Syllabus
Educational Component
(a conditional indication EC in Education Program (EP))

Business Ethics

Discipline	Business Ethics
Higher Education Level	The first one (educational and scientific)
Moodle course page	https://dl2022.khadi-kh.com/course/view.php?id=4134
Educational Component Volume	3 credits (90 hours)
Final Control Form	Test
Consultations	According to the schedule
Department	Department of Philosophy and Pedagogy of Professional Training
Language of teaching	English
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Educational Component Summary:

The purpose is to form the world view foundations of successful and effective activity of the future specialist, ready for professional activity, due to ethical communication in various forms of social relations. The course is designed to promote the formation of an ethical culture of thinking and behavior in applicants for higher education.

The subject is moral aspects of business relations and communication, their ethical mechanisms.

The main tasks of the academic discipline are:

• to gain knowledge about the philosophical, ethical, foundations of business communication, its norms and rules, ways of their application, peculiarities of etiquette in various conditions of the professional activity;

• learn to analyze individual situations, recognizing types of people, their level of morality and other features;

• master the system of ways and means of business communication, its strategies, learn to choose them according to the psychological and sociocultural characteristics of the interlocutors;

• learn how to use the chosen methods and tools in the process of communication with compatriots and foreign partners during individual conversations and collective discussions of problems, speeches aimed at various audiences, negotiations, when resolving conflicts, etc.;

• outline ways of forming a communication culture, self-establishment and self-improvement of the individual communication style of higher education applicants in accordance with all rules and regulations.

Prerequisites for studying the educational component: Philosophy, Professional Ukrainian language, Professional Foreign language.

Competencies acquired by the applicant:

General competencies: Ethical culture of thinking and behavior in all areas of the social activity.

Special (professional) competencies:

• Ability to learn and master modern knowledge.

• Ability to apply knowledge in practical situations.

• Awareness of equal opportunities and gender issues.

• Ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding of history, the patterns of development of the subject area, its place in the general system of knowledge about nature and society, as well as in the development of the society, technics

and technologies, to use different types and forms of motor activity for recreation and leading a healthy life style.

Training results according to the educational program:

•   Communicate orally and in writing in a free manner, know the rules and norms of ethics of business communication on matters of professional activity.

•   Organize and manage the professional development of individuals and groups based on knowledge of business etiquette.

•   Be able to find mutual understanding and resolve conflicts in communication with subordinates and management, using knowledge of ethics and etiquette of business relations

•   Present information, ideas, problems, solutions, own experience and arguments to specialists and non-specialists.

Thematic plan

Theme, №	Theme (L, LW, PW, SEW)	Hours	
		full-time training	part-time training
1	L 1 The essence and content of business ethics	2	2
	LW, PW Ethics and etiquette as the base of business relations	2	2
	SEW Reflection of moral norms and principles role in the culture history. National peculiarities of business ethics in different countries of the world	8	8
2	L 2. Basics of business ethics	2	
	LW, PW Ways, models and styles of business relationship	2	
	SEW Peculiarities of business etiquette and protocol. Non-verbal communication and business etiquette	8	14
3	L 3. Business communication	2	
	LW, PW Ways and means of business communication	2	
	SEW Structure of business speech. Techniques of business communication. Speech etiquette	8	14
4	L 4. Mutual understanding and conflicts in communication.	2	
	LW, PW Interpersonal conflicts in communication	2	
	SEW Conflicts in the organization	6	10
5	L5. Business meetings and negotiations	2	
	LW, PW Business meeting preparation and conducting	2	
	SEW Peculiarities of conducting business negotiations. Presentations.	8	14
6	L 6 Business paraphernalia	2	
	LW, PW Business cards, souvenirs and gifts	2	
	LW, PW Label of national symbols	6	10
7	L 1 Image of a business person	2	
	LW, PW Image as a condition for business success	2	
	SEW Appearance of a business person	6	10
8	L8. Business techniques	2	
	LW, PW Types of business ceremonies and requirements for their conduct	2	
	SEW Hospitality culture and table manners	8	14
In total	**L**	**16**	2
	PW (LW)	16	2
	SEW	58	86

Teaching methods:
1) verbal: 1.1 traditional: lectures, explanations, stories, etc.;
1.2 interactive (non-traditional) problem lectures, discussions, etc.;
2) visual: illustration method, demonstration method
3) practical: 3.1 traditional: practical classes, seminars;
3.2 interactive (non-traditional): business and role-playing games, trainings, discussion seminars, round tables, brainstorming method.

Evaluation system and requirements:
Ongoing achievement
1. The applicants' ongoing achievement in the performance of the both educational activities and self-education work while training is evaluated using a four-point scale with the further conversion into the 100-point scale. While evaluating all kinds of works provided by the educational program are taken into account.

1.1 Lectures are evaluated by determining the quality of specific tasks performance.

1.2 Practical classes are evaluated by the quality of performance of the tests or individual tasks, execution and design of practical works.

1.3 The laboratory classes are evaluated by the quality of the laboratory work report performance.

1.4 Seminars are assessed by the quality of individual task/abstract performance.

2. The evaluation of the ongoing achievement of higher education applicants is carried out at each practical class (laboratory class or seminar) using a four-point scale ("5", "4", "3", "2") and are recorded in the journal of academic achievement.

– "excellent": the applicant masters the theoretical material in a perfect way, shows deep knowledge on the given theme or academic discipline, basic issues;

– "good": the applicant masters the theoretical material well, knows the main issues of the original sources and recommended references, and sets it out reasonably; has practical skills, gives his/her ideas on certain problems, but certain inaccuracies and errors in logic of the theoretical content or practical analysis are assumed;

– "satisfactory": the applicant basically masters the theoretical knowledge of the educational themes or disciplines, is aware of the original sources and recommended references but answers incomprehensibly, confuses the concept, gives uncertain answers to additional questions, does not have steady knowledge; answering the practical questions, reveals inaccuracy in knowledge, cannot make evaluation of facts and phenomena and connect them with the future profession;

– "unsatisfactory": the applicant does not master the educational material of the theme (disciplines), does not know scientific facts, definitions, is hardly aware of the original sources and recommended references, has a lack of scientific thinking, practical skills are not developed.

3. Final score for the current activity is determined as the average arithmetic sum of points for each class, for individual work, current tests according to the formula:

$$K^{nomoч} = \frac{K1 + K2 + ... + Kn}{n},$$

Where $K^{nomoч}$ –achievement final score under the results of ongoing control;

$K1, K2, ..., Kn$ – achievement score of n -ongoing control;

n – number of ongoing controls.

Evaluation scores are converted into points according to the conversion scale (Table 1).

Table 1 – Conversion of average evaluation score for the current activity in a multi-point scale

4- point scale	100- point scale	4- point scale	100- point scale	4- point scale	100- point scale	4- point scale	100- point scale
5	100	4,45	89	3,90	78	3,35	67
4,95	99	4,4	88	3,85	77	3,3	66
4,9	98	4,35	87	3,80	76	3,25	65

4,85	97	4,3	86	3,75	75	3,2	64
4,8	96	4,25	85	3,7	74	3,15	63
4,75	95	4,20	84	3,65	73	3,1	62
4,7	94	4,15	83	3,60	72	3,05	61
4,65	93	4,10	82	3,55	71	3	60
4,6	92	4,05	81	3,5	70	Between 1,78 and 2,99	Between 35 and 59
						Retake test	
4,55	91	4,00	80	3,45	69	Between 0 and 1,77	Between 0 and 34
4,5	90	3,95	79	3,4	68	The second study	

Final score

1. The higher education applicant gets a score for the test at the last class according to the results of the current assessment. The average score for current activity is converted into a 100-point scale, according to the conversion table (Table 1).

    Higher education applicants who have an average current score lower than "3" (60 points) can increase it at the last class by taking tests.

    The applicants' knowledge evaluation is carried out by testing according to the following scale:
    – "Excellent" is not less than 90% of correct answers;
    – "Very good" ranges from 82% to 89% of correct answers;
    – "Good" varies from 74% to 81% correct answers;
    – "Satisfactory" extents from 67% to 73% of correct answers;
    – "Satisfactory enough" is from 60% to 66% of correct answers;
    – "Unsatisfactory" is under 60% of correct answers.

2. The conditions for obtaining the test are as follows:
    – retake the missed classes;
    – the average discipline current score is not less than "3" (60 points).

3. Extra-points are awarded to the applicants for performing individual self-education work and participation in scientific events.

    3.1 Extra-points are added to the achieved sum of points by the higher education applicant for the current educational activity (for disciplines where the final form of control is test), or for the discipline where the final form of control is an exam.

    3.2 The number of extra-points awarded for different types of individual tasks depends on their volume and importance:
    – discipline prize-winning places on the at the international / all-Ukrainian competition of scientific students' works – 20 points;
    – discipline prize-winning places at all-Ukrainian olympiads – 20 points;
    – participation in the international / all-Ukrainian competition of scientific students' works – 15 points
    – participation in international / all-Ukrainian scientific conferences of students and young scientists – 12 points;
    – participation in all-Ukrainian discipline competitions– 10 points
    – participation in KhNAHU discipline competitions and scientific conferences – 5 points;

    – implementation of individual scientific and research (educational and research) tasks of increased complexity – 5 points.

    3.3 The number of extra points might not exceed 20 points.

    4. The result of the study is evaluated (select the relevant):
    – on a two-point scale (passed/failed) according to table 2;
    – on a 100-point scale (for differentiated test) according to table 3.

    The total score comprising the extra-points might not exceed 100 points.

    Table 2 – Conversion of the score into the national evaluation system

According tothe100- point scale	According to the national scale
between 60 scores and 100 scores	Passed
Less than 60 scores	Failed

Table 3–Applicants' evaluation score scale according to the final control of the academic discipline.

Evaluation score in points	Evaluation score according to national scale		ECTS grades	
	Exam	test	Grade	Criteria
90-100	Excellent	passed	**A**	The theoretical content of the course is mastered completely, without gaps, the necessary practical skills to work over the mastered material are developed, all the training tasks provided by the program are accomplished, the quality of their performance is estimated by the number of points close to the maximum
80–89	Very good	passed	**B**	The theoretical content of the course is mastered completely, without gaps, the necessary practical skills to work over the mastered material are basically developed, all the training tasks provided by the program are accomplished, the quality of performance of most of them is estimated by the number of points close to the maximum.
75-79	Good		**C**	The theoretical content of the course is mastered completely, without gaps, some practical skills to work with the mastered material are not developed sufficiently, all the training tasks provided by the program are accomplished, the quality of performance of none of them is estimated by the minimum number of points, some tasks can have mistakes
67-74	Satisfactory		**D**	The theoretical content of the course is partially mastered, but the gaps are not significant, the necessary practical skills to work over the mastered material are basically developed, most of the training tasks provided by the program are accomplished, some of the completed tasks may contain mistakes
60–66	Satisfactory		**E**	The theoretical content of the course is partially mastered, some practical skills to work over the mastered material are not developed, many training tasks according to the program are not completed, or the quality of performance of some of them is estimated by the number of points close to the minimum.

Evaluation score in points	Evaluation score according to national scale		ECTS grades	
	Exam	test	Grade	Criteria
35–59	Unsatisfactory	Failed	**FX**	The theoretical content of the course is partially mastered, practical skills to work over the mastered material are not developed, most of the tasks provided by the programs are not completed, or the quality of their performance is estimated by the number of points close to the minimum; additional self-education work according to the course can improve the quality of the performance of educational tasks (in case of the second study)
0–34	Failed		**F**	The theoretical content of the course is not mastered, the necessary practical skills to work over the mastered material are not developed, all the completed educational tasks contain serious errors, additional self-education work according to the course doesn't have any significant quality improvement in educational tasks performance (due to mandatory second study)

Course policy:
– the course involves working in the team where the environment is friendly, creative, open to constructive criticism;
– graspering the discipline requires mandatory attendance of lectures and practical classes, as well as self-education work;
– self-education work involves studying certain discipline themes, which are submitted in accordance with the program for self-education work, or have been considered briefly;
– all the tasks provided by the program must be completed within the prescribed time-frame;
– if the higher education applicant is absent for valid reasons, he/she passes the completed tasks during the self-education work and consultations provided by the teacher;
– while studying the course, higher education applicants should follow the rules of academic integrity set out in such documents: «Rules of academic integrity of participants of the KhNAHU Education process»
(https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_67_01_dobroch_1.pdf),
«Academic integrity. The text check of academic, scientific and qualification works for the plagiarism»   (https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_85_1_01.pdf),
«Moral and ethical code of participants of the KhNAHU educational process»
(https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_67_01_MEK_1.pdf).
– in case of detecting the plagiarism, the applicant receives 0 points for the task and must retake the tasks provided in the syllabus;
– cheating during control works and examinations is prohibited (including mobile devices). Mobile devices are only allowed to be used during online testing.

Reference:
1. Кривуля О. М. Філософія: Навчальний посібник/О.М.Кривуля. – Х.: ХНУ імені В. Н. Каразіна, 2010. – 592 с.
2. Філософія (нормативний курс) : навчальний посібник. – 2-е вид., допов.   І переробл. /О.К. Чаплигін, І.І. Чхеайло, Л.В. Філіпенко, Т.В. Ярмак; за заг.ред. доц. І.І. Чхеайло. – Харків: ХНАДУ, 2019. – 200 с.
3. Лесько О.Й. та ін. Етика ділових відносин. Навчальний посібник. — Вінниця : ВНТУ, 2011. — 309 с.

4. Пантелюк М. МаруничI., Гайдаєнко I. Ділове спілкування та культура мовлення. Київ:– ЦУЛ, 2020. – 224с.
5. ЯхноТ., Куревіна I. Конфліктологія та теорія переговорів. Навчальний посібник.Київ: – ЦУЛ, 2021. – 168с.
6. Кацавець С. Ораторське мистецтво. Київ:– Алерта, 2021. – 250 с.
7. Рой Ліллей Як взаємодіяти з проблемними людьми. Харків : Вид-во «Ранок» : – Фабула, 2020. –160с.

Extra-reference:
1. Лесько О.Й. та ін. Етика ділових відносин. Навчальнийпосібник. — Вінниця : ВНТУ, 2011. — 309 с.
2. Пантелюк М. МаруничI., Гайдаєнко I. Ділове спілкування та культура мовлення. Київ: – ЦУЛ, 2020. – 224с.
3. ЯхноТ., Куревіна I. Конфліктологія та теорія переговорів. Навчальний посібник. Київ:– ЦУЛ, 2021. – 168с.

Information resources:
1. Про вищу освіту : Закон України 1556-VII від 01.07.2014. URL: https://zakon.rada.gov.ua/laws/show/1556-18
2. Про освіту: Закон України 2145-VIII від 25.09.2017. URL: https://zakon.rada.gov.ua/laws/show/2145-19
3. Про повну загальну середню освіту : Закон України 463-IX від 16.01.2020 URL: https://zakon.rada.gov.ua/laws/show/463-20#Text
4. http://files.khadi.kharkov.ua/transportnikh-sistem/filosofiji-i-politologiji/itemlist/category/820-kff.html
5. https://uk.wikipedia.org/wiki/Філософія
6. www.filosof.com.ua
7. https://tureligious.com.ua
8. arhe.com.ua

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