



**Syllabus of the educational discipline
« Business Ethics and Business Communications »**

Specialty	<i>028 Management of socio-cultural activities</i>
Educational program	<i>Event management</i>
Level of education	<i>Second (master)</i>
Discipline status	<i>Compulsory</i>
Teaching language	<i>English</i>
Course / semester	<i>1 course, 2 semester</i>
Number of credits ECTS	<i>4</i>
Distribution by types of trainings and hours of study	<i>Lectures – 16 hours</i>
	<i>Practical studies (seminars) – 24 hours</i>
	<i>Independent training – 80 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>
Teachers	<i>Blyznyuk Tetyana Pavlivna, Doctor of sciences (Economics), Professor;</i>
Teacher's contacts	<i>blyznyuk.tetyana@gmail.com</i>
Days of the classes	<i>According to the schedule</i>
Consultations	<i>According to the schedule</i>

The purpose of the discipline is the formation of applicants: understanding of the system of values, views, norms of behavior of business people, mastering the features of business communications in the socio-cultural sphere and the ability to organize constructive dialogue with socio-cultural representatives; practical skills of using the 4K model for negotiations, including in the international context; ability to analyze, evaluate the information obtained in the process of communication to solve complex problems and problems in the field of management of socio-cultural activities

Prerequisites for learning

Socio-economic history of Ukraine, Philosophy

Content of the educational discipline

Content module 1. Main components of the business ethics concept formation

Topic 1. Business ethics and its features

Topic 2. Corporate ethics

Topic 3. The role of image in business

Content module 2. Business communications

Topic 4. Communication: basic concepts and methodology

Topic 5. Intercultural business communications

Topic 6. Features of negotiations in business

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/enrol/index.php?id=5145>*

Assessment system of learning outcomes

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).

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
Lectures	15
Practical studies (seminars)	15
Competence-oriented tasks	24
Express Tests	6
Essay	15
Final Written Test	25
Max points	100
Discipline policies <i>Policy of academic integrity, Policy to perform tasks later than the deadline, Absenteeism policy</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</i> https://pns.hneu.edu.ua/enrol/index.php?id=5145	

Syllabus approved at the meeting of the Department Protocol № 13 from 22.06.2021