



Syllabus of the educational discipline
«Ethics of business»

Specialty	<i>073 Management</i>
Educational program	<i>073.020 Management of innovation activity</i>
Level of education	<i>First (bachelor)</i>
Discipline status	<i>Base</i>
Teaching language	<i>English</i>
Course / semester	<i>2 course, 3 semester</i>
Number of credits ECTS	<i>4</i>
Distribution by types of trainings and hours of study	<i>Lectures – 24 hours. Practical studies (seminars) – 24 hours. Laboratory studies – 0 hours. Independent training – 72 hours.</i>
Form of final assessment	<i>Pass</i>
Department	<i>Management and Business Department, 703 (library block), +38 057 702 01 46, www.kmib-hneu.com</i>
Teacher (-s)	<i>Blyznyuk Tetyana Pavlivna, Doctor of sciences (Economics), Associate Professor</i>
Teacher's contacts	<i>blyznyuk.tetyana@gmail.com</i>
Days of the classes	<i>Lecture – Saturday; Practical studies – Saturday</i>
Consultations	<i>Wednesday 2th classes: 703 (library block) – offline; in Zoom - online; both individual and in group</i>

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.

Prerequisites for learning

Socio-economic history of Ukraine, Philosophy

Content of the educational discipline

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

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

Theme 2. Language culture of business conversation

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

Theme 3. Culture and communication techniques as part of language etiquette

Theme 4. Non-verbal ways of communication

Theme 5. Power of image

Theme 6. Technology of business (commercial) negotiations

Theme 7. Ethics of distance communication

Material and technical support (software) of the discipline

Laptop, Power Point MS Office, Multimedia Projector

Course page on the Moodle platform (personal training system)

*Course description, Working plan, Syllabus, Lectures (presentations), Practical (methodical recommendations), Seminars (List of questions), Homeworks; Tests, Additional learning materials.
<https://pns.hneu.edu.ua/course/view.php?id=5440>*

Recommended literature

Main:

- 1. yars S.M. Business Ethics / S.M. Byars. – Open stax, Houston : 2018. – 377 p.*
- 2. Cruz-Cruz J. A.Ethics of business / J. A. Cruz-Cruz, W. Frey. – Hong Kong : 2011. – 348*



<p><i>p.</i> <i>Additional</i> 3. <i>Buchholz A. R. Business Ethics – The Pragmatic Path beyond Principles to Process / A. R. Buchholz, B. S. Rosenthal. - Prentice Hall, New York : 1998. – 350 p.</i></p>			
<p>Assessment system of learning outcomes</p>			
<p><i>The total score of the discipline consists of class attendance, current control, final control (the maximum amount is 100 points, the minimum amount that taking as a pass of discipline – 60 points).</i></p> <p><i>More detailed information on assessment is given in the technological card of the discipline.</i></p>			
<p>Accumulation of rating points in the discipline</p>			
Types of training			Max points
Lectures			12
Practical studies (seminars)			12
Competence-oriented tasks			30
Express Tests			6
Essay			15
Final Written Test			25
Max points			100
<p>Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale</p>			
Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		
<p>Discipline policies <i>Policy of academic integrity,</i> <i>Absenteeism policy.</i></p>			
<p><i>More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline https://pns.hneu.edu.ua/course/view.php?id=5440</i></p>			

Syllabus approved at the meeting of the Department Protocol № 2 from 27.08.2020