

HIGHER EDUCATIONAL INSTITUTION OF UKOOSPILKA
"POLTAV UNIVERSITY OF ECONOMICS AND TRADE"

Educational and Scientific Institute of Leadership

SYLLABUS

academic discipline

"Business etiquette"

for the 2023-2024 academic year

Course and semester of study	4th year, 2nd semester
Educational program/specialization	
Specialty	
Branch of knowledge	
Degree of higher education	Bachelor

Name of the NPP that leads this discipline,
scientific degree and academic title,
position

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E-mail address	lumpen @meta.ua
Schedule of educational classes	http://schedule.puet.edu.ua/
Consultations	full-time: http://puet.edu.ua/uk/navchalno-naukoviy-institut-liderstva online: by e-mail, Mon-Fri from 10:00 a.m. to 5:00 p.m
Distance course page	https://el.puet.edu.ua/

Description of the academic discipline

Goal study of an academic discipline	Acquisition and expansion of knowledge about the principles of business communication, basic etiquette rules, business tact, formation of skills in tactful communication with representatives of different social groups, mutual respect and mutual courtesy, as well as communication during the work process
Duration	5 ECTS credits / 150 hours (lectures 20 hours, practical classes 40 hours, independent work 90 hours) .
Forms and methods of education	Lectures and practical classes in the classroom, independent work outside the schedule
System of current and final control	Current control: attending classes; protection of homework; discussion of lesson material; performance of educational tasks; reports with presentations and their discussion; testing; current modular work . Final control - credit
Basic knowledge	Basic understanding of etiquette, conflict-free communication, business tact
Language of teaching	Ukrainian

List of competencies provided by this educational discipline, program learning outcomes

Program learning outcomes	Competencies that should master the acquirer
<ul style="list-style-type: none"> PR4. Develop programs of socio-pedagogical interventions PR5. Develop educational materials and programs, implement them, receive feedback, evaluate quality PR6. It is accessible and reasoned to present the results of research in written and oral forms, to participate in scientific discussions. PR8. To solve the problems of the ethics of partnership subject-subject interaction, the ethics of communication based on universal human values and the norms of the law 	<ul style="list-style-type: none"> ZK1. Ability to apply knowledge in practical situations ZK5. The ability to adapt and act in a new situation ZK6. The ability to identify, pose and solve problems and ZK7. Skills of interpersonal interaction ZK8. The ability to act socially responsibly and consciously SK2. The ability to recognize and take into account the diversity of individuals, to provide

Program learning outcomes	Competencies that should master the acquirer
	individual support in the educational process <ul style="list-style-type: none"> • SK3. Awareness of the different contexts in which learning can take place • SK4. Awareness of different levels of subject-subject interaction of participants in the educational process

Thematic plan of the educational discipline

Topic name	Types of work	Tasks of independent work in terms of topics
Module 1 . Basics of modern etiquette		
Topic 1. Concept of etiquette. The history of the development of etiquette norms	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; tasks of independent work; testing on a topic in a distance course.	Preparation of a report or presentation on the topic of the seminar. Preparation for the discussion "Why do I need etiquette?"
Topic 2. Basic modern etiquette requirements	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; tasks of independent work; testing on a topic in a distance course.	Preparation of a report or presentation on the topic of the seminar. Updating existing knowledge on etiquette
Topic 3. Business etiquette	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; tasks of independent work; testing on a topic in a distance course.	Preparation of a report or presentation on the topic of the seminar. Preparation for the discussion "Qualities of a business person"
Topic 4. Peculiarities of Ukrainian etiquette	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; tasks of independent work; testing on a topic in a distance course.	Preparation of a report or presentation on the topic of the seminar. Preparation for the discussion "Qualities of a business person"
Module 2. Practical aspects of business etiquette		
Topic 5. Network and telephone etiquette. Etiquette of business papers	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; tasks of independent work; testing on a topic in a distance course.	Preparation of a report or presentation on the topic of the seminar. Implementation of the practical task "Fundamentals of pedagogical ethics".
Topic 6. Festive etiquette. Dress code	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; tasks of independent work; testing on a topic in a distance course.	Preparation of a report or presentation on the topic of the seminar. Preparation for the discussion "Mistakes of my teachers"
Topic 7. Ethics and etiquette of the manager and subordinate. Corporate culture	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; tasks of independent work; testing on a topic in a distance course.	Preparation of a report or presentation on the topic of the seminar. Implementation of the practical task "Teacher's Moral Code".
Topic 8. Etiquette norms in various situations: negotiations, restaurant, conflict, etc	Attending classes; protection of homework; discussion of lesson material; performance of educational tasks; tasks of independent work; testing on a topic in a distance course.	Preparation of a report or presentation on the topic of the seminar. Preparation for the discussion "How do I resolve a conflict with a teacher"

Information sources

1. Zubenko L.H., Nemtsov V.D. Culture of business communication. Study guide - K.: "ExOb", 2002. - 200 p.
2. Radevich-Vynnytskyi J. Etiquette and culture of communication. - Lviv: SPOLOM Publishing House, 2001. - 223 p.
3. Shelomentsev V.M. Etiquette and modern communication culture. - K.: Libra, 2003. - 416 p.
4. Khmil F.I. Business communication: Study guide. - K.: Akademvydav, 2004. - 280 p.
5. Galushko V.P. Business protocol and negotiations. – Vinnytsia: Nova kniga, 2002. – 226 p.
6. Kubrak O. V. Ethics of business and everyday communication: Education. manual for students history special higher education closing – 2nd ed., add. – Sumy: University Book, 2003. – 219 p.
7. Shelomentsev V.M. Etiquette and modern communication culture / V.K. Fedorchenko (general editor). - 2nd edition. - K.: Libra, 2003. - 415 p.
8. Gubenko L.H., Nemtsov V.D. Culture of business communication. - K.: "Alfa Press", 2000, 184 p.

9. Yakhno, T. P. Conflictology and negotiation theory: teaching. manual / T. P. Yakhno, I. O. Kurevina; Ministry of Education and Science, Youth and Sports of Ukraine, Lviv. commerce Acad. - K.: Center for Education. 1-ry, 2012. - 175 p.
10. Carnegie D. How to win friends and influence people: Trans. from English — K.: Molod, 1990. — 219 p.
11. Vasyanovych H. Pedagogical ethics: teaching. method. manual / Hryhoriy Vasyanovych. – Lviv: Norma, 2005. – 344 p. – 966-7775-08-9.
12. Shymanova O. Ethics and professional ethics: educational method. manual / Olga Shymanova. - Lviv: PP Soroka TB, 2012. - 131 p.
13. Bobir O. Etiquette of the teacher: Teaching and methodical manual. - K.: Lenvit. 2004. -192 p.
14. Ethics of business communication: Course of lectures / T.K. Chmut., G.L. Gull. - K.: MAUP, 1999. - 28 p.
15. Komarova I. The culture of teacher's pedagogical communication // Path of education. - 2001. - No. 1.-S. 31-34.
16. Priya Parker. The art of coming together. How to organize a meaningful and effective meeting / Vivat , "Self-development" series. - 2020 - 288 p.
17. Zusin V. Ya. Ethics and etiquette of business communication: teaching. manual 4th ed., revised. and additional Mariupol: PDTU, 2019. - 206 p
18. Tkachenko M. Formation of the leader's image / SOCIALLY RESPONSIBLE SOCIETY: realities, challenges, prospects: materials of the All-Ukrainian scientific conference of students, graduate students and young scientists (May 14, 2021) Tavriysk State Agro-Technological University named after Dmytro Motorny; under the general editorship of Ortina G.V. – Melitopol: FOP Odnorog T.V. 2021. – 220 p

Educational discipline software

- Microsoft Office suite of software products.

Policy of study of academic discipline and assessment

- **Due date and revision policy:** Written practical assignments must be submitted for review during a practical session on the relevant topic. If the tasks are completed in violation of the deadlines without valid reasons, they may be evaluated for a lower grade (up to 50% of the possible maximum number of points for the type of activity). Current module works are carried out in the form of tests in written form or with the help of appropriate software for computer support of the educational process in the term provided by the work curriculum, the student has 2 attempts for testing. If the assessment for the current module work is unsatisfactory (less than 60% of the correct answers), the reassessment takes place in the form of an oral interview on the theoretical questions of the module.

- **Academic Integrity Policy:** Students must consciously adhere to the "Academic Integrity Regulations" (http://puet.edu.ua/sites/default/files/polozhennya_pro_akademichnu_dobrochesnist_2020.pdf); do not allow copying (from one another, from a text written by oneself, printed or electronic media, etc.) during the performance of individual educational tasks and didactic tests; to make high-quality links to sources of information when writing reports, preparing presentations, theses, etc.

- **Attendance policy:** attendance at lectures and practical classes is mandatory, if a student misses a class or receives an unsatisfactory grade, he must make up for the missed or incomplete by studying the materials on the relevant topic in the distance course, performing a thematic test for self-control, writing a synopsis with further protection during an individual consultation; for objective reasons (for example, illness, employment, internship, etc.), training can take place online (Moodle) upon agreement with the leading teacher. If the class (under emergency conditions) is held remotely, the student must contact the teacher according to the class schedule and additional instructions accordingly.

- **Policy of enrollment of results of non-formal education:** <http://www.puet.edu.ua/uk/neformalna-osvita>
http://puet.edu.ua/sites/default/files/polozhennya_pro_zarahuvannya_rezultativ_neformalnoyi_osvity_0.pdf

Assessment

The final grade for the study of the academic discipline is calculated through the current assessment

Types of work	Maximum number of points
Module 1 (topics 1-5): attending classes (10 points); defense of completed practical tasks (5 points); discussion of lesson material (6 points); performance of educational tasks (5 points); reports with presentations and their discussion (10 points); testing (5 points); current module work (10 points)	50
Module 2 (topics 6-9): attending classes (10 points); defense of completed practical tasks (5 points); discussion of lesson material (6 points); performance of educational tasks (5 points); reports with presentations and their discussion (10 points); testing (5 points); current module work (10 points)	50
Together	100

The scale of evaluation of students of higher education according to the results of the study of the academic discipline

The sum of points for all types of educational activities	Evaluation according to the ECTS scale	Evaluation on a national scale
90-100	A	Perfectly
82-89	B	Very good
74-81	C	Fine
64-73	D	Satisfactorily
60-63	E	Satisfy enough
35-59	FX	Unsatisfactory with the possibility of reassembly
0-34	F	Unsatisfactory with mandatory repeated study of the academic discipline