, the principles of image management, pattern of behavior, 25 laws of people management, about business men's clothing, women's business clothing, first impression, 2 behavior patterns.

Topic 7. Technology of conducting business (commercial) negotiations.

Main stages of negotiations. The essence of the breakthrough strategy. Terms of effective negotiations. Stages of the negotiation process. Basic criteria for negotiation. Negotiating Strategies.

Ten steps of the negotiation process. The seven rules of effective hearing. 20 basic tactics of negotiations.

Process of negotiation process. Place and procedure for conducting negotiations. Technique and tactics of negotiations. Features of negotiation in unfavorable conditions. Duration of negotiations.
National peculiarities of business negotiations in different countries.

Topic 8. Ethics of distance communication.

Features of electronic correspondence. E-mail. Standards for electronic correspondence. Rules of electronic correspondence. Peculiarities of behavior in social networks. Ethics of business communication in social networks: Facebook, Instagram, Twiter.

3. Procedure for assessment of learning outcomes

The system of evaluation of the developed competencies takes into account the types of lessons, which, according to the syllabus, include lectures, practical, seminars classes, and independent training. Assessment of the developed competencies is carried out using a 100-point accumulation system. In accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Students' Learning Based on the Accumulated Bulletin-Rating System" Simon Kuznets KhNEU, control measures include:

current control during the semester during lectures, practical, seminar, sessions and is estimated by the sum of the points scored (the maximum amount is 100 points; the minimum amount that allows the student to take - 60 points);

modular control carried out in the form of a colloquium as an intermediate mini-exam on the initiative of the teacher, taking into account the current control over the relevant content module and aims to integrate the evaluation of the student's learning outcomes after studying the material from the logically completed part of the discipline - content module

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

The procedure for carrying out the **current assessment** of students' knowledge. Assessment of student's knowledge during seminars, practical and laboratory classes and performance of individual tasks is carried out according to the following criteria:

understanding, degree of assimilation of the theory and methodology of the problems under consideration; the degree of assimilation of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in an audience; logic, structure, style of presentation in written works and speeches in the classroom, the ability to justify their position, implement summarize and draw conclusions; arithmetic correctness of the implementation of an individual and complex settlement task; the ability to conduct a

critical and independent assessment of certain problem issues; the ability to explain alternative views and the presence of their own point of view, position on a particular problem issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and validity of conclusions about the problem; independence of work; literacy of presentation; use of comparison methods, generalizations of concepts and phenomena; registration of work.

General criteria on which the evaluation of extracurricular students' independent work are: the depth and strength of the knowledge level of thinking, the ability to organize knowledge on certain topics, the ability to make informed decisions, possession categorical aid, skills and techniques of practical tasks, the ability to find relevant information carry out its systematization and processing, self-realization on practical and seminars.

The **final control** of the students' knowledge and competencies is based on semester test work, the task of which is to check the student's understanding of the program material in general, the logic and interrelations between the individual sections, the ability to use the accumulated knowledge creatively, the ability to formulate their attitude to a particular problem of academic discipline, etc.

The final score from the academic discipline is calculated taking into account the points obtained during the current control over the accumulation system. The total score in the points for the semester is: "60 and more points are counted", "59 and less points are not counted", and entered in the "Record of success" of the academic discipline

Distribution of points for weeks

	Themes		Lecturers	Practical lessons	Tasks	Checking the essay	Presentation	Colloquium	Total
	1		2	3	4	5	6	7	8
CONTENT MODULE 1.	Topic 1	1 week	1	0,5					1,5
	Topic 1	2 week	1	0,5					1,5
	Topic 2	3 week	1	1			5		7
	Topic 2	4 week	1	0,5	6				7,5
	Topic 3	5 week	1	0,5		5		4	10,5

1	2	3	4	5	6	7	8	9	10
CONTENT MODULE 2.	Topic 4	6 week	1	0,5			5		6,5
	Topic 4	7 week	1	0,5	6				7,5
	Topic 5	8 week	1	0,5			5		6,5
	Topic 5	9 week	1	0,5	6				7,5
	Topic 6	10 week	1	0,5				4	5,5
	Topic 6	11 week	1	0,5	6				7,5
	Topic 7	12 week	1	0,5					1,5
	Topic 7	13 week	1	0,5			5		6,5
	Topic 8	14 week		1	6			4	11
	Topic 8	15 week		1					1
	Individual task							11	11
Total			13	9	30	5	20	23	100

The assessment scale: national and ECTS

The total score	The ECTS assessment scale	The national assessment scale
90 – 100	A	excellent
82 – 89	B	good
74 – 81	C	
64 – 73	D	satisfactory
60 – 63	E	
35 – 59	FX	unsatisfactory
1 – 34	F	

4.Recommended References

Main:

1. Введенская Л.А. Культура и искусство речи / Л.А. Введенская, Л.Г. Павлова. - Ростов-на-Дону: Феникс, 1999. - 576 с.

2. Седова Л.Н. Этика делового общения: Учебное пособие Ч.1. - Харьков: Изд. ХГЭУ, 2001. -384 с.

3. Седова Л.Н. Могущество имиджа: Учебное пособие Ч.2. - Харьков: Изд. ХГЭУ, 2005. -400 с.

4. Седова Л.Н. Этика личности, этика характера: Учебное пособие. - Харьков: Изд. ХНЭУ, 2004. -252 с.

5. Методические рекомендации по самостоятельному изучению раздела 2 курса «Этика делового общения» для студентов всех специальностей всех форм обучения / Сост. Л.Н. Седова, Л.Э. Добрунова. – Харьков: Изд. ХНЭУ, 2004. – 152 с. (Русск. яз.))

6. Наполеон Хилл. Законыуспеха. Думай и богатей. - Екатеринбург: Литур, 2002. - 640 .

7. Персональный брендинг / Ф. Котлер, И. Рейн, М. Хэмлин и др. – М.: Издательский дом Гребенникова, 2008. – 400 с.

8. Трейси Б. 21 способ сделать карьеру / Пер. с англ. Е.А. Самсонова. - Мн: Попурри, 2002. – 112 с.

9. Ястремська, О. М. Бренд-менеджмент / О. М. Ястремська; Харківський національний економічний унівенрситет. – Х. : ХНЕУ, 2010. – 163 с

Additional :

10. Браим И.Н. Культура делового общения: Учебн. пособие. — Мн.: ИП "Экоперспектива", 1998. — 176 с.

11. Конфуций. Изречения. — М.: МГУ, 1994. — с. 57.

12. Конфуций. Лунь-ой. Древнекитайская философия. Собр. текстов в 2-х т. Т. 1 — М.: Мысль, 1972 — 386 с.

13. Курбатов В.И. Стратегия делового успеха: Учебн. пособ. для студентов вузов. — Ростов-на-Дону. Изд. "Феникс", 1995. — 416 с.

14. Психология и этика делового общения: Учебн. для вузов. /В.Ю. Дорошенко, Л.И. Зотова, В.Н. Лавриненко и др.; Под ред. проф. В.Н. Лавриненко. — 2-е изд., перераб. и доп. — М.: Культура и спорт, ЮНИТИ, 1997. — 282 с.