

PJSC "HIGHER EDUCATION INSTITUTION
'INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT'"



SYLLABUS
of the academic discipline
«ETHICS OF BUSINESS COMMUNICATION»

Speciality: **C4 Psychology**
Educational level: **Second (master's) level**
Study program: **Psychology**

General information about the academic discipline

Name of the academic discipline	Ethics of business communication
Code(s) and name(s)	C4 Psychology
Specialty(s)	Psychology
Level of higher education	second (master's) level of higher education
Status of the discipline	Selective
Number of credits and hours	3 credits/ 90 hours Lectures: 20 hours Seminars/practical classes: 14 hours Independent work: 56 hours
Terms of study of the discipline	1
Language of instruction	Ukrainian
Type of final control	Credit

General information about the instructor. Contact information.

Full name of the instructor	
Academic degree	
Position	
Areas of scientific research	
Links to the registers of identifiers for scientists	
Contact information	
E-mail:	
Department phone	
Teacher's portfolio on the Institute's website	

Course Annotation: The course “Business communication ethics” is aimed at understanding the fundamentals of contemporary ethical theory in combination with its application to the moral practice of business communication. The course is designed to familiarize students with techniques of cultural behavior and communication, as well as to enhance their overall level of ethical competence.

Topics and issues covered include: communication in contemporary humanities; communication as the foundation of human life and interaction; the concept of social capital in modern humanities; types of communication; historical conditions of the emergence of business communication and its forms; characteristic features of business communication; moral culture of students’ business communication in higher education institutions; moral prerequisites for business communication; methods of interpreting the concepts of “morality,” “business,” “activity,” “ethics,” and “etiquette”; the system of normative regulation: morality, law, politics, religion, custom, and tradition; ethics of Eastern and Western cultures; behavioral “technologies” in the modern research of sociologists, psychologists, and moralists; ethical principles of contemporary business communication; business ethics, its emergence and essence; moral “codes” of business communication; moral context in entrepreneurial ethos; economic ethics; political ethics; goal-oriented behavior; subjective and objective aspects of actions; acts and social procedures: rites, rituals, ceremonies; the origin of etiquette, its initial forms and functions; the role of etiquette rules in the history of entrepreneurial ethics; business etiquette; etiquette in verbal communication; national etiquette; international rules of politeness; etiquette in the moral-regulative aspect of communicative management; etiquette in mass media; requirements for oral business communication; universal techniques of verbal interaction, linguistic etiquette; requirements for the language of business documents; moral and etiquette aspects of gift-giving and the role of meals in business relationships; kinesics, haptics, proxemics, prosody, and extralinguistics as nonverbal communication tools; expression of emotions and body-language semiotics in actions and behavior; the role of signs and symbols in behavior; manners as a personality trait; image creation.

Subject of the course: patterns of psychological relationships and human behavior in the process of business communication.

Scope of study: the system of moral principles, norms, and rules of behavior that regulate relationships between people in professional and business activities.

Course objectives: to develop in students a system of fundamental knowledge about the theoretical and methodological foundations of business communication ethics, conceptual foundations of business ethics, skills for active participation in these processes, and cultivation of communication culture and interpersonal relationships for future professional activity.

Learning outcomes:

1. Develop the ability to build partnership relations based on the principles of humanistic ethics, which are most favorable for solving business tasks in the context of modern democratic processes in society.

2. Acquire skills in applying effective communication strategies that promote a positive business image through mutual understanding and subject-to-subject interaction, which is essential for professional competence and competitiveness of a modern specialist.

3. Improve the level of communicative competence of specialists through the application of acquired knowledge and communication skills.

4. Develop and implement effective communication strategies based on principles of dialogue and discussion as a practical method for finding common solutions and actions in professional activities.

Prerequisites:

The study of the course “Ethics of business communication” is based on the knowledge and skills acquired by students during the first (bachelor’s) level of higher education.

Post-requisites:

The knowledge, skills, and competencies acquired in this course form the basis for conducting

and structuring any research during studies and, in particular, for mastering educational components such as “Theory and Practice of Coaching.”

Program competencies and learning outcomes:

Integral competence	Ability to solve complex tasks and problems in the process of learning and professional activity in the field of psychology, which involves conducting research and/or implementing innovations, and is characterized by the complexity and uncertainty of conditions and requirements.
General Competencies (GC)	GC3. Ability to generate new ideas (creativity).
Specific (Professional) Competencies (SC)	SC1. Ability to carry out theoretical, methodological and empirical analysis of current problems of psychological science and / or practice. SC8. Ability to assess the limits of their own professional competence and improve their professional qualifications. SC9. Ability to adhere to professional ethics in professional activities and be guided by universal values.
Program outcomes	ILO1 Search, process and analyse professionally important knowledge from various sources using modern information and communication technologies. ILO7 Present research results in written and oral forms in an accessible and reasoned manner, participate in professional discussions. ILO9 Solve ethical dilemmas based on the law, ethical principles and universal values. ILO14 Ensure the operation of the system of psychological services that provide assistance to the population, design new forms of psychological interaction between specialists and the population.

Content of the academic discipline:

№	Topic name	Number of hours, of which:			
		Lectures	Practical classes	Independent work	Lectures
Content Module 1. The phenomenon of business communication					Teaching methods: verbal methods: lecture; conversation; educational discussion; inductive method; deductive method; analytical method; synthetic method; practical method; explanatory-illustrative method; reproductive method; problem-based method; partially exploratory method; research method; interactive methods: case analysis; discussions, debates, polemics; dialogue, synthesis of ideas; brainstorming; skills practice; situational modeling; discussion of key issues; professional activity modeling; innovative teaching methods: competency-based; project-research; case method
Topic 1	Business communication ethics in contemporary scientific discourse	2	4	6	
Topic 2	Moral culture of business communication	2	2	6	
Topic 3	Corporate ethics and business communication	2	2	6	
Content Module 2: types, means, and forms of business communication					Assessment methods: Oral assessment: oral questioning; evaluation of participation in discussions and other interactive learning methods; written assessment: tests, independent assignments, research papers; test-based assessment: closed-format tests (multiple choice, matching); self-assessment and self-control methods case-based evaluation
Topic 4	Levels and models of business communication: philosophical-ethical and psychological aspects	2	1	6	
Topic 5	Structure and typological specifics of business communication: business communication as communication	2	1	6	
Topic 6	Dialogical strategies in business communication: business communication as interaction	2	1	4	
Topic 7	Verbal and nonverbal means of communication in business communication	2	1	6	
Topic 8	Communicative competence: moral values and norms within the structure of communicative competence	2		6	
Topic 9	Conflict management as a component of communicative competence: communicative strategies for conflict resolution	2	1	6	
Topic 10	Means of communication with an audience	2	1	4	
Modular test work					
Total :		20	14	56	
Form of control: Credit					

Technical equipment and/or software – official website of IAPM:

<http://maup.com.ua> The educational process uses classrooms, a library, a multimedia projector and a computer for conducting lectures and seminars with presentation elements. Studying individual topics and completing practical tasks requires access to information from the Internet, which is provided by a free Wi-Fi network.

Forms and methods of control.

Control of the success of students is divided into ongoing and final (semester).

Ongoing control is carried out during practical (seminar) classes, the purpose of which is to systematically check the understanding and assimilation of theoretical educational material, the ability to use theoretical knowledge when performing practical tasks, etc. The possibilities of ongoing control are extremely wide: motivation for learning, stimulation of educational and cognitive activity, a differentiated approach to learning, individualization of learning, etc.

Forms of student participation in the educational process that are subject to ongoing control:

- oral report;
- additions, questions to the person answering;
- systematic work in seminar classes, activity during the discussion of issues;
- participation in discussions, interactive forms of organizing classes;
- analysis of legislation and monographic literature;
- written tasks (tests, tests, creative works, essays, etc.);
- preparation of theses, summaries of educational or scientific texts;
- independent study of topics;
- control of the success of students is divided into ongoing and final.

Methods of ongoing control: oral control (survey, conversation, report, message, etc.); written control (test work, essay, presentation of material on a given topic in writing, etc.); combined control; presentation of independent work; observation as a control method; test control; problem situations.

Grading system and requirements.

Table of distribution of points received by students

Topics	Ongoing knowledge control										Modula r tests	Credi t	Total point s
	Top ic 1	Top ic 2	Top ic 3	Top ic 4	Top ic 5	Top ic 6	Top ic 7	Top ic 8	Top ic 9	Top ic 10			
Work in a seminar session	3	3	3	3	3	3	3	3	3	3	20	20	100
Independent work	3	3	3	3	3	3	3	3	3	3			

The table contains information about the maximum points for each type of assignment.

When assessing the mastery of each topic for the current educational activity, the student is given marks taking into account the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the assessment of academic achievements of students at PJSC "HEI "IAPM".

Modular control. Modular control work on the academic discipline "Business communication ethics" is carried out in written form, in the form of testing, namely, closed-form tests: test-alternative, test-correspondence.

Criteria for evaluating the modular test work in the academic discipline "Business communication ethics":

When evaluating the modular test work, the volume and correctness of the completed tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);

- the grade "good" (B) is given for the completion of 80% of all tasks;

- the grade "good" (C) is given for the completion of 70% of all tasks;

- the grade "satisfactory" (D) is given if 60% of the proposed tasks are completed correctly;

- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;

- the grade "unsatisfactory" (FX) is given if less than 50% of the tasks are completed.

Absence from the modular test work - 0 points.

The above grades are transformed into rating points as follows:

"A" - 18-20 points;

"B" - 16-17 points;

"C" - 14-15 points;

"D" - 12-13 points.

"E" - 10-11 points;

"FX" - less than 10 points.

The final semester control in the academic discipline «Ethics of business communication» is a mandatory form of assessing the learning outcomes of a student. It is carried out within the time limits established by the educational process schedule and in the volume of educational material determined by the syllabus of the academic discipline.

The final control is carried out in the form of an Credit. The student is admitted to the final control provided that he/she performed all types of work outlined in the syllabus.

The final (semester) grade of the discipline for which the Credit is provided is formed from two components: the results (grade) of the ongoing control; Credit grade.

The maximum number of points for the ongoing control is 60, for the Credit is 40.

The minimum amount by which the Credit is considered as passed is 25 points.

The grade for the ongoing control is formed as the sum of rating points received by the student during the seminars/practical classes and incentive (if provided) points.

After evaluating the student's answers on the Credit, the professor summarizes the points received for the ongoing control measures and points for the Credit to obtain the final grade for the course.

Scale for evaluating the performance of independent work (individual tasks)

The maximum possible assessment of independent work (individual tasks)	Execution level			
	Excellent	Good	Satisfactory	Unsatisfactory
3	3	2	1	0

Forms of control: ongoing control based on the performance of practical work; ongoing control of knowledge acquisition based on the assessment of oral answers to questions, messages, reports, etc. (in practical (seminar) classes); individual or collective project that requires the formation of practical skills and abilities of students (selective form); solving situational tasks; a summary made on the topic studied independently; testing, performing a written test; draft articles, speech abstracts and other publications, other forms that contribute to the full assimilation of the educational program and the consistent development of skills for

effective independent professional (practical and scientific and theoretical) activity at a high level.

To assess the learning outcomes of a student during the semester, a 100-point, national and ECTS assessment scale is used.

Summary assessment scale: national and ECTS

Total points for all types of learning activities	EC TS assessment	National scale assessment for Credit, course project (work), internship	
		National scale assessment for Credit, course project (work), internship	For pass/fail (credit)
90 – 100	A	excellent	pass
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking	fail unsatisfactory with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	fail unsatisfactory with mandatory re-study of the discipline

Course Policy.

- regularly attend lectures and practical classes;
- work systematically and actively in lectures and practical classes;
- catch-up on missed classes;
- perform the tasks required by the syllabus in full and with appropriate quality;
- perform control and other independent work;
- adhere to the norms of academic behaviour and ethics.

The course "Ethics of business communication" involves mastering and adhering to the principles of ethics and academic integrity, in particular, orientation on preventing plagiarism in any of its manifestations: all works, reports, essays, abstracts and presentations must be original and author's, not overloaded with quotes, which must be accompanied by references to primary sources. Violations of academic integrity are considered: academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, biased evaluation.

The assessment of the student is focused on receiving points for activity in seminar classes, completing tasks for independent work, as well as completing tasks that can develop practical skills and abilities, for which additional (bonus) points can be awarded (participation in round tables, scientific conferences, scientific competitions among students).

Methodological support of the academic discipline

Teaching and methodological materials that provide support for the discipline: lecture notes, methodological recommendations for conducting practical (seminar) classes and methodological recommendations for independent work of higher education students in the

academic discipline "Ethics of business communication".

Recommended sources of information

Recommended Sources:

Core Sources:

1. Andriichenko, Zh., Blyzniuk, T., & Maistrenko, O. (2021). *Digital etiquette and communication: trends and current requirements*. Economy and Society, 34, 110–117. <https://doi.org/10.32782/2524-0072/2021-34-24>
2. Blyzniuk, T. P., Maistrenko, O. V., & Andriichenko, Zh. O. (2022). *Business ethics and business communication in the context of generation theory*. Scientific View: Economics and Management, 1(77), 44–50. <http://repository.hneu.edu.ua/handle/123456789/27653>
3. Baldzhi, M. D. (2021). *Business Ethics* [Textbook]. Kyiv: FOP Huliaieva V. M.
4. Kaliuzhka, N. S. (2022). *Ethics of Professional and Business Communication: Educational and Methodical Manual*. Kyiv: FOP Huliaieva V. M.
5. Plotnichenko, S. R. (2021). *Fundamentals of Business Etiquette and Protocol* [Textbook for Higher Education Students]. Melitopol: Color Print LLC
6. Pryshchak, M. D., & Lesko, O. Y. (2023). *Ethics and Psychology of Business Relations* [2nd edition, revised and supplemented]. Vinnytsia: VNTU
7. Pushkar, O. I., & Hrabovskyi, Y. M. (2022). *Culture of Digital Media* [Electronic Textbook]. Kharkiv: KhNEU named after S. Kuznets. <http://repository.hneu.edu.ua/handle/123456789/281>
8. Shevchuk, S. (2022). *Ukrainian Business Speech* [10th ed., revised and supplemented]. Kyiv: Alerta

Additional

Sources:

9. Zusin, V. Ya. (2019). *Ethics and Etiquette of Business Communication* [Textbook]. Mariupol: PDTU
10. Hrytsenko, T. B., Hrytsenko, S. P., Ishchenko, T. D., et al. (2019). *Business Communication Ethics* [Textbook]. Kyiv: Center for Educational Literature
11. Maistrenko, O. V., Andriichenko, Zh. O., & Blyzniuk, T. P. (2022). *Communication ethics of employees in social networks and its impact on company image*. Economy and Society, 38. <http://repository.hneu.edu.ua/handle/123456789/27628>
12. Maxwell, J. (2019). *The 21 Irrefutable Laws of Leadership*. Kharkiv: Knizhkovyi Klub "Клуб Сімейного Dozvillya"
13. Borolin, Ye. I., Komarova, K. V., Lypovska, N. A., & Tarasenko, T. M. (2019). *Socio-Psychological Foundations of Business Communication* [Textbook]. Dnipro: Grani
14. Peterson, M. (2021). *Ethics of Business Communication, Equality, and Risk*. New York, NY: Cambridge University Press