

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**



**Ethics of business**

**syllabus of the academic discipline**

Field of knowledge ***07 Management and administration***  
Specialty ***073 Management***  
Education level ***first (bachelor)***  
Educational programs ***Business Administration, Management of organizations and administration, Management of innovation, Logistics***

Discipline status ***base***  
Language of teaching, studying and assessment ***english***

*Head of Management and  
Business Department*

*Tetyana LEPEYKO*

APPROVED

at the meeting of the Management and Business Department  
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**Sheet of renewal and re-approval  
syllabus of the academic discipline**

Academic year	Date of the department meeting - developer of the syllabus	Protocol number	Sign of the Head of the department

### Abstract of the educational discipline

The most difficult ethical issues in the business culture of any nation arise with the awareness of morality as a sphere of independent choice. Ethical aspects of business relations are formed in the process of business development. Business ethics is the science of "due", it regulates how man must act, forming moral norms and principles in business relations.

**The purpose** of the discipline is assimilation of language culture and language etiquette, business communication techniques, non-verbal means of communication and the image of a businessperson.

The educational discipline "Ethics of business" belongs to the base educational disciplines of the professional cycle

### Characteristics of educational discipline

Course	<b>2</b>
Semester	<b>3</b>
Number of credits ECTS	<b>4</b>
Form of final control	<i>Pass</i>

### Structural and logical scheme of studying the discipline

Prerequisites	Postrequisites
Philosophy	Planning and organization of activities enterprises
Social and economic history of Ukraine	Strategic management
Management theory	

### Competences and learning outcomes in the discipline

Competences	Learning outcomes
GC 13. Appreciation and respect for diversity and multiculturalism	LO 15. Demonstrate the ability to act socially responsibly and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturalism
GC 14. Ability to work in an international context	
GC 15. Ability to act on the basis of ethical considerations (motives)	
SC 9. Ability to work in a team and establish interpersonal interaction in solving professional problems	LO 9. Demonstrate skills of interaction, leadership, teamwork
SC 11. Ability to create and organize effective communications in the management process	

### The program of the educational discipline

#### Content module 1. Business ethics as a science and a discipline

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

*1.1. Definition of business ethics.* The concept of business ethics. The difference between formal and informal communication styles. The connection between ethics and morality.

*1.2. Norms and principles of communication.* Ethical norms of communication. Three philosophical principles of making ethical decisions. General ethical principles in three business models communication.

*1.3. The concept of code of ethics.* Double morality. The concept of "business etiquette". Success formula Dale Carnegie. Professional code of ethics. Seven principles of ethics Code of Entrepreneurs of 1912. Basic principles of business ethics.

## **Topic 2. Language culture of business conversation**

2.1. *Types of speech*. Definitions of "correct language", "business conversation", "language". Three types of speech. Language stencils, what they are needed for.

2.2. *Business conversation and requirements to it*.

Basic requirements for a business conversation, errors in the language of a business person, the main qualities of a professional voice.

2.3. *Rhetoric and the essence of oratory*. Definitions of rhetoric, the essence of oratory, lexical means of expression of speech, syntactic means of speech, 11 responsibilities of orator by Marcus Tullius Cicero, 15 rules of oratory. Compositional techniques of language.

2.4 *Theory of interpersonal relations*. Three main keys to success, two integral functions of communication. 6 rules of Dale Carnegie, with which you can influence people. The essence of interpersonal relationships, its planning and program. Program of the personal growth.

## **Content module 2. Culture and ways of communication, the image of a businessman**

### **Topic 3. Culture and communication techniques as part of language etiquette**

3.1. *Language etiquette and its forms*. Definition of language etiquette, forms of speech etiquette: greetings, appeal, acquaintance, invitation, compliment, congratulation, farewell, algorithm of general etiquette.

3.2. *Business communication techniques*. Algorithm of democratic etiquette, proxemic distances in business world, mistakes are most often made in the official submission. Definition of strokes, rules of compliment, rules of behavior in the business world in different countries.

### **Topic 4. Non-verbal ways of communication**

4.1. *Verbal and nonverbal means of communication*. Definition of verbal and nonverbal means of communication. The concept of facial expressions, gestures. The main components of nonverbal communication

4.2. *Classification of gestures*. 4 groups of gestures used in the business world. Gestures -adapters, gestures - regulators, gestures - illustrators, gestures – symbols.

4.3. *The place of facial expressions in business communication*. Seven facial expressions, which correspond to 7 internal states of a person: empathy, proxemics.

4.4. *National features of spatial behavior*. National features of gestures-symbols, types of handshakes, national features of nonverbal behavior.

### **Topic 5. Power of image**

5.1. *Technologies for building a business image*. Definition of "image", 2 golden rules of image, criteria choice of behavior model, 10 conditions of feedback in the business world, 15 laws of building a business image

5.2. *The structure and content of the image of a business person*. 9 principles of image management, patterns of behavior, 25 laws of people management, men's business attire, women's business attire, first impression, 2 patterns of behavior.

5.3. *Creating a master plan of the company* The concept of a master plan. The main components of the master plan. Components of the successful image foundation, the definition of internal and external image. Intangible image.

### **Topic 6. Technology of business (commercial) negotiations**

6.1. *Protocol in the negotiation process*. Process of the negotiations. Main stages of business negotiations. The place for the negotiation procedure. Duration of negotiations.

6.2. *Negotiation strategies and methods*. Breakthrough strategy. Technique and tactics of negotiations. Features of negotiation in unfavorable conditions.

## **Topic 7. Ethics of distance communication**

7.1. *Features of electronic correspondence.* Electronic correspondence rules.

7.2. *Peculiarities of behavior in social networks.*

The list of practical (seminar) classes, as well as questions and tasks for independent work is given in the table "Rating-plan of the educational discipline".

### **Teaching and instruction methods**

The main method of teaching the discipline is an explanatory-illustrative method, which is a tool for studying theoretical material, all lectures are presented in the form of presentations using Microsoft PowerPoint. Methods are also used to achieve competencies and learning outcomes: problem lectures (topic 1), mini-lectures (topic 4), seminar-discussions (topic 2 – 3; topic 7), presentations (topic 1 – 2; topic 4 – 6), work in small groups (topic 1 – 2; topic 4 – 6), role-playing games (topic 3 – 4), introductory games (topic 2), mini-trainings (topic 5), case-method (topic 4), master-class (topic 4).

### **Assessment system of learning outcomes**

Assessment of the results of the study of the educational discipline "Ethics of business" is carried out on a cumulative (100-point) system assessment. Assessment is carried out on the following types of control:

current control – is carried out during the semester during the lectures and seminars and estimated by the amount of points scored (maximum score – 100 points, minimum score that allows the student to get credit – 60 points);

final/semester control – is conducted in the form of a semester credit in accordance with the schedule of the educational process.

Credit is set as the total amount of points, which were scored on the results of the current control.

Current control includes the assessment of students during:

**Lectures** – active classroom work (1 point for each lesson) provided that students participate at a lecture. The total number of points – 12.

**Practical classes/seminars** – active classroom work (1 point for each lesson provided that students participate at classes. The total number of points – 12.

The forms of current assessment and methods of demonstrating learning outcomes of **individual work** are:

*reports and presentation of the results of tasks (problem situations) and research.* During the semester students have 5 such homeworks. The maximum score is 6 point for each task;

*essays* – during the semester students have to prepare 3 essays. The maximum score is 5 point for each essay;

*current control work*, it includes topics 1 –3. The maximum score on it is 6 points;

*final control work*, it includes all topics of the educational discipline (topics 1 – 7). The structure of this work is: 1) two theoretical questions (maximum score for each question – 5 points); two open-test questions (maximum score for each question – 3 points); 3) practical task/problem situation (maximum score – 9 points). The maximum score on it is 25 points.

The procedure for the current assessment of students' knowledge.

Assessment of student's knowledge during seminars, practical classes and 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 under consideration; the ability to combine theory with practice when considering production situations in the process of performing individual tasks and tasks submitted for consideration in an audience;

- to generalize information and make conclusions; the ability to explain alternative views and the presence of their own point of view, the position on a certain problematic issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions on a specific problem; independence of work; literacy of presentation of the material; use of comparison methods, generalizations of concepts and phenomena; registration of work.

The general criteria for evaluating individual work of students are: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge on specific topics, the ability to make sound conclusions, the possession of categorical apparatus, skills and techniques for the implementation of practical tasks, the ability to find the necessary information, carry out its systematization and processing, self-realization on practical and seminars.

**The final/semester control.** The student should be considered certified if the sum of the points earned on the results of the current control is equal to or exceeds 60. The student can not be considered certified if the sum of the points earned on the results of the current control is equal to 59 and less points.

The final grade is set according to the scale given in the table "Grade scale: national and ECTS".

Forms of assessment and distribution of points are given in the table "Rating-plan of the educational discipline".

### Grade scale: national and ECTS

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, course project (work), practice, training	for pass
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not passed
35 – 59	FX		

### Rating-plan of the educational discipline

Topic	Forms and types of education		Forms of evaluation	Max points
1	2		3	4
Topic 1. Business ethics as a science and discipline; object, subject and task	<i>Classroom work</i>			
	Lecture	Lecture on the topic questions: <i>1.1. Definition of business ethics. 1.2. Norms and principles of communication.</i>	Work on lecture	1
	Lecture	Problem-lecture on the topic question: <i>1.3. The concept of code of ethics. Double morality.</i>	Work on lecture	1
	Seminar	Seminar on the topic: Business ethics code of a company.	Active work on the seminar	1
	Seminar	Seminar on the topic: Business ethics as a science and discipline: 1. The concept of business ethics. 2. Ethical standards in business communication. 3. Principles of business relations ethics. 4. Ethics of communication in the workforce.	Active work on the seminar Assessment of the presentations and tasks	1 6

1	2	3	4	
	<b>Individual work</b>			
	Questions and tasks for the individual work	Elaboration of the lecture material, preparation for the seminar and presentation.		
<b>Topic 2. Language culture of business conversation</b>	<b>Classroom work</b>			
	Lecture	Lecture on the topic questions: <i>2.1. Types of speech. 2.2. Business conversation and requirements to it.</i>	Work on lecture	1
		Lecture on the topic questions: <i>2.3. Rhetoric and the essence of oratory. 2.4 Theory of interpersonal relations.</i>	Work on lecture	1
	Seminar	Seminar- discussion on the topic: <i>Business conversation and requirements to it.</i>	Active work on the seminar	1
		Seminar on the topics: <i>Types of speech.</i> Exercise - introduction game: "Speech using different approaches".	Active work on the seminar	1
			Assessment of the presentations and tasks	6
<b>Individual work</b>				
Questions and tasks for the individual work	Elaboration of lecture material, preparation for seminars and presentation by making exercise "Speech using different approaches" and writing essay.	Homework check (essay)	5	
<b>Topic 3. Culture and communication techniques as part of language etiquette</b>	<b>Classroom work</b>			
	Lecture	Lecture on the topic questions: <i>3.1. Language etiquette and its forms.</i>	Work on lecture	1
		Lecture on the topic questions: <i>3.2. Business communication techniques.</i>	Work on lecture	1
	Seminar	Seminar on the topic: Difficult types of people and how to deal with them (role-game).	Active work on the seminar	1
		Seminar - discussion on the topic: Culture and communication techniques.	Active work on the seminar	1
			Control work	6
<b>Individual work</b>				
Questions and tasks for the individual work	Elaboration of lecture material, preparation for seminar and control work.			

1	2	3	4	
<b>Topic 4. Non-verbal ways of communication</b>	<b><i>Classroom work</i></b>			
	Lecture	Mini-lecture on the topic questions: <i>4.1. Verbal and nonverbal means of communication. 4.2. Classification of gestures.</i>	Work on lecture	1
		Lecture on the topic questions: <i>4.3. The place of facial expressions in business communication. 4.4. National features of spatial behavior.</i>	Work on lecture	1
	Seminar	Seminar on the topic: Types of Non-verbal Communication. (role-game /case-method).	Active work on the seminar	1
			Assessment of the presentations and tasks	6
		Seminar on the topic: Non-verbal ways of communication (master-class).	Active work on the seminar	1
<b><i>Individual work</i></b>				
Questions and tasks for the individual work	Elaboration of lecture material, preparation for seminar, preparation of presentation, essay.	Homework check (essay)	5	
<b>Topic 5. Power of image</b>	<b><i>Classroom work</i></b>			
	Lecture	Lecture on the topic questions: <i>5.1. Technologies for building a business image. 5.2. The structure and content of the image of a business person.</i>	Work on lecture	1
		Lecture on the topic questions: <i>5.3. Creating a master plan of the company.</i>	Work on lecture	1
	Seminar	Seminar on the topic: <i>Technologies for building a business image. Mini-training on a business image. Development of the own image.</i>	Active work on the seminar	1
			Assessment of the presentations and tasks	6
		Seminar on the topic: <i>Components of the successful image foundation.</i>	Active work on the seminar	1
<b><i>Individual work</i></b>				
Questions and tasks for the individual work	Elaboration of lecture material, preparation for seminar, preparation of presentation.			



1	2	3	4	
<b>Topic 6. Technology of business (commercial) negotiations</b>	<b><i>Classroom work</i></b>			
	Lecture	Lecture on the topic questions: <i>6.1. Protocol in the negotiation process. 6.2. Negotiation strategies and methods.</i>	Work on lecture	1
	Seminar	Seminar on the topic: Technology of business (commercial) negotiations (modeling of negotiation situations).	Active work on the seminar	1
			Assessment of the presentations and tasks	6
	<b><i>Individual work</i></b>			
Questions and tasks for the individual work	Elaboration of lecture material, preparation for seminar, preparation of presentation, essay.	Homework check (essay)	5	
<b>Topic 7. Ethics of distance communication</b>	<b><i>Classroom work</i></b>			
	Lecture	Lecture on the topic questions: <i>7.1. Features of electronic correspondence. 7.2. Peculiarities of behavior in social networks.</i>	Work on lectures	1
	Seminar	Seminar on the topic-discussion: Ethics of distance communication.	Active work on the seminar	1
			Final control work	25
	<b><i>Individual work</i></b>			
Questions and tasks for the individual work	Elaboration of lecture material, preparation for seminar and final control work.			

### Recommended books and resources

#### Main

1. Blyznyuk T. P. Reference lecture notes : Ethics of business. Access mode : <https://pns.hneu.edu.ua/course/view.php?id=5440>.

#### Additional

2. Седова, Л. Н. Могущество имиджа [Текст] : учеб. пособие, Ч. 2 . – Х. : ХНЭУ, 2005.
3. Седова, Л. Н. Переговоры как способ коммуникации в бизнесе [Текст] : учеб. Пособие. – Х. : ХНЕУ, 2009.
4. Седова, Л.Н. Этика бизнеса [Текст] : учеб.пособие, Ч.2 / Л.Н. Седова, Т.И. Лепейко, Е.В. Авраменко, . А.С. Сорокина. – Х.: ХНЭУ им С. Кузнеця, 2015.
5. Седова, Л. Н. Этика личности и этика характера [Текст] : учеб. пособие . – Х. : ХНЭУ, 2004.

6. Седова, Л.Н., Малюкина, А.А. Этика бизнеса [Текст] : учеб. пособие, Ч. 1. – Х. : ХНЭУ им. С. Кузнецца, 2014.
7. Byars, S.M. Business Ethics / S.M. Byars. – Open stax, Houston : 2018. Retrieved from <https://openstax.org/details/books/business-ethics>.
8. Buchholz, A. R. Business Ethics – The Pragmatic Path beyond Principles to Process / A. R. Buchholz, B. S. Rosenthal. – Prentice Hall, New York, 1998.
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10. Ястремська, О. М. Бренд-менеджмент / О. М. Ястремська. – Харківський національний економічний університет. – Х. : ХНЕУ, 2010.
11. Карнеги, Д. Как приобретать друзей и оказывать влияние на людей. М.: Просвещение, 1991.
12. Пиз, А. Язык жестов. /Перевод с англ. – М.: Модек, 1998. –218 с. с ил.
13. Деловой этикет. /Автор-сост. И. Афанасьев. – К.: Альтпрес, 2000.
14. Браун, Л. Имидж – путь к успеху. – СПб.: Изд. "Питер", 2000.

#### **Information resources**

15. Cruz-Cruz, J. A. Ethics of business / J. A. Cruz-Cruz, W. Frey. – Hong Kong : 2011. Retrieved from: <https://pns.hneu.edu.ua/course/view.php?id=5440>.
16. Ethics of business : course page on the PNS (Moodle platform) / T. P. Blyznyuk, Zh. O. Andriichenko. – Access mode : [https://pns.hneu.edu.ua/course /view.php?id=5440](https://pns.hneu.edu.ua/course/view.php?id=5440).
17. Electronic catalog of the V.I. Vernadsky National Library of Ukraine. – Access mode : [www.nbu.gov.ua](http://www.nbu.gov.ua).
18. Electronic catalog of V.G. Korolenko Kharkiv State Scientific Library. – Access mode : <http://korolenko.kharkov.com>.