

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО

на засіданні кафедри
менеджменту, бізнесу і
адміністрування
Протокол № 1 від 27.08.2025 р.



ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО

ЕТИКЕТ У БІЗНЕСІ

робоча програма навчальної дисципліни (РПНД)

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

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

Розробники програми:
к.е.н., професор

Олеся ЯСТРЕМСЬКА

Завідувач кафедри
менеджменту, бізнесу і
адміністрування

Тетяна ЛЕПЕЙКО

Харків
2025

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

APPROVED

at the meeting of department
management, business
and administration
Protocol № 1 of 27.08.2025

AGREED

Vice-rector for educational and methodical work



Karina NEMASHKALO

BUSINESS ETIQUETTE
Program of the course

Field of knowledge **All**
Specialty **All**
Study cycle **first (bachelor)**
Study programme **All**

Course status *Elective*
Language *English*

Developers:
Cand. Sc. (Economic)
Professor

Olesia IASTREMSKA

Head of management,
business and administration
department

Tetyana LEPEYKO

Kharkiv
2025

INTRODUCTION

The programme for studying the academic discipline 'Business Etiquette' has been developed in accordance with the educational programme for bachelor's degree training. The academic discipline 'Business Etiquette' belongs to the cycle of elective disciplines for bachelor's degree training.

Understanding the importance of business etiquette as an integral part of corporate culture, mastering the norms and rules of business etiquette, and the ability to use them is of great importance for business people and for the business environment in general. It helps to avoid misunderstandings and mistakes in communication with business partners, including foreign ones. Knowledge and understanding of the rules of business etiquette provide additional confidence in the business environment, during business meetings, and help to avoid misunderstandings and awkward situations during business communication and with foreign partners. Business etiquette skills help to create harmonious communication within the team. A person who has knowledge of business etiquette becomes attractive during interviews, and the value of such an employee increases. They are important for anyone who wants to develop their professional qualities, build their career growth and be confident in any business communication.

The academic discipline aims to develop a system of knowledge and skills regarding standards of behaviour in the business world, forming and maintaining a positive corporate image of a company/institution/enterprise, creating and maintaining one's own professional image, the specifics of using verbal and non-verbal means of communication with colleagues and business partners, rules of conduct during business meetings, negotiations and receptions, the formation and use of rules of etiquette during online meetings, as well as the role of cultural characteristics during business meetings.

The purpose of the academic discipline 'Business Etiquette' is to master the culture of language, linguistic etiquette, business communication techniques, non-verbal means of communication and the image of a business person, the culture of business negotiations, and the peculiarities of business etiquette in different countries.

The objectives of the course are:

- to reveal the theoretical foundations of etiquette in business;
- to study the basics of etiquette in business;
- to analyse standards of behaviour in the business world;
- researching the peculiarities of forming, developing and strengthening the image of a business person;
- studying the influence and peculiarities of using verbal and non-verbal means of communication during business communication;
- forming the skills and competencies of a business person, etiquette during business meetings, negotiations and receptions;
- studying the basics of social business etiquette;

- developing skills in applying skills and competencies during online business meetings;
- studying cultural characteristics during business meetings with partners from different countries.

The subject of the academic discipline is theoretical and methodological approaches to the problems of business communication culture and business etiquette.

The object of the academic discipline is the norms and rules of business etiquette.

The learning outcomes and competencies that the course develops are defined in Table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
Preserve moral, cultural and scientific values and multiply the achievements of society, use various types and forms of physical activity to lead a healthy lifestyle.	Ability to preserve and multiply moral, cultural and scientific values and multiply the achievements of society based on an understanding of the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technologies, to use various types and forms of physical activity for active recreation and leading a healthy lifestyle.
Apply management methods to ensure the effectiveness of the organisation's activities.	Valuing and respecting diversity and multiculturalism.
Assess the legal, social and economic consequences of the organisation's operations.	Ability to act based on ethical considerations (motives).
	Ability to act in a socially responsible and conscious manner.
	Ability to develop and demonstrate leadership qualities and behavioural skills.
Identify the causes of stress, adapt yourself and team members to stressful situations, and find ways to neutralise them.	Ability to act based on ethical considerations (motives).
	Ability to develop and demonstrate leadership qualities and behavioural skills.
Demonstrate the ability to act in a socially responsible and socially conscious manner based on ethical considerations (motives), respect for diversity and interculturalism.	Ability to apply knowledge in practical situations.
	Appreciation and respect for diversity and multiculturalism.

COURSE CONTENT

Content module 1. Business etiquette as a science and discipline

Topic 1. Business etiquette as a science and discipline: object, subject and tasks.

The essence of the concept of 'etiquette'. The subject of etiquette. The emergence of etiquette and its nature. The transformation of etiquette over time. History of business etiquette.

Topic 2. Fundamentals of business etiquette.

Fundamentals of business etiquette. Business etiquette as a component of corporate culture. Etiquette of acquaintance. Basic rules of etiquette of acquaintance. Etiquette of greeting. Etiquette of farewell.

Office etiquette and its rules. Rules of conduct for employees. Standards of conduct for managers. Qualities and traits of a manager.

Topic 3. Standards of conduct in the business world.

Standards of conduct in the business world. General ethical principles: punctuality, confidentiality, courtesy, friendliness, attentiveness to others, appearance, literacy. Basics of business communication etiquette: styles of business communication, levels of business communication. The art of thinking and speaking correctly.

Topic 4. Features of the image of a business person

The essence and significance of image. Corporate image of a company, image of a business person. Basic rules for forming a positive image. Attributes of a business trip. Business gifts. Visual psychodiagnostics: recognising people by their appearance and behaviour. Basic requirements for business attire. The appearance of a business man. Business and evening wear. Everyday attire for business women. Business accessories. Posture, gait and manners.

Culture of behaviour outside of work. Men's responsibilities and women's privileges. Rules of behaviour in public places. Behaviour in the family. Rules for receiving guests; behaviour at the table.

Topic 5. Verbal and non-verbal etiquette in business

Verbal and non-verbal forms of communication in business ethics. Verbal communication as an indicator of the cultural level of interlocutors. Loss of information during communication. Demonstration models of communication. Listening: reflective and non-reflective. Carnegie's three laws of memory: the law of impression; the law of repetition; the law of association. Argument as a constant companion of the businessman. The art of argument and debate: from antiquity to the present day. Types and methods of argument. Compromise. Mistakes and evasions during arguments. The main sections of modern rhetoric. Effective public speaking. The specifics of preparing a public speech. Speech composition. Oral speech. Communication tools. Logical culture of speech. Language culture. Compositional tools. Language tools. Methodological tools. Culture of interaction between the speaker and the audience. Speaker-speech-audience-circumstances. Features of

communication with the press. Etiquette of public speaking.

Content module 2. Features of etiquette in business

Topic 6. Etiquette during business meetings, negotiations and receptions

Protocol requirements for meeting participants. Meeting business partners.

Definition of the concept of ‘negotiations’. Preparation (analysis of the problem, planning negotiations, planning organisational negotiations, initial contacts with the partner) and the procedure for conducting business negotiations. Disadvantages of conducting negotiations. Strategic approaches to conducting negotiations. Tactics and principles of negotiations. Behaviour during negotiations. What not to do during negotiations. Methods of conducting negotiations.

Organising business receptions. Preparing invitations. Preparing a working programme. Preparing and conducting business meetings. Receptions with accommodation. Receptions without accommodation. Etiquette and culture of organising receptions and table manners.

Topic 7. Social business etiquette

Basic principles of business etiquette: responsibility and honesty, respect for time and people, ethical communication, social responsibility. Business ethics and social responsibility.

Topic 8. Network etiquette – manners in the Internet

The essence of business protocol. Protocol aspects of foreign economic relations. Business protocol. Types and forms of protocol contacts. Protocol requirements for letter writing. Telephone etiquette. Rules of communication in cyberspace.

Topic 9. Global business etiquette

Definition of the concept of ‘global business etiquette’. International ethical principles. Official language. Main management cultures: characteristics and features. Features of communication with foreigners. Greetings. Business cards. Business negotiations. Features of written business communication. Recommendations on the specifics of behaviour in different countries.

The list of practical (seminar) studies in the course is given in table 2.

Table 2

The list of practical (seminar) studies

Name of the topic and/or task	Content
Topic 1. Task 1.	Writing an essay: ‘What are the specifics of modern business etiquette?’
Topic 2. Task 2.	Prepare a presentation on ‘National characteristics of business relations in a selected country.’

Topic 3. Task 3.	Write test control work. Seminar: After observing media speech, find out how widespread the use of the model 'Mr. (Mrs.) + index noun (minister, professor, conductor, etc.)' is. Compile as long a list as possible of index words and regulatory words in the Ukrainian language used in etiquette communication in your circle.
Topic 4. Task 4.	Prepare a presentation: 'The image of a business person' (choose a well-known person and, according to the plan, decipher that person's image). Situational task: Make recommendations on how a business man and woman should dress for an evening reception.
Topic 5. Task 5.	Write a control work. Prepare a presentation: 'Verbal and non-verbal means of communication of a famous person.'
Topic 6. Task 6.	Prepare a presentation: 'Features of business meetings, negotiations and receptions in the selected country.'
Topic 7. Task 7.	Solving situational tasks related to social responsibility. Writing test control work.
Topic 8. Task 8.	Prepare an essay on the topic 'Features of remote communication in the modern information society.' Write the rules for conducting a business telephone conversation. Formulate the golden rule of business correspondence. Write a greeting letter on the occasion of a public holiday, the anniversary of the head of an organisation or a colleague.
Topic 9. Task 9.	Writing a final control work. Presentation 'Features of business etiquette in ... (chosen country)' (according to plan)

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1	Search, selection and review of literary sources on topic 1. Preparation for writing an essay.
Topic 2	Search, selection and review of literary sources on topic 2. Preparation of a presentation. Preparation for writing test control work.
Topic 3	Search, selection and review of literary sources on topic 3. Preparation for a seminar.
Topic 4	Search, selection and review of literary sources on topic 4. Preparation of a presentation. Preparation for situational tasks. Preparation for a written test.
Topic 5	Search, selection and review of literary sources on the topic 5. Preparation of a presentation.
Topic 6	Search, selection and review of literary sources on the topic 6. Preparation of a presentation. Preparation for writing test.
Topic 7	Search, selection and review of literary sources on the topic 7. Completion of situational tasks
Topic 8	Searching for, selecting and reviewing literary sources on topic 8. Preparing to write an essay. Completing situational tasks. Preparing for a writing control work.

Topic 9	Searching for, selecting and reviewing literary sources on topic 9. Preparing a presentation.
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The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course “Electronic marketing”, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Lecture-discussions (topic 1 – 9), work in small groups (topic 2 – 9), presentations (topic 2, 4, 5, 6, 9), visualisations (topic 1 – 9), various individual (topic 1 – 9) .

During lectures and practical classes, various teaching methods are employed, including explanatory and illustrative, problem-based, partially research-based, and research-based approaches.

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for evaluating the learning outcomes of students.

Current control is carried out during lecture, practical, laboratory and seminar classes and has the purpose of checking the level of preparedness of the student of higher education for the performance of specific work and is evaluated by the sum of points scored:

for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes the semester control and certification of the student.

Semester control is carried out in the form of grading.

The final grade by academic discipline is determined by:

– for disciplines with a form of grading, the final grade is the amount of all points received during the current control

During the teaching of the course, the following control measures are used:

Current control:

competence-oriented task (60 points); test papers (15 points); writing control work (25 points).

Semester control: Grading.

More detailed information about the evaluation system is provided in the technological card of the course.

RECOMMENDED LITERATURE

Main

1. Gottsman D. Modern Etiquette for a Better Life: Master All Social and Business Exchanges. New York : Skyhorse Publishing, 2022. 240 p.
2. Meier M. Business Etiquette Made Easy: The Essential Guide to Professional Success. New York : Skyhorse Publishing, 2020. 208 p.
3. Marshall C. P. Protocol: The Power of Diplomacy and How to Benefit from It. New York : Ecco, 2020. 448 p.
4. Sabatier S. Modern Etiquette: A Practical Guide to Social and Professional Manners. London : Modern Books, 2021. 192 p.
5. Mogel S. Digital Etiquette: For a better life online. London : White Lion Publishing, 2021. 160 p.

Additional

6. Андрійченко Ж. О. Digital етикет та комунікації: тенденції та вимоги сьогодення / Ж. О. Андрійченко, Т. П. Близнюк, О. В. Майстренко // Економіка та суспільство. – 2021. – № 34. – Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/27642>
7. Ястремська О. О. Етика бізнесу та критичне мислення як складові розвитку підприємств / О.О. Ястремська // Конкурентоспроможність та інновації: проблеми науки та практики : матеріали XVIII Міжнародної науково-практичної інтернет-конференції, 24 листопада 2023 р. : тези допов. - Харків : ФОРМ Лібуркіна Л. М., 2023. - С. 901 – 905 Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/30680>
8. Barbara Patcher The Essential of Business Etiquette /Barbara Patcher – 2022 [Електронний ресурс]. – Режим доступу: https://fliphtml5.com/edost/dszu/The_Essentials_of_Business_Etiquette_%28_PDFDrive_%29/
9. Bos J. Research Ethics for Students in the Social Sciences / J. Bos – 2020. [Електронний ресурс]. – Режим доступу: <https://link.springer.com/book/10.1007/978-3-030-48415-6>.
10. Frischhut M. The Ethical Spirit of EU Values: Status Quo of the Union of Values and Future Direction of Travel / M. Frischhut. – 2022. [Електронний ресурс]. – Режим доступу: <https://link.springer.com/book/10.1007/978-3-031-12714-4>.
11. Ludmila Knodel Business Etiquette and Correspondence / L. Knodel. – 2023. [Електронний ресурс]. – Режим доступу: https://www.researchgate.net/publication/374005531_BUSINESS_ETIQUETTE_CORRESPONDENCE
12. Sydorovska E. International non-verbal business etiquette of the XXI century: Semiotic aspect. Culture and Contemporaneity. 2021. Vol. 23, No. 1. P. 56–61. DOI: [10.32461/2226-0285.1.2021.238542](https://doi.org/10.32461/2226-0285.1.2021.238542).

Information resources

13. Абетка сучасного етикету.
[URL:https://www.pinbank.ua/abetkasuchasnogo-etiketu](https://www.pinbank.ua/abetkasuchasnogo-etiketu)
14. Діловий етикет– основні функції, принципи, правила і норми ділового етикету. Publish Україна офіц. сайт. [URL:https://publish.com.ua/biznes/dilovij-etiket-osnovnifunksiji-printsipipravila-i-normi-dilovogo-etiketu.html](https://publish.com.ua/biznes/dilovij-etiket-osnovnifunksiji-printsipipravila-i-normi-dilovogo-etiketu.html)
15. Джобс С. Уроки лідерства. [Електронний ресурс]. / Стів Джобс та ін. – Режим доступу: <https://bookmate.com/books/ZttTpL>
16. Електронний каталог Національної бібліотеки України імені В. І. Вернадського. – Режим доступу: www.nbuv.gov.ua.
17. Етикет ділового спілкування.
<https://sites.google.com/site/kulturapovedinki/home/etiket-dilovogospilkuvanna>
18. Електронний каталог Харківської державної наукової бібліотеки імені В. Г. Короленка. – Режим доступу: <http://korolenko.kharkov.com>.