



**Syllabus of the educational discipline**  
«Ethics, neuropsychology, skills of business communication»

<b>Specialty</b>	<i>all specialties</i>
<b>Educational program</b>	<i>all training direction</i>
<b>Level of education</b>	<i>first (bachelor)</i>
<b>Discipline status</b>	<i>selective</i>
<b>Teaching language</b>	<i>English</i>
<b>Course / semester</b>	<i>2 course, 1 semester</i>
<b>Number of credits ECTS</b>	<i>5</i>
<b>Distribution by types of trainings and hours of study</b>	<i>Lectures – 30 hours. Practical studies (seminars) – 30 hours. Laboratory studies – no hours. Independent training – 90 hours.</i>
<b>Form of final assessment</b>	<i>Pass</i>
<b>Department</b>	<i>Department of Tourism, av. Science, 9a, Kharkiv office 316 (building 1), +38 (057) 758-77-26, additional 451, <a href="http://www.hneu.edu.ua/Department_of_tourism">http://www.hneu.edu.ua/Department_of_tourism</a></i>
<b>Teacher (-s)</b>	<i>Naumik-Gladka Kateryna Georgiivna, professor of the department of tourism, professor</i>
<b>Teacher's contacts</b>	<i>naumikateryna@gmail.com</i>
<b>Days of the classes</b>	<i>According to the current schedule</i>
<b>Consultations</b>	<i>According to the schedule</i>

**The purpose** of the discipline is to develop skills of conducting business negotiations with business partners to produce mutually beneficial agreements

**Prerequisites for learning**

Psychology, Management, Philosophy

**Content of the educational discipline**

**Content module 1.** The basis of business communication

Theme 1. Ethics, neuropsychology, skills of business communication: introduction

Theme 2. Needs of a personality as a foundation of business communication

Theme 3. Neuropsychological cognitive bases of communication: curiosity, empathy, imitation, humor

Theme 4. Neuropsychological emotional bases of communication: feelings of aggression, fear, anxiety, love as factors of the quality of communication

Theme 5. Typology of a personality in business communication

Theme 6. Self concept of personality and image as the foundation of business communication

**Content module 2.** Communication technologies and procedures

Theme 7. The art of dialogue

Theme 8. Defense mechanisms of a personality in communication

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

Theme 10. Business clothes, perfumery

Theme 11. Etiquette at the table

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

Theme 13. Written agreements in business negotiations

Theme 14. Modern problems of business communication

**Material and technical support (software) of the discipline – not needed**



<b>Course page on the Moodle platform (personal training system)</b>		Work plan of the educational discipline, syllabus, technological card, lectures, information materials, tests tasks for practical classes. <a href="https://pns.hneu.edu.ua/course/view.php?id=6646">https://pns.hneu.edu.ua/course/view.php?id=6646</a>	
<b>Recommended literature</b>			
<p><b>Main</b> - 1. Наумік К.Г. Економічна психологія : Навчальний посібник / К.Г.Наумік. – Харків: Вид. ХНЕУ, 2007. – 276 с. 2. Наумік К.Г. Управління мотивацією: Наукове видання / К.Г.Наумік, М.С. Дороніна, О.В. Солов'єв – Харків: Вид. ХНУ, 2006. – 240 с. 3. Чмут Т. К. Етика ділового спілкування : навч. посіб / Т. К. Чмут, Г. Л. Чайка. – 2-ге вид., перероб. і доп. – К. : Вікар, 2002. – 223 с. 4. Munter M. Guide to Managerial Communication (Guide to Business Communication Series) / M. Munter, T. Haley. – Boston : Prentice Hall, 2005. – 208 p. 5. Thill J. V. Excellence in Business Communication / J. V. Thill, C. Bovée. – 8th edition. – Upper Saddle River, N. J. : Prentice Hall, 2007. – 784 p.</p> <p><b>Ancillary:</b> 6. Newskills3000 [Electronic resource]. – Access mode : <a href="https://www.instagram.com/">https://www.instagram.com/</a></p>			
<b>Assessment system of learning outcomes</b>			
<i>More detailed information on assessment is given in the technological card of the discipline.</i>			
<b>Accumulation of rating points in the discipline</b>			
<b>Types of training</b>		<b>Max points</b>	
Report		10	
Presentation		10	
Lecture (active participation)		15,5	
Practice (active participation)		20,5	
Competence-oriented tasks		1	
Quiz		8	
Colloquium		28	
Essay		5	
Team work		2	
Max points		100	
<b>Transference of Simon Kuznets KhNUE Characteristics of Students' Progress into the System of the ECTS Scale</b>			
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	satisfactory	not pass
60 – 63	E	unsatisfactory	
35 – 59	FX	unsatisfactory	
1 – 34	F	unsatisfactory	not pass
<b>Discipline policies</b>			
<i>Policy of academic integrity, Absenteeism policy, Policy to perform tasks later than the deadline, etc.</i>			
<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 (<a href="https://pns.hneu.edu.ua/course/view.php?id=6646">https://pns.hneu.edu.ua/course/view.php?id=6646</a>).</i>			