

Syllabus of the educational discipline

«Ethics, neuropsychology, skills of business communication»

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

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

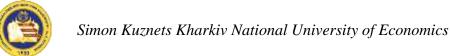
Content module 1. The basis of business communication

- 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



(personal training system)

Work plan of the educational discipline, syllabus, Course page on the Moodle platform technological card, lectures, information materials, tests tasks for practical classes.

https://pns.hneu.edu.ua/course/view.php?id=6646

Recommended literature

Main - 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. Соловьєв — 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 c. 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.

Ancillary: 6. Newskills3000 [Electronic resource]. Access mode https://www.instagram.com/

Assessment system of learning outcomes

More detailed information on assessment is given in the technological card of the discipline.

Accumulation of rating points in the discipline

Types of training	Max points	
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	

Transference of Simon Kuznets KhNUE Characteristics of Students' Progress into the System of the ECTS Scale

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		
82 - 89	В	good		
74 – 81	С		pass	
64 – 73	D	satisfactory		
60 – 63	Е			
35 – 59	FX	unsatisfactory	not pass	
1 - 34	F			

Discipline policies

Policy of academic integrity, Absenteeism policy, Policy to perform tasks later than the deadline, etc. 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=6646).