

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

**ETHICS, PSYCHOLOGY, AND SKILLS IN
BUSINESS COMMUNICATION**

**Guidelines for practical tasks
for Bachelor's (first) degree students
of all specialities**

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E88

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Case studies, practical tests and questionnaires chosen according to the modules and themes, tasks for acquiring the professional competences a student should have after studying the academic discipline are given.

For Bachelor's (first) degree students of all specialities.

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Introduction

Nowadays, effective communication skills are one of the most sought-after parameters for business success. The ability to communicate, the quality of communication are based primarily on the psychological characteristics of an individual. Therefore, learning and realization of effective communication can only be achieved by using the knowledge of neuropsychology. Neuropsychology of an individual deals with the problems of formation and development of a personality. The motivation and activity aspect of an individual is studied by neuropsychology under the theories of cognitive approach, behaviorism, and motivation.

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 subject of the academic discipline is the technology of building trust, conducting effective communication, development of economically and socially responsible behavior and mutual interaction between business partners.

Guidelines for practical classes on the academic discipline "Ethics, Psychology and Skills in Business Communication" include different tasks, questionnaires and psychological tests. There are instructions and keys to the tests aiming to describe the traits of a personality which create the quality of communication. There are tests for attention, memory, perception, imagination. The guidelines also contain description of the peculiarities of the affective and emotional sphere of an individual during communication, assignments aiming to study the patterns of formation and development of the psyche (the communicational aspect), explore the main mental processes of cognition.

The academic discipline "Ethics, Psychology and Skills in Business Communication" is an optional one and could be taught according to the curriculum of the bachelor academic degree of all specialities of intramural and extramural forms of study.

Content module 1

The basis of business communication

Theme 1. Ethics, psychology, skills in business communication: introduction

1.1. *Ethics as a science.*

1.2. *The neuropsychological basis of business communication.*

1.3. *Social responsibility as a foundation of business communication.*

Task 1. One of the main elements of business communication is the moral behavior of people. It is based on universal moral principles and norms of ethics.

Work in pairs. Discuss and formulate your understanding of what conscience, duty, dignity, modesty, nobility, decency is.

Use the following criteria for justifying the definitions: 1) respect (the process of showing respect); 2) trust (the process of creating trust); 3) utility (the process of obtaining a benefit).

Task 2. Write examples of what is good for you and what is evil by using the method of association.

Conclusion – the notions (ideas, concepts) of good and evil are relative in time and situation, subjective. What is good for one person can be evil for another one. The criterion of good and evil is utility.

Task 3. Justify and write your own definition of the term "communication".

Task 4. Test "How ethical is your behavior at work?"

The purpose of this test is to identify attitudes towards the observance of business ethics.

Determine for yourself how often you commit, have committed or will be committed in the future to the specified actions. The number of points corresponding to the answer is: often – 4, from time to time – 3, seldom – 2, never – 1.

Questionnaire

If there is an opportunity and it does not threaten me, then:

1. I am late for work, although I know that, nevertheless, the company continues to pay money for the whole working day.
2. I leave work early, although I know that, nevertheless, the company continues to pay money for the whole working day.
3. I take long breaks while doing the work, although I know that, nevertheless, the company continues to pay for the whole working day.
4. I call and inform that I am unwell (although this is not true) to get an extra day off.
5. I use a company's phone for personal long-distance calls.
6. I do my personal business while working.
7. I use the copier in the office for my own personal use.
8. I send my mail along with the mail of the company where I do work.
9. I take home some of the products produced by the company.
10. I give products produced by the company to my friends or allow them to use these products without asking.
11. I force the company to pay for food that I didn't eat, or for trips that I didn't actually do, or to cover my other expenses, which, to be honest, did not happen.
12. I use a company car for my own personal use.
13. I invite my friend to have lunch somewhere at the company's expense.
14. I invite my friend on a trip at the company's expense.
15. I accept gifts from suppliers or customers for the services provided to me.

Processing and interpretation of the results

Calculate the number of points. You should get from 15 to 60 points in total. Since all statements were unethical, the fewer points you have scored, the more ethical your behavior at work is. With fewer than 30 points its level is high; 30 – 38 points it is medium; over 38 points – low.

Task 5. Write an essay on the topic "Communication in my life". The structure of the essay: introduce yourself, tell about what you like in communication, what you don't like; define the notion "communication"; give a real example of effective and ineffective communication.

Theme 2. The needs of a personality as a foundation of business communication

2.1. The main notions of the motivational process.

2.2. The psychological basis of the nascence of needs.

Task 1. The questionnaire of Mehrabian motivation of achievement.

The test consists of a number of statements, concerning separate character features and opinions and feelings concerning some situations. You need to estimate the degree of your consent or disagreement with each statement, using the following scale:

+3: completely agree; +2: agree; +1: agree rather than disagree; 0: neutral; -1: disagree rather than agree; -2: disagree; -3: categorically disagree.

Complete the questionnaire by putting your numerical evaluation of each statement into a proper form of the answer sheet in Table 1 (don't forget that it is necessary to write the number together with the sign "+" or "-").

Questionnaire form A (for men)

1. I think more of getting a good evaluation, than I am afraid of a bad one.
2. If I had to do some difficult new work I would prefer to do it together with someone rather than work alone.
3. I take up the most difficult tasks, even if I am not sure I can solve them rather than easy ones that I know I will solve.
4. I am more attracted by the work which does not require stress and in which I am sure to succeed than the difficult one which may surprise me.
5. If I am failing to do something, I prefer to put all the power to deal with it rather than turn to what I can easily cope with.
6. I prefer a job where my functions are well defined and the salary is above average to the job with an average salary, where I myself should define my role.
7. I prefer to have an important and difficult task, although the probability of failure is 50 %, rather than do a task which is fairly important, but not difficult.
8. I spend more time reading specialist literature than art.
9. I prefer to learn a more entertaining game known to most people rather than rare games that require skill and are little known.

10. For me, it is very important to do my job the best way possible, even if it causes tension with teammates.

11. If I were to play cards, I would probably play an entertaining game rather than a mind-breaker.

12. I prefer a competition where I feel stronger than others, to that where all the parties are of roughly equal strength.

13. In my free time, I play some game promoting development of skills rather than that for recreation and entertainment.

14. I prefer to do some business the way I see it, even with a 50 % risk of being mistaken rather than do it the way others advise me.

15. If I had to choose, I would probably choose the job in which the starting salary was 5000 UAH and could remain at that level for indefinitely long, rather than the job in which the starting salary was 3 000 UAH and a guarantee that in no later than six months I would get 20 000 UAH.

16. I prefer to play as a team rather than compete with a stopwatch in hand.

17. I prefer to work, sparing no effort, to be completely satisfied with the result rather than finish the work quickly and with less stress.

18. When sitting an exam, I prefer to answer specific questions about the material covering issues that require statement of opinion.

19. I prefer to choose a business in which there is some chance of failure, but there is also an opportunity to achieve more rather than that in which my situation does not deteriorate, but does not significantly improve.

20. After successful passing an exam, I am more likely to feel relieved rather than glad about high evaluation.

21. If I could return to one of the unfinished businesses, I would probably choose the more difficult one.

22. When doing a control task I'm more worried about how to avoid some mistake than think about how to solve it.

23. If I am failing in something, I prefer to turn to someone for help rather than continue to look for a way out.

24. After the failure I become more focused and energetic rather than lose the desire to continue the work.

25. If there is any doubt about the success of any endeavor, I prefer not to take risks rather than still take active part in it.

26. When I take up a difficult task, I am more afraid of not coping with it, than I hope that it will be a success.

27. I work more effectively under someone's leadership than when I bear personal responsibility for work.

28. I prefer a complex unfamiliar task to a familiar one in which I'm sure to be a success.

29. I work more productively when I am clearly told what and how to perform a task rather than when I am only informed in general terms.

30. Having successfully solved some problem, I would be glad to solve another similar problem rather than pass to a different type of problem.

31. When I need to compete, I feel interest and excitement rather than anxiety and worry.

32. Perhaps I dream about my plans for the future rather than actually try to implement them.

Questionnaire form B (for women)

1. I think more about getting good grades than fear getting bad ones.

2. I take up the most difficult tasks even if I am not sure I can solve them rather than easy ones that I know I will solve.

3. I'm more interested in the work which does not require effort and in which I am sure to be a success, than the difficult task in which surprises are possible.

4. If I have something which does not go, I am more likely to put all the power to deal with it rather than move to what I may well cope with.

5. I prefer a job where my functions are well defined and the salary is above average to a job with an average salary, in which I must determine my role myself.

6. The fear of failure is stronger experience with me than the hope for success.

7. I prefer an important and difficult task, although the probability of failure in it is 50 %, to a rather important, but not difficult one.

8. I prefer non-fiction literature to the entertainment genre.

9. I prefer to learn a more entertaining game known to most people rather than rare games that require skill and are little known.

10. For me it is very important to do your job the best way possible, even if it causes tension with teammates.

11. Having successfully passed an exam, I am more likely to breathe a sigh of relief than feel glad about good evaluation.

12. If I was going to play cards, I would probably play a game of entertainment rather than a difficult mind-breaker.

13. I prefer a competition where I feel stronger than others to that one where all the parties are of roughly equal strength.

14. After a failure I would rather become more focused and energetic than lose the desire to continue the work.

15. The poison of failure in my life is greater than the joy of success.

16. In a new unknown situations, I feel excitement and anxiety rather than interest and curiosity.

17. I prefer to try to cook an interesting dish although it may be difficult to make rather than prepare a regular dish that I can cook well.

18. I prefer to take up something pleasant and easy rather to than perform something I think worthwhile, but not very exciting.

19. I am more likely to spend all my time on one business rather than try to do two or three things in the same period of time.

20. If I got sick and had to stay at home, I would rather relax and unwind than check out and work

21. If I shared a room with several girls and we decided to have a party, I would prefer to organize it myself rather than charge someone else to do it.

22. If I fail, I will turn to someone for help rather than continue to look for a way out.

23. When I have to compete, I feel interest and excitement rather than anxiety and worry.

24. When I take up a difficult task, I am more likely to be afraid of not coping with it, than hope to be a success.

25. I work more effectively under someone's leadership than when I bear personal responsibility for my work.

26. I like to perform a complex unfamiliar task rather than a familiar task the success of which I'm sure about.

27. If I have successfully solved some problem, I will rather take up another similar problem than turn to a different type of problem.

28. I work more productively on the task set to me in general terms than when I am told in detail what and how to do.

29. If I make a mistake in an important matter, I more often feel lost and desperate than pull myself together and try to remedy the situation.

30. Perhaps I am more likely to dream about my plans for the future rather than actually try to implement them.

Table 1

Answer key

Form A				Form B			
No.	sign	No.	sign	No.	sign	No.	sign
1	+	17	+	1	+	16	-
2	-	18	-	2	+	17	+
3	+	19	+	3	-	18	-
4	-	20	-	4	+	19	+
5	+	21	+	5	-	20	-
6	-	22	-	6	-	21	+
7	+	23	-	7	+	22	-
8	+	24	+	8	+	23	+
9	-	25	-	9	-	24	-
10	+	26	-	10	+	25	-
11	-	27	-	11	-	26	+
12	-	28	+	12	-	27	-
13	+	29	-	13	-	28	+
14	+	30	-	14	+	29	-
15	-	31	+	15	-	30	-
16	-	32	-				

According to the key presented in Table 1, the data of examinees on each of the statements of the questionnaire is translated into points as follows. If (in the key) the given statement is marked by the sign "+", the score (presented in the top line of Table 2) is translated into points (presented in the bottom line) in the following order:

Table 2

Translation of the score "+" into points

-3	-2	-1	0	+1	+2	+3
1	2	3	4	5	6	7

If (in the key) a corresponding statement is marked by the sign "-", the following parity is applied (Table 3):

Translation of the score "-" into points

-3	-2	-1	0	+1	+2	+3
7	6	5	4	3	2	1

The sum in the range from 165 to 210 points specifies a high motivation to achieve success.

The sum of the points in the limits from 76 to 164 points doesn't make it possible to draw a conclusion about domination of any motive.

Task 2. Research on the need for approval.

The need for approval is one of the most important human needs, the satisfaction of which depends on the self-perception of the individual, his/her position in the group. The scale of approval was developed by the American psychologists David Marlow and Douglas P. Crowne and tested by Y. L. Khanin.

Instructions. Read carefully each of the following statements. If you think that it is true and corresponds to the peculiarities of your behavior, answer "yes", but if it is incorrect, then answer "no".

Questionnaire

1. I carefully read any document before signing it.
2. I do not hesitate when someone needs help in trouble.
3. I always watch how I'm dressed.
4. At home, I behave at the table in the same way as in a restaurant.
5. I have never felt a strong antipathy towards anyone.
6. There was a case when I quitted doing something because I was not confident of my abilities.
7. Sometimes I like to talk about the missing ones.
8. I always attentively listen to the interlocutor, whoever he is.
9. There was a case when I came up with a compelling reason to justify myself.
10. Once I took advantage of human error.

11. I always willingly admit my mistakes.
12. Sometimes, instead of forgiving a person, I try to repay him in the same way.
13. There were cases when I insisted on doing something my way.
14. I do not have an internal protest when I am asked to do a favor.
15. I have never been annoyed by somebody's expressing opinion opposite to mine.
16. Before a long trip, I always carefully think what to take with me.
17. There were cases when I envied the good luck of others.
18. Sometimes I get annoyed by people who ask me for something.
19. When people get in trouble, I sometimes think they got what they deserved.
20. I have never intentionally told unpleasant things to anyone.

The key to the test

Yes – 1, 2, 3, 4, 5, 8, 11, 14, 15, 16, 20;

no – 6, 7, 9, 10, 12, 13, 17, 18, 19.

The number of answers matching the key is counted. For men, the number from 7 to 13 means an average level of the need for approval; if it is fewer than 7, the level is low; if it is more than 13, the level is high. For women, the average level is from 8 to 14; the low one – fewer than 8; the high level – more than 14.

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

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

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

Task 1. Memory skill development.

Look at the numbers for 5 seconds. Remember the lines of the numbers. Reproduce the numbers.

7 8 0
2 5 6 8
4 8 0 5 4
7 3 4 1 3 5
6 8 3 3 5 7 0
4 1 3 0 2 1 6 8

Task 2. Development of attentiveness.

Select one representative of the group, ask him/her to go to the middle of the room, turn round and leave the room.

The rest should describe in writing what the classmate is wearing, what color and style of hair s/he has etc.

1. What is the color of the clothes of the classmate? Describe it.
2. Does s/he wear accessories?
3. Is s/he perfumed? What kind of smell do you feel?
4. Describe your classmate shoes.
5. Does s/he carry a bag (or a handbag)?
6. What is in his/her hand like?
7. Does s/he wear jewelry? Describe it.
8. Describe the hair: color, type, hairdress.
9. Describe the eyes: color, shape.

Task 3. The test for the sense of humor.

Mark the answers to the questions that suit you:

1. You go to a masquerade ball in the fancy dress of:
a) Scheherazade; b) Piero; c) a clown.
2. Your favorite geometrical figure is:
a) a circle; b) a triangle; c) a square.
3. You prefer to read the novel titled:
a) "The Broken Heart"; b) "The Scandal in the House of Lost Illusions";
c) "Death in the Afternoon".

4. If you have a free moment:
a) you will go to McDonald's; b) you will be satisfied with a sandwich;
c) you will eat a muffin with chocolate.
5. Find an adjective to the word "week":
a) nice; b) boring; c) the next.
6. The verb "wriggle" is similar to:
a) pain; b) worm; d) thread.
7. You can hardly get used to:
a) day-light saving time; b) the new phone numeration; c) mandatory security regime.
8. It might be black, cold, slightly bitter (tart) and it even has a bad appearance. What is it:
a) humor; b) a monster; c) bad coffee.
9. You cannot do without:
a) sleeping pills; b) a home computer; c) a corkscrew.
10. You wish the one in love with you spoke to you:
a) writing with pink paint on the wall of the house; b) in the elevator, which was stuck; c) every morning at breakfast.
11. The most preferable to you is to die because of:
a) laugh; b) pleasure; c) love.
12. Which sound is harder for you to stand:
a) other people's children; b) stiletto heels of your neighbor; c) variety TV shows.
13. You want to play on the scene:
a) a tragedy; b) an avant-garde performance; c) a comedy.
14. In all circumstances, you keep:
a) cool; b) smile; c) the "Ego".
15. You were unfairly slandered. What will you do to the slanderer:
a) give a slap in the face; b) apply to the court; c) play a trick, so that one will remember it for a long time.
16. You usually read a magazine:
a) sitting at the table; b) lounging on the couch; c) standing in the bus.
17. When you finish the test, you will find it:
a) ridiculous; b) entertaining; c) very interesting.

The key to the test

Question number	Points		
	a	b	c
1	1	3	5
3	3	5	1
5	3	1	5
6	1	3	5
8	5	1	3
9	1	3	5
10	5	3	1
11	5	3	1
13	1	3	5
15	1	3	5
17	5	3	1

Fewer than 17 points – you are very serious, you need to smile more often.

17 – 39 points – you have a sense of humor, but you do not like to be the subject of jokes. Try to perceive some things easier.

More than 39 points – you have no problems with humor.

Questions 2, 4, 7, 12, 16 are for distraction.

Theme 4. The psychological 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.

4.2. Emotional states and their regulation factors.

Task 1. The game – confident, aggressive, uncertain answers.

Break up into pairs and show 1) without words (non-verbal); 2) in words (verbally) how to say "no" to the request:

to let them copy down your copybook; to give them your sandwich; to give them the phone to see who wrote you a message.

Base your answer on different psychological states.

Task 2. Test "Are you aggressive?"

Questionnaire

1. Do you easily run out of patience? – Yes. No.
2. Are you sure of the priority of power over logic? – Yes. No.
3. Is it difficult for you to keep from a quarrel if you categorically disagree with someone? – Yes. No.
4. Do you think that people around you are jealous because of this or that reason? – Yes. No.
5. Do you sometimes like to do something to spite others? – Yes. No.
6. Have you ever been rude in certain situations? – Yes. No.
7. Do you like to read detectives, watch action movies and horror movies? – Yes. No.
8. Do you like to make fun of others, be critical and sarcastic? – Yes. No.
9. Is there anyone in your life that you really hate? - Yes. No.
10. Do you happen to be unpleasant to others? – Yes. No.
11. Do you often punish children if they deserve it? – Yes. No.
12. Do you think that the use of the death penalty in certain cases is justified? – Yes. No.
13. Have you ever been so angry that you smashed an object? – Yes. No.

The key to the test

Each answer "yes" – 5 points, "no" – 0 points.

From 65 to 25 points. You are clearly prone to aggressive impulses in relation to others and to the loss of control over yourself. The content of your statements, as well as their form and elements accompanying them, often indicate an intention to harm others, to mentally hurt them. You yourself may not even suspect that the so-called "speaking the truth" often means only a manifestation of your aggressiveness. Just as the fact that you sometimes go negative on friends and relatives, raise your voice and use overly sharp arguments, challenging a point of view different from yours. Think, is your behavior constructive and wouldn't it be better to give up offensive position? Maybe you'd better appeal to humor rather than sarcasm?

From 20 to 0 points. You treat people who are good-natured to others, believing that this is the best way to relate. You tend to believe in the spiritual wealth of a person, in kindness, justice and love as factors that determine

your civilization. True, you are not given to easily involve others in the realization of your own goals. And your ability to own your own feelings is often combined with a lack of self-confidence and a fairly easy submission to the opinions of others. Therefore, you often become the object of aggressiveness of others.

Task 3. Study of aggressiveness and hostile reactions. The Buss – Durkee hostility inventory questionnaire (Table 5).

Defining the forms of aggressiveness and hostile reactions, like:

1. Physical aggression (attack) – the use of physical force against another person.

2. Indirect aggression – this term implies both aggression directed in a devious way to another person (malicious gossip, jokes) and aggression which is not directed at anyone (an outburst of rage, manifested in shouting, stomping, kicking on the table). These outbursts are characterized by irregularity, irrelevance and disorder.

3. Tendency to irritation (shortly – irritation) – readiness for manifestation of temper, sharpness and rudeness at the slightest excitement.

4. Negativism is an oppositional form of behavior, usually directed against authority or leadership; such behavior can grow from passive resistance to active struggle against established customs and laws.

5. Resentment – a feeling caused by envy and hatred of others, caused by bitterness, anger at the whole world for real or imaginary suffering.

6. Suspicion – mistrust and caution towards people, based on the belief that others are going to cause harm.

7. Verbal aggression – the expression of negative feelings through the form (quarrel, cry, squeal), and through the content of verbal responses (threat, curses, swearing).

8. In addition, the eighth index stands out – a sense of guilt. It expresses a possible conviction of the subject that he is a bad person, acts viciously, and has remorse.

The questionnaire consists of 75 statements, to be answered "yes" or "no." According to the number of matches of respondents' answers with the key, the indices of various forms of aggressiveness and hostile reactions are calculated. The summation of indices 1, 2, 7 gives a general index of aggressiveness, and the summation of indices 5 and 6 – the index of hostility.

It should be noted that during the research the questionnaire is not protected from motivational distortions, in particular, according to the type of

social desirability. The purity (accuracy) of the results depends on the trust in the relationship of the person and the psychologist.

Table 5

The Buss – Durkee questionnaire

Questions	Index	Key
1	2	3
1. Once in a while I cannot cope with the desire to harm others	1	+
2. Sometimes I gossip about people I don't like	2	+
3. I get easily irritated, but quickly calm down	3	+
4. If I am not asked in a good way, I will not fulfill the request	4	+
5. I do not always get what I need	5	+
6. I know that people say both to me and behind my back	6	+
7. If I do not approve of the behavior of my friends, I let them feel it	7	+
8. When I happened to deceive someone, I experienced excruciating remorse	8	+
9. It seems to me that I am not able to hit a person	1	-
10. I never get so annoyed as to throw objects	2	+
11. I am always forgiving to someone else's shortcomings	3	-
12. If I do not like the established rule, I want to break it	4	+
13. Others are almost always able to use favorable circumstances	5	+
14. I am wary of people who treat me somewhat better than I expect	6	+
15. Often I do not agree with people	7	+
16. Sometimes thoughts that I'm ashamed of come to my mind	8	+
17. If someone hits me first, I will not answer him	1	-
18. When I get annoyed, I slam the door	2	+
19. I am much more irritable than it seems	3	+
20. If someone makes a boss squirm, I always act against him	4	+
21. I am a little saddened by my fate	5	+
22. I think many people do not like me	6	+
23. I cannot refrain from arguing if people disagree with me	7	+
24. People evading work should feel guilty	8	+
25. One who insults me or my family, asks for a fight	1	+
26. I am not capable of rude jokes	2	-
27. I feel angry when they mock me	3	+

Table 5 (continuation)

1	2	3
28. When people make themselves bosses, I do everything so that they do not become arrogant	4	+
29. Almost every week I see someone I don't like	5	+
30. Quite a few people envy me	6	+
31. I want people to respect me	7	+
32. What depresses me is that I do little for my parents	8	+
33. People who are constantly harassing you are worth getting a punch on the nose	1	+
34. I am sometimes gloomy with anger	2	+
35. If I am treated worse than I deserve, I am not upset	3	-
36. If someone drives me out of my wits, I do not pay attention to him	4	-
37. Although I don't show it, sometimes envy gnaws me	5	+
38. Sometimes it seems to me that people laugh at me	6	+
39. Even when I am angry, I do not resort to bad language	7	-
40. I want my sins to be forwarded	8	+
41. I rarely respond, even if someone hits me	1	-
42. When my opinion is not taken into account, sometimes I take offense	2	+
43. Sometimes people annoy me with their presence alone	3	+
44. There are no people whom I would really hate	5	-
45. My principle is "Never trust strangers"	6	+
46. When people annoy me, I may tell them everything I think of them	7	+
47. I do a lot of things that I regret later	8	+
48. If I get mad, I can hit somebody	1	+
49. Since childhood, I have never shown outbursts of anger	2	-
50. I often feel like a powder keg ready to explode	3	+
51. If everyone knew how I feel, I would be considered a person with whom it is not easy to get along with	5	+
52. I always think about what secret reasons make people do something pleasant for me	6	+
53. When they scream at me, I start screaming back	7	+
54. Failures upset me	8	+
55. I fight no less than others	1	+
56. I can remember the cases when I was so angry that I grabbed the thing that came to my hand and broke it	2	+

Table 5 (the end)

1	2	3
57. Sometimes I feel ready to start a fight first	3	+
58. Sometimes I feel that life is unfair to me	5	+
59. I used to think that most people tell the truth, but now I don't believe it	6	+
60. I swear only with anger	7	+
61. When I act unfairly, my conscience torments me	8	+
62. If I need to use physical force to protect my rights, I use it	1	+
63. Sometimes I express my anger by banging my fist on the table	2	+
64. I have been rude to people who I do not like	3	+
65. I have no doctors who could do harm to me	6	-
66. I do not know how to put a person in his place, even if he deserves that	7	-
67. I often think I lived a wrong life	8	+
68. I know people who are able to bring me to a fight	1	+
69. I'm not upset about little things	3	-
70. It rarely occurs to me that people try to drive me mad or insult me	6	-
71. I often just threaten people, although I don't intend to carry out threats	7	+
72. Recently I have been a bore	3	+
73. In a dispute, I often raise my voice	7	+
74. I usually try to hide a bad attitude towards people	7	-
75. I'm more likely to agree with someone than go on arguing	7	-

The key to the test

Indices of various forms of aggression and hostile reactions are determined by summing the responses received.

1. Physical aggression: the answer "yes" to questions 1, 25, 33, 48, 55, 62, 68; "no" to questions 9, 17, 41.

2. Indirect aggression: the answer "yes" to questions 2, 10, 18, 42, 34, 56, 63; "no" to questions 26, 49.

3. Irritation: the answer "yes" to questions 3, 19, 27, 43, 50, 57, 64, 72; "no" to questions 11, 35, 69.

4. Negativism: the answer "yes" to questions 4, 12, 20, 28; the answer "no" to question 36.

5. Offense: the answer "yes" to questions 5, 13, 21, 29, 37, 51, 58; the answer "no" to question 44.

6. Suspiciousness: the answer "yes" to questions 6, 14, 22, 30, 38, 45, 52, 59; "no" to questions 65, 70.

7. Verbal aggression: the answer "yes" to questions 7, 15, 23, 31, 46, 53, 60, 71, 73; "no" to questions 39, 66, 74, 75.

8. Guilt: the answer "yes" to questions 8, 16, 24, 32, 40, 47, 54, 67, 61.

Theme 5. Typology of a personality in business communication

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

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

Task 1. Study of interpersonal relationships.

Instructions. Read the characteristics (Table 6) to find out whether they fit your idea of yourself. If it matches, then mark it in the protocol with a cross; if it does not, do not put anything. If you are not sure, do not put a cross. Try to be sincere.

Table 6

Timothy Francis Leary questionnaire

No.	Statement	No.	Statement
1	2	3	4
1	Others think of him favorably	65	Likes to give advice
2	Impresses others	66	Makes an impression of a significant person
3	Able to instruct, order	67	Authoritatively imperative
4	Able to insist on getting his own way	68	Overbearing
5	Has a sense of dignity	69	Boastful
6	Independent	70	Haughty and self-satisfied
7	Able to take care of himself	71	Thinks only about himself
8	May show indifference	72	Sly, calculating

Table 6 (continuation)

1	2	3	4
9	Able to be harsh	73	Intolerant to the mistakes of others
10	Strict but fair	74	Mercenary
11	Can be sincere	75	Frank
12	Critical to others	76	Often unfriendly
13	Likes to cry	77	Embittered
14	Often sad	78	Complainant
15	Able to show distrust	79	Jealous
16	Often disappointed	80	Grudge-holding
17	Able to be self-critical	81	Self-made
18	Able to admit to being wrong	82	Shy
19	Willing to obey	83	Inefficient
20	Compliant	84	Meek
21	Grateful	85	Dependent
22	Admiring, imitative	86	Likes to obey
23	Respectful	87	Provides others to make decisions
24	Seeker of approval	88	Easily trapped
25	Able to cooperate, provide mutual aid	89	Easily influenced by friends
26	Strives to get along with others	90	Ready to trust anyone
27	Friendly	91	Blessed with all
28	Attentive, affectionate	92	Sympathizing with everyone
29	Delicate	93	Forgives all
30	Encouraging	94	Overwhelmed with excessive sympathy
31	Responsive to calls for help	95	Generous, tolerant of shortcomings
32	Selfless	96	Aims to patronize
33	Able to admire	97	Strives for success
34	Respected by others	98	Awaiting admiration from everyone
35	Has talent as a manager	99	Disposed of by others
36	Likes responsibility	100	Despotic
37	Confident	101	Snob, judges people only by rank and wealth

Table 6 (the end)

1	2	3	4
38	Self-confident, energetic	102	Vain
39	Businesslike, practical	103	Selfish
40	Likes to compete	104	Coldhearted
41	Resistant where necessary	105	Stinging, mocking
42	Relentless but impartial	106	Angry, cruel
43	Irritable	107	Often angry
44	Open, straight	108	Insensitive, indifferent
45	Does not tolerate being commanded	109	Vindictive
46	Sceptical	110	Pierced by the spirit of controversy
47	Hard to impress	111	Stubborn
48	Touchy, scrupulous	112	Incredulous, suspicious
49	Easily confused	113	Timid
50	Unconfident	114	Bashful
51	Compliant	115	Characterized by excessive willingness to obey
52	Modest	116	Spineless
53	Often resorts to the help of others	117	Almost never objects to anyone
54	Respects authorities very much	118	Intrusive
55	Willingly accepts advice	119	Likes to be taken care of
56	Trustful and eager to please others	120	Overly credulous
57	Always courteous	121	Strives to find favor in the eyes of everyone
58	Values the opinions of others	122	Agrees with everyone
59	Sociable, livable	123	Always friendly
60	Kind-hearted	124	Loves everyone
61	Kind, inspiring confidence	125	Too lenient to others
62	Gentle, kind-hearted	126	Trying to comfort everyone
63	Likes taking care of others	127	Taking care of others to the detriment of himself
64	Unselfish, generous	128	Spoils people with excessive kindness

At the first stage of data processing, points are calculated for each octant using the key to the questionnaire. The coincidence of a positive response makes 1 point.

The key to the test

I. Authoritarian: 1 – 4, 33 – 36, 65 – 68, 97 – 100.

II. Selfish: 5 – 8, 37 – 40, 69 – 72, 101 – 104.

III. Aggressive: 9 – 12, 41 – 44, 73 – 76, 105 – 108.

IV. Suspicious: 13 – 16, 45 – 48, 77 – 80, 109 – 112.

V. Subordinate: 17 – 20, 49 – 52, 81 – 84, 113 – 116.

VI. Dependent: 21 – 24, 53 – 56, 85 – 88, 117 – 120.

VII. Friendly: 25 – 28, 57 – 60, 89 – 92, 121 – 124.

VIII. Altruistic: 29 – 32, 61 – 64, 93 – 96, 125 – 128.

The maximum level score is 16 points, but it is divided into four degrees of relationship: 0 – 4 points: low; 5 – 8: moderate (0 – 8: adaptive behavior); 9 – 12: high, extreme behavior; 13 – 16: pathological behavior.

Type of behavior:

Dominance = $(I - V) + 0.7 \times (VIII + II - IV - VI)$.

Friendliness = $(VII - III) + 0.7 \times (VIII - II - IV + VI)$.

Theme 6. The self-concept of personality and image as a foundation of business communication

6.1. *Image in business communication.*

6.2. *The concept of consciousness and identity.*

Task 1. Self-identity.

The purpose: definition of self-identity.

Skills and abilities: skills in the orientation in life, interpersonal relationships; realization of human behavior, its programming activities and communication.

Instructions. In Table 7, 20 different personality traits are listed. In the left column ("Ideal") a person ranks these qualities from 1 to 20 points by the extent to which they are inherent in himself/herself. Then, in the right column ("Myself") he/she ranks these qualities in relation to himself/herself. For each quality the difference between the desired and actual level is determined and squared (d^2). Next, the sum of squares ($\sum d^2$) is calculated and the correlation coefficient is determined.

$$R = 1 - 0.00075 \cdot \sum d^2$$

Processing of the test results

The closer the coefficient to 1 (from 0.7 to 1.0), the higher the self-esteem, and vice versa. An adequate self-assessment is indicated by the coefficient from 0.4 to 0.6.

Table 7

Self-study by the ranking methodology

Ideal 1 – 20	Personal trait	Myself 1 – 20	Difference 2	
			<i>d</i>	<i>d</i> ²
1	2	3	4	5
	pliability			
	courage			
	irascibility			
	perseverance			
	nervousness			
	patience			
	passivity			
	coldness			
	enthusiasm			
	caution			
	flightiness			
	slowness			
	indecision			
	energy			
	buoyancy			
	valetudinarianism			
	stubbornness			
	nonchalance			
	shyness			
	selfishness			

Content module 2

Communication technologies and procedures

Theme 7. The art of dialogue

7.1. Business conversation.

7.2. Conducting business negotiations.

Task 1. Test your ability to listen by completing the questionnaire.

The effectiveness of listening

Answer 10 questions in points using the scale: always – 4 points; often – 3 points; sometimes – 2 points; never – 1 point.

1. Do you give the opportunity to say everything to your partner without interrupting him/her?
2. Do you pay attention to the subtext of statements of your partner?
3. Do you try to remember what your partner was talking about?
4. Do you pay attention to the main idea of the message?
5. Listening to your partner, do you try to keep in mind the main facts of the message?
6. Do you draw your partner's attention to what follows from the content of the message?
7. Do you restrain the impulse to avoid unpleasant questions during a conversation?
8. Do you feel pent irritation when your partner presents the opposite view?
9. Are you trying to keep the attention on the partner's message?
10. Does your partner show interest in talking to you?

The key to the test

You know how to listen: 32 points or more – perfectly; 27 – 31 – well; 22 – 26 – satisfactorily; fewer than 21 points – your ability requires training.

Task 2. *The purpose:* formation of oratorical skills. *The task:* Make a convincing speech to an audience about the importance of the university as a "temple of science"; pay attention to such qualitative indicators of speech as expressiveness, tempo, intonation, posture, gesticulation.

Analysis. The members of the group are invited to comment on the manner of speaking, its sound, melody, and persuasiveness. The text of the speech: A university is a community of scholars, not a kindergarten, not a club, not a reformatory, not a political party or a propaganda agency. The scientists who make up this community were chosen as their predecessors, because they proved to be the most suitable for studying and teaching a particular branch of knowledge. The best university is the one in which the majority of scientists are the most competent in their chosen branches of science.

To a certain extent, the university's ability to attract the best scientists is limited to the reward it is able to offer. To a certain extent, they depend on the conditions of libraries and laboratories that it can provide.

But it is known that great scientists sacrificed material and other benefits for the sake of one condition absolutely essential for their vocation – freedom. Without freedom of study, freedom of judgment, and freedom to teach, a university cannot exist, as it becomes a political party or propaganda agency.

Task 3. Retelling. *The purpose:* mastering the skill in establishing a feedback through paraphrasing, reflection of feelings, formulation of the main idea, full reproduction of information, summary; practicing listening and speaking skills. *The task:* Read the verses carefully. Retell their content. Each training participant presents in writing his own version of the understanding of the meaning and then presents it to everyone.

Task 4. Event. *The purpose:* improving the ability to adequately understand and reproduce information. *The task:* One of the participants tells about what happened to him this morning or last night or in what condition he is at the moment. On the instructions of the teacher, someone from the group tries to reproduce his story precisely, someone verbalizes only the main and most significant elements of the story, someone interprets it. *Analysis.* The leader and other members of the group assess: whether the thought was conveyed correctly, whether the narrator wanted to convey this content to the group. If the narrator is not completely satisfied, the moderator asks the other

members of the group to perform this task again, and so on until an adequate option is found.

Task 5. "Drawing the subject based on the verbal description". *The purpose:* developing the ability to effectively interact with the transfer of information – to accurately formulate thoughts, ask meaningful questions, analyze "reverse" signals, and so on. *The task:* In this exercise, participants are divided into two groups. One of the members of each group becomes a drawing instructor, comes forward and gets a drawing of polygons in an opaque bag. Without showing the subject to his group, the instructor, using the words "line, point, rounding, left, right, up, down" seeks to convey his message so that everyone in the group can draw a sketch.

Task 6. Exercise in systematization of non-verbal signals. Try to classify the lists of non-language signals below into five categories: posture, facial expression, gestures, distancing, intonation. All signals are "embedded" in sentences that give some idea of the general situation or allow us to make a guess about it.

1. He exclaimed: "I would like to make sure at least once that you will complete the work assigned to you!"

2. She stepped back: "What did you imagine?"

3. He stood leaning against the sideboard with his legs crossed.

4. A four-year-old girl assured her mom that she could fasten her coat on her own. Mom said: "Of course, you can do it, my treasure!" – and immediately she fastened her baby's coat ...

5. While N. assured that he was seeking contact with the younger generation, he repeatedly put his hands forward, as if defending himself, as if he wanted to move away from the audience.

6. You are waiting, shifting from foot to foot, while the secretary fills out the form.

7. He goes to the window and closes it loudly.

8. She looked at him silently, but the wings of her nose were trembling with barely suppressed arousal.

9. The tea was so hot that he instinctively spat it out.

10. He said ironically: "The gearbox is just happy that you push the pedal so hard!"

Theme 8. The defense mechanisms of a personality in communication

8.1. Self-awareness and defense mechanisms of a personality.

8.2. The defense mechanisms.

Task 1. The methods of diagnosis of the dominant strategy of psychological protection in communication by V. V. Boyko.

Choose the answer that best suits you.

1. Knowing yourself, you can say:

a. I am rather a peace-loving, docile person;

b. I am rather a flexible person, able to bypass acute situations, avoid conflicts;

c. I am rather a person who acts directly, uncompromisingly, categorically.

2. When you mentally sort out the relationship with your abuser, most often you are:

a. looking for a way of reconciliation;

b. pondering the way not to deal with him;

c. thinking about how to punish him or put him in his place.

3. In a situation in which a partner clearly does not try or does not want to understand you, you will most likely:

a. calmly seek that he understands you;

b. try to curtail communication with him;

c. get hot, hurt, or angry.

4. If protecting your important interests you will feel that you can quarrel with a good person, then you:

a. make significant concessions;

b. retreat from your claims;

c. defend your interests.

5. In a situation where you are trying to offend or humiliate, you are likely to:

a. try to be patient and bring things to the end;

b. get away from contacts in a diplomatic way;

c. give a fitting rebuff.

6. In cooperation with the powerful and at the same time unjust leader, you:

- a. can cooperate in the interests of the case;
- b. try to contact them as little as possible;
- c. resist his style, actively defending your interests.

7. If the solution to the issue depends only on you, but the partner hurts your ego, then you:

- a. go to meet him;
- b. avoid a specific decision;
- c. settle the problem in disfavor of the partner.

8. If one of your friends occasionally allows himself to offend you, you will:

- a. not attach much value to it;
- b. try to limit or terminate contacts;
- c. give a fitting rebuff every time.

9. If the partner has claims to you and he is annoyed at the same time, then you are more accustomed to:

- a. first calming him down and then reacting to the claims;
- b. avoiding sorting out the relationship with the partner in this state;
- c. putting him in his place or interrupting him.

10. If one of your colleagues starts telling you about the bad things that others say about you, then you will:

- a. tactfully listen to the end;
- b. let it fall on deaf ears;
- c. interrupt the story in mid sentence.

11. If the partner is too aggressive and wants to get the benefit at your expense, then you:

- a. make concessions for peace;
- b. evade the final decision with the expectation that the partner will calm down and then you will return to the question;
- c. make it clear to your partner that he will not benefit at your expense.

12. When you are dealing with a partner who acts like "snatch more", you:

- a. patiently achieve your goals;
- b. prefer to limit interaction with him;
- c. firmly put such a partner in his place.

13. When dealing with an impudent personality, you:

- a. find an approach to it through patience and diplomacy;
- b. reduce communication to a minimum;
- c. act the same way.

14. When an arguer is hostile to you, you usually:

- a. calmly and patiently overcome his attitude;
- b. move away from communication;
- c. put him down or answer him the same way.

15. When you are asked unpleasant, picky questions, you most often:

- a. calmly answer them;
- b. move away from direct answers;
- c. "wind up", lose composure.

16. When sharp disagreements arise between you and your partner, this most often:

- a. makes you look for a way out, find a compromise, make concessions;
- b. urges to smooth contradictions, not to emphasize differences in positions;
- c. activates the desire to prove their case.

17. If the partner wins the dispute, you are used to:

- a. congratulating him on his victory;
- b. pretending that nothing special is happening;
- c. "fighting to the last bullet".

18. In cases where a relationship with a partner becomes conflicting, you have made it a rule:

- a. "Peace at any cost" – to admit defeat, to apologize, to meet the wishes of your partner;
- b. "Pass to the side" – limit contacts, get away from the dispute;
- c. "To dot all the 'i's" – to find out all the differences, be sure to find a way out of the situation.

19. When a conflict concerns your interests, then you most often manage to win it:

- a. thanks to diplomacy and mental flexibility;
- b. due to endurance and patience;
- c. due to temperament and emotions.

The key to the test

To determine the psychological defense strategy inherent in the respondent when communicating with partners, it is necessary to calculate the sum of answers of each type:

- option "a" – peacefulness;
- option "b" – avoidance;
- option "c" – aggression.

The more answers of one kind or another, the more clearly the corresponding strategy is expressed; if their number is approximately the same, then in contact with partners the subject actively uses various defenses of his subjective reality.

Task 2. "Personal aggressiveness and conflict". The authors are V. P. Ilin and P. A. Kovalev.

The purpose: identification of the subject's inclination to conflict and aggressiveness as personal characteristics.

Instructions. You are offered a series of statements. If you agree with the statement in the survey card (cited below), put a "+" ("yes") sign in the appropriate box, if you disagree, put a – ("no").

The key to the test

The answer "yes" in positions 1, 9, 17, 65 and the answer "no" in positions 25, 33, 41, 49, 57, 73 indicate the subject's tendency to short temper.

The answer "yes" in positions 2, 10, 18, 42, 50, 58, 66, 74 and the answer "no" in positions 26, 34 indicate a tendency to offensiveness, assertiveness.

The answer "yes" in positions 3, 11, 19, 27, 35, 59 and the answer "no" in positions 43, 51, 67, 75 indicate a tendency to sensitiveness.

The answer "yes" in positions 4, 12, 20, 28, 36, 60, 76 and the answer "no" on positions 44, 52, 68 indicate a tendency to irreconcilability.

The answer "yes" in positions 61, 69, 77 and the answers "no" in positions 5, 13, 21, 29, 37, 45, 53 indicate a tendency to be uncompromising.

The answer "yes" in positions 6, 22, 38, 62, 70 and the answer "no" in positions 14, 30, 46, 54, 78 indicate a propensity for revenge.

The answer "yes" in positions 7, 23, 39, 55, 63 and the answer "no" in positions 15, 31, 47, 71, 79 indicate a tendency to intolerance to the opinions of others.

The answer "yes" in positions 8, 24, 32, 48, 56, 64, 72 and the answer "no" in positions 16, 40, 80 indicate a tendency to suspicion.

The sum of the points on the scales "offensiveness (assertiveness)", "intractability" gives a total indicator of the subject's positive aggressiveness.

The sum of the points scored on the scales "intolerance to the opinion of others" and "vindictiveness" gives an indicator of the subject's negative aggressiveness.

The sum of the points in the scales "uncompromising attitude", "hot temper", "sensitiveness", "suspicion" gives a generalized indicator of conflict.

Questionnaire

1. I easily get annoyed, but quickly calm down.
2. In disputes, I always try to seize the initiative.
3. I often do not pay tribute to my affairs.
4. If I am not asked for good, I will not give up.
5. I try to do everything to avoid tensions.
6. If they treat me unfairly, then I silently tell the offender all kinds of misfortunes.
7. I often get angry when they object to me.
8. I think that behind my back they speak badly about me.
9. I am much more irritable than it seems.
10. The opinion that an attack is the best defense is the right one.
11. Circumstances are almost always more favorable for others than for me.
12. If I do not like the established rule, I try not to follow it.
13. I try to find a solution to a controversial issue that would satisfy everyone.
14. I believe that good is more effective than revenge.
15. Everyone has the right to their opinion.
16. I believe in the honesty of the intentions of most people.
17. I get angry when they mock me.
18. In a dispute, I often interrupt the interlocutor, imposing my point of view on him.
19. I often resent the comments of others, even if I understand that they are fair.

20. If someone "poses" himself an important person, I always act against him.

21. As a rule, I offer a middle position.

22. I think that the slogan from the cartoon: "Tooth for tooth, tail for tail" is fair.

23. If I have thought about everything, then I do not need the advice of others.

24. I am wary of people who are more kind to me than I could have expected.

25. If someone drives me mad, I do not pay attention to it.

26. I consider it tactless not to let the other party speak in a dispute.

27. I am offended by the lack of attention from others.

28. I do not like to give in when playing a game, even with children.

29. In a dispute, I try to find something that suits both parties.

30. I respect people who do not remember evil.

31. The statement "Two heads are better than one" is fair.

32. The statement "Do not be fooled – you will not live" is also true.

33. I never have fits of anger.

34. I can patiently listen to the end to the arguments of the opponent.

35. I always take offense if I'm not among those awarded for the cause which I participated in.

36. If someone waiting in line tries to get ahead of me, I do not concede to him.

37. I try to avoid straining relations.

38. I often imagine the ways my offenders could be punished.

39. I do not think that I am more stupid than others, so their opinion is not a decree to me.

40. I condemn incredulous people.

41. I always calmly react to criticism, even if it seems unfair to me.

42. I always confidently persist in my point.

43. I do not take offense at the jokes of friends, even if they are malicious.

44. Sometimes I give others the opportunity to take responsibility for taking decisions important for all.

45. I try to convince the other to come to a compromise.

46. I believe that evil can be repaid with good, and I act accordingly.

47. I often appeal to colleagues to get their opinion.

48. If I am praised, it means that these people need something from me.
49. In a conflict situation, I know myself well.
50. My relatives often take offense at me for my "not letting them say a word".
51. I'm not affected by not being paid tribute for a common job.
52. When negotiating with a senior official, I try not to object to him.
53. When solving any problem, I prefer the "middle ground".
54. I have a negative attitude towards vindictive people.
55. I do not think that a manager should reckon with the opinion of his subordinates, because he's responsible for everything.
56. I often fear dirty tricks from other people.
57. I do not resent when people are pushing me on the street or in the transport.
58. When I talk to someone, I am tempted to express my opinion.
59. Sometimes I feel that life is unfair to me.
60. I always try to get out of the car before others.
61. It is hardly possible to find a solution that would satisfy everyone.
62. No insult should go unpunished.
63. I do not like to be advised.
64. I suspect that many people maintain relationship with me for personal gain.
65. I do not know how to restrain myself when they unjustly reproach me.
66. When playing chess or table tennis, I prefer to attack rather than defend.
67. I feel sorry for overly sensitive people.
68. For me it does not matter much whose point of view in the dispute will be correct – mine or someone else's.
69. Compromise is not always the best resolution of a dispute.
70. I do not calm down until I take revenge on the offender.
71. I think it is better to consult with others than to decide alone.
72. I doubt the sincerity of the words of most people.
73. Usually it is difficult to ruffle me.
74. If I see flaws in others, I feel free to criticize them.
75. I see nothing offensive in what they tell me about my shortcomings.
76. If I were a seller in the market, I would not cut down the price for my goods.
77. To compromise is to show your weakness.

78. Is it fair to say that if you were hit on one cheek, then you need to turn the other one?

79. I do not feel slighted, if the opinion of another person is more correct than mine.

80. I never suspect people of dishonesty.

Processing of the results

For the convenience of processing the answers (opinions on the statements), it is advisable that the subjects of the answers ("yes", "no") be entered into the survey card (Table 8).

Table 8

The survey card

No.	Yes	No.	No.	Yes	No.	No.	Yes	No.	No.	Yes	No.
1	2	3	4	5	6	7	8	9	10	11	12
1			21			41			61		
2			22			42			62		
3			23			43			63		
4			24			44			64		
5			25			45			65		
6			26			46			66		
7			27			47			67		
8			28			48			68		
9			29			49			69		
10			30			50			70		
11			31			51			71		
12			32			52			72		
13			33			53			73		
14			34			54			74		
15			35			55			75		
16			36			56			76		
17			37			57			77		
18			38			58			78		
19			39			59			79		
20			40			60			80		

The answers to the questions correspond to 8 scales: "hot temper", "offensiveness", "sensitiveness", "intransigence", "the ability to find compromise",

"vindictiveness", "intolerance to the opinions of others", "suspiciousness". For each answer "yes" or "no" in accordance with the key to each scale, 1 point is awarded. On each scale, subjects can score from 0 to 10 points.

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

9.1. Business correspondence during employment negotiations.

9.2. Conducting and passing an interview.

Task 1. Preparing for the interview.

- Offer ways to provide yourself with information about the organization you want to work for.
 - What elements are included in the professional resume? Do you need copies of certificates of education?
 - Is it necessary to give the names and phone numbers of persons recommending you, having previously agreed with them?
 - How can you find out the location of the organization and the route so as not to be late?
 - You need to make sure that you have enough time and stay calm if the interview is delayed.
 - Give a recommendation on how to stick to a business style dress.
 - Make a list of expected questions and prepare response options.
 - Specially prepare to discuss the issue of pay. Offer different answers to the question of how much you would like to receive.
 - Prepare the questions you ask if you are offered this opportunity.

Theme 10. Business clothes, perfumery

10.1. Women's business clothes guide.

10.2. Men's business clothes guide.

Task 1. The test "Assessing the image of a man". Answer "yes" or "no" to the following questions.

1. Does it matter to you what your underwear is?
2. Do you wear a bright tie on your first business meeting?

3. Does your mind give plenty of masculinity plenty of hair on the nose?
4. When you cross your legs, is it clear that you have short socks?
5. Your mother gave you a tie that you do not like. Will you wear it?
6. Do you buy new suits and shirts only when the old ones wear out?
7. Do you buy pre-selected shirts and ties?
8. On the day when you have an important meeting, do you dress differently than usual?
9. Do you wear a short-sleeved shirt under your suit in the summer to make it cooler?
10. For the last ten years, have you always combed your hair in the same style?
11. Do you clean your shoes only when you notice that they are very dirty?
12. Do you use disposable pens?
13. Do you do your nails?
14. Do you hang your clothes on wire hangers?
15. If your shirt has single button cuffs, but there are also holes for cufflinks, will you wear cufflinks?
16. Is your watch partly made of plastic or does it have brightly colored parts?
17. Your weight changes, but do you still wear your suit, which is tight on you, as a reminder of the need to keep an eye on calories?
18. Your work requires constant one-on-one contacts. Do you take special measures to ensure that your personal hygiene is top notch?
19. Do you like to wear colorful, bright socks in order to express your individuality?

Processing and interpretation of the results

For each correct answer "yes" or "no", give yourself one point. Calculate how many points you have scored.

1	Yes	8	Yes/no	15	No
2	No	9	No	16	No
3	No	10	No	17	No
4	No	11	No	18	Yes
5	No	12	No	19	No
6	No	13	Yes		
7	No	14	No		

Task 2. Create your wardrobe.

A classic table of man's elegance

Colour of suit	Shirt	Tie	Socks
Gray	White, ivory, light blue, pink Any color Black	Any color	Black
Dark blue	White ivory	Gray, red, maroon stripes	Black, dark red
Navy blue	White	White, blue, red or maroon stripes	Black, dark blue
Dark green	Ivory, beige, light pink, tobacco	Green, burgundy, red and black	Black, dark brown
Sand	Light blue, pink	Dark blue	Black
Light brown	White, pink, tobacco	Green, burgundy	light blue
Dark brown	White, beige, light pink	Red black	Black, brown, coffee

A classic table of woman's elegance

Suit type	Details	Color, fabric
Traditional costume, imitating the color and design of a men's suit	Jacket with and without lapels	Dark blue, gray
Bright color suit for women executives	Minimum details	Red, purple, crimson, purple or large-checked fabric, herringbone
Stylish professional model, a symbol of femininity	The suit jacket is worn, as a rule, without a blouse	Different color shades
Exquisite suit for the warm season, a symbol of the gentleness of a business woman	Small velvet collar, original neckline or sleeve trim	Pastel colors (pale yellow, creamy white, etc.)
Suit of conservative cut while working with high- ranking persons	Elegant, immaculate fit, loose-fitting skirt or pants	Dark plum, maroon

Theme 11. Etiquette at the table

11.1. *The basic rules of behavior at the table.*

11.2. *Food etiquette.*

11.3. *The types of services and behaviors at official receptions.*

Task 1. Test "Do you know the rules of good form"? The goal is to test the knowledge of etiquette rules. Select one of the options.

1. You are sitting at the table, which is served with different cutlery. In the center, there is a white starched napkin. How will you use it:

- a) unroll and place on your lap;
- b) cover the collar?

2. There are several knives and forks in front of you. What items will you use first:

- a) those that are farther from the plate;
- b) those that are closer to the plate?

3. A guest at the dinner table is a male guest, surrounded by women, both on the left and right. To whom should he give priority attention:

- a) the one to the left;
- b) the one on the right?

4. You have been served a second course:

- a) you should immediately cut the meat into smaller pieces;
- b) gradually cut off small pieces.

5. Is it possible to take a favorite dish at a party a second time?

- a) yes; b) no.

6. If you want to try a dish that is far away from you, then:

- a) you yourself reach for it;
- b) ask someone to pass it to you.

7. At a party, you eat everything that you have put on your plate, even if you do not want it:

- a) yes; b) no.

8. If you do not like the food offered by the hostess, you thank her and refuse:

- a) without explaining the reasons;
- b) explaining the reason for the refusal.

9. Do you think that the bread from the breadbox should be taken:

- a) with a fork; b) by hand?

10. You are having dinner at a restaurant where the waiter serves you. You have finished the second course and want the waiter to remove the plate. You have to:

a) place the knife and fork on the plate parallel to each other with handles to the right;

b) put the knife and fork with sharp ends on the edge of the plate.

The results: Count the number of points using the key.

Answer option	Question number									
	1	2	3	4	5	6	7	8	9	10
a	5	5	0	0	5	0	5	5	0	5
b	0	0	5	5	0	5	0	0	5	0

The key to the test

45 – 50 points: excellent; 35 – 40: good; 25 – 30: satisfactory; 0 – 20 points: bad.

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

12.1. Development of self-confidence.

12.2. Management of the internal state.

Task 1. Estimation of confidence. Express your attitude towards the following statements on a 4-point system this way: very often – 4 points; often – 3 points; sometimes – 2 points; rarely – 1 point; never – 0 points.

Questionnaire

1. I wish my friends supported me.
2. I constantly feel responsibility for the work.
3. I care about my future.
4. Many people hate me.
5. I am less initiative than others.
6. I am concerned about my mental state.
7. I am afraid of looking like a fool.
8. The appearance of others is much better than mine.
9. I am afraid of speeches in front of strangers.

10. I often make mistakes.
11. It is a pity that I cannot speak properly with people.
12. It is a pity that I am not self-confident.
13. I would like others to praise my action as often as possible.
14. I'm too modest.
15. My life is vain.
16. Many people perceive me the wrong way.
17. I do not have anyone to share my thoughts with.
18. People expect a lot of me.
19. People are not interested in my achievements.
20. I'm a little confused.
21. I feel that many people do not understand me.
22. I do not feel safe.
23. I often worry in vain.
24. I feel embarrassed when I enter a room full of people.
25. I feel that people are talking behind my back.
26. I feel constrained.
27. I feel that people understand everything better than I do.
28. It seems to me that some trouble will happen to me.
29. It is a pity that I am not sociable.
30. I am concerned about the idea of how people perceive me.
31. In the debate I speak only if I am convinced that I am right.
32. I reflect on my opinion about others.

The key to the test

0 – 25 points: you are too sure of your actions.

25 – 40 points: an average level of confidence.

More than 40 points: a low level of self-esteem. Your response to criticism is excessive and you doubt your actions.

Theme 13. Written agreements in business negotiations

13.1. The structure of a commercial contract.

13.2. The goal and the content of the contract of intention.

Task 1. Put the typical elements of the contract into the right order.

The structure of a commercial contract varies depending on its nature, but many would contain the following (Table 9).

Table 9

The typical elements of the contract

The elements of a contract	The order number
Headings	1
Parties – who is involved	3
Date – the date of the contract	2
Term – how long the contract will last	6
Commencement – when it would start	5
Execution and attestation – the signing clause	9
Operative part – the essence of the contract, i.e. who has to do what	7
Schedules – lists of relevant matters (usually appear separately)	8
Recitals – the factual background to a clause or to the contract	4

Theme 14. Modern problems of business communication

14.1. *The key ideas for effective business communication.*

14.2. *Virtual communication.*

Task 1. Determine whether you have the skills of a friendly person.

- Say hello to smile you back.
- Interrupt the prolonged conversation so that the interlocutor is not offended.
- Calm the situation with a joke in order to cool the boiling passions.
- Answer the person who addressed you with a tactless or untimely request, so as not to break off the relationship with him.
- If one is rude to you, suggest how to avoid rudeness. Answer calmly the boor or offer another way to put down a rude person.
- Say goodbye so that one wants to see you again.

Themes for individual work

1. Ethical communication, methods of creating trusting relationships.
2. Business etiquette in communicating with foreign partners.

3. Etiquette of new types of communication: newsgroups, discussion groups, chat rooms.
4. Behavior during performance. Ethics of using expressiveness.
5. Factors affecting the formation of the image (behavior, appearance, style of communication).
6. Business etiquette and trade secret.
7. Speech culture of business conversation. Speech and etiquette in business communication.
8. Psychological climate during negotiations.
9. The elements of the image of a business woman.
10. The elements of the image of a business man.
11. Negotiations in business communication. Preparation of negotiations. Negotiations strategies.
12. Manipulations in business communication: characteristics, reasons. Ethical rules for neutralizing manipulations in the negotiation process.
13. Speech to a negative audience.
14. Preparing for the performance. Compositional construction of oral presentations.
15. Problems of ethics in the history of philosophical thought.
16. The history of the development of diplomatic etiquette.
17. National features of business ethics.
18. Modern views on the ethics of business communication.
19. Business ethics and social responsibility of an entrepreneur.
20. Ethical principles of the communication manager with subordinates.
21. Communication as an adaptation tool.
22. Official visits, meetings and receptions.
23. Discussion and conflict in the business communication system.
24. National styles of business negotiations: Arab countries, the United Kingdom, Germany, Italy, Spain, China, Korea, Russia, the USA, France, Sweden, Japan.

Essay topics

1. The inner world of the cultural business person.
2. Business rhetoric in everyday life.
3. Ethics and personal relationships at work.
4. The image of the person – the success of the company.

5. Gastronomic etiquette: the conflict of pleasure and moderation.
6. Etiquette and special dates.
7. Intrigue in a business relationship.
8. Imagelogy: the secrets of personal charm.
9. Business etiquette in international communication.
10. The role of communication in the life of the individual.

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НАВЧАЛЬНЕ ВИДАННЯ

ЕТИКА, ПСИХОЛОГІЯ ТА НАВИЧКИ ДІЛОВОГО СПІЛКУВАННЯ

**Методичні рекомендації
до практичних завдань
для студентів усіх спеціальностей
(першого) бакалаврського рівня**

(англ. мовою)

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Укладач **Наумік-Гладка Катерина** Георгіївна

Відповідальний за видання **О. А. Сущенко**

Редактор **З. В. Зобова**

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