

**PJSC "Higher Education Institution "INTERREGIONAL ACADEMY OF
PERSONNEL MANAGEMENT"**



**SYLLABUS OF THE ACADEMIC DISCIPLINE
«Economic Psychology and Business Ethics»**

Specialty: **D3 Management**
Educational level: **first (bachelor's) level**
Educational program: **Management**

General information about the academic discipline

Name of the academic discipline	Economic Psychology and Business Ethics
Code and name of specialty	D3 "Management"
Level of higher education	First (bachelor's) level of higher education
Discipline status	selective
Number of credits and hours	3 credits / 90 hours. Lectures: 20 Seminar classes: 14 Independent work of students: 56
Terms of studying the discipline	semester
Language of instruction	Ukrainian
Type of final control	test
Discipline page on the website	https://ks.maup.com.ua/en/pro-nas/akredytacija/akredytacija-men-zhment-2026

General information about the teacher. Contact information.

Abstract of the discipline

Academic degree	
Academic title	
Position	
Disciplines taught by the NPP	
Areas of scientific research	
Links to identifier registries for scientists	
Teacher contact information:	
Email:	
Contact phone number	
Teacher's portfolio on the website of the department / institute / academy	https://ks.maup.com.ua/en/pro-nas/akredytacija/akredytacija-men-zhment-2026

The academic discipline "Economic Psychology and Business Ethics" is classified as a group of elective academic disciplines of the Bachelor's degree program under the D3 Management educational program.

The discipline "Economic Psychology and Business Ethics" is designed to integrate the approaches of psychological and economic sciences in the study of the economic behavior of citizens, the economic life of society, the interaction and relations of economic entities. It is the combination of economic and psychological approaches that allows us to more fully understand human behavior in today's conditions.

Subject of academic discipline. Economic psychology studies the subjective relations of people regarding things that are actually formed in the process of production, exchange, distribution and consumption. This is a new type of knowledge, which is fundamentally different from what existed traditionally in economic and psychological sciences. The need for this new type of knowledge is due to the fact that economic and psychological knowledge, separated from each other by artificial

boundaries, is applied in unity by the manager and entrepreneur in economic practice. That is why the subject of economic activity needs, first of all, such knowledge, where economic methods of management are studied from the perspective of people's perception, that is, through the prism of the peculiarities of their psychology.

The purpose of the academic discipline.

It consists in forming students' competencies in economic psychology in order to form in applicants a system of knowledge about the essence of the science "Economic Psychology and Business Ethics" and skills in using a psychological approach in managing the economic behavior of economic entities.

Prerequisites. The foundations of this discipline are laid in such courses as introduction to the specialty, psychology, economic theory, sociology, and the culture of business communication.

Learning outcomes

In accordance with the educational and professional programs for bachelor's training, studying the discipline contributes to the formation of competencies and program learning outcomes:

General competencies	ZK 3.Skills in using information and communication technologies ZK 7.Ability to think abstractly, analyze and synthesize. Ability to apply acquired knowledge in practical situations. - Ability to communicate in the state language both orally and in writing. - Ability to work in a team. - The ability to preserve and multiply the moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and engineering, to use various types and forms of physical activity for active recreation and leading a healthy lifestyle. - The ability to justify economic decisions based on an understanding of the laws of economic systems and processes and using modern methodological tools.
Special competencies	SC 1.The ability to select and use management concepts, methods and tools, including in accordance with defined goals and international standards. SC 9.The ability to analyze and structure organizational problems, make effective management decisions in business, and ensure their implementation.
Learning outcomes	PH 1.Critically evaluate, select, and use the necessary scientific, methodological, and analytical tools for management in unpredictable conditions. PH 2.Identify problems in the organization and justify methods for solving them. PH 14.Initiate and implement changes in the management system and the organization's business model in accordance with digital changes in the environment and compliance with intellectual property rights -Use basic knowledge of entrepreneurship, trade and stock market activities and the skills of critical thinking, analysis and synthesis for professional purposes. - Demonstrate entrepreneurship in various areas of professional activity and take responsibility for results. - Demonstrate the ability to act socially responsibly based on ethical, cultural, scientific values, and achievements of society.

Content of the academic discipline (full-time education)

Names of content modules and topics	Number of hours											
	day uniform						Correspondence form					
	total	including					total	including				
		l	n	lab	ind	s.r.		l	n	lab	ind	s.r.
1	2	3	4	5	6	7	8	9	10	11	12	13
Content module 1. Economic psychology												
Topic 1. Economic psychology: essence, place and role in the system of human sciences	5	2	1			2	6		1			5
Topic 2. Economic consciousness and economic thinking	5	1	1			3	7		1			6
Topic 3. Color psychology in the marketing branch of economic psychology	9	4	2			3	5	1				4
Topic 4. Idea generation in economic psychology	7	2	2			3	8		1			7
Topic 5. Economic behavior in the decision-making process	6	2	1			3	7	1				6
Topic 6. Psychology of perception of money, wealth and poverty	5	2				3	6					6
Topic 7. Psychology of consumption	6	2	1			3	6					6
Together by content module 1	43	15	8			20	45	2	3			40
Content module 2. Business ethics												
Topic 8. Applied aspects of modern business ethics	6	2	1			3	6	1				5
Topic 9. Business communication ethics	6	2	1			3	7		1			6
Topic 10. Nonverbal communication	9	2	1			4	4					4
Topic 11. Business image and business dress code	8	2	2			4	8	1				7
Topic 12. Ethical aspects of business negotiations	6	2	1			3	6		1			5
Topic 13. Etiquette of business meetings and receptions	8	4	1			3	7		1			6
Topic 14. Corporate ethics and conditions for its successful formation	4	1				5	7					7
Together by content module 2	47	15	7			25	45	2	3			40

Total hours	90	30	15			45	90	4	6			80
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Content of tasks for independent work

Independent work of students in the discipline is aimed at generalizing, mastering and consolidating knowledge on each topic. It includes the following types of work: studying lecture material, recommended literature, preparing for practical classes, considering issues that were submitted for independent study, solving practical situations.

No. of the comp. a. n. y.	Topic name	Number of hours	
		day uniform	corresponde nce form
1	Topic 1. Economic psychology: essence, place and role in the system of human sciences	2	5
2	Topic 2. Economic consciousness and economic thinking	3	6
3	Topic 3. Color psychology in the marketing branch of economic psychology	3	4
4	Topic 4. Idea generation in economic psychology	3	7
5	Topic 5. Economic behavior in the decision-making process	3	6
6	Topic 6. Psychology of perception of money, wealth and poverty	3	6
7	Topic 7. Psychology of consumption	3	6
8	Topic 8. Applied aspects of modern business ethics	3	5
9	Topic 9. Business communication ethics	3	6
10	Topic 10. Nonverbal communication	4	4
11	Topic 11. Business image and business dress code	4	7
12	Topic 12. Ethical aspects of business negotiations	3	5
13	Topic 13. Etiquette of business meetings and receptions	3	6
14	Topic 14. Corporate ethics and conditions for its successful formation	5	7

Technical equipment and/or software. 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 World Wide Web, which is provided by a free Wi-Fi network.

Forms of control methods.

Monitoring the progress of students is divided into current and final (semester).

Current control carried out during practical and seminar classes. Its purpose is to systematically check:

- understanding and mastering the theoretical foundations of economic processes;
- the ability to apply knowledge to build models and analyse economic data;
- skills in diagnosing and forecasting economic processes;
- using specialized software for modeling and processing statistical data.

Forms of student participation in the educational process, which are subject to current control:

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addition, question to the person answering;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (tests, tests, analytical and abstract papers);
- preparation of abstracts, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:

- oral control (survey, conversation, report, message);
- written control (test work, analytical report, essay, completion of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- monitoring activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);
- working with problem situations (analytical cases, scenario modeling of economic processes).

Assessment system and requirements.

Deadline and resubmission policy: Works submitted after the deadline without good reason are given a lower grade (-10 points). Modules can be retaken with the permission of the dean's office if there are good reasons (for example, sick leave).

Academic Integrity Policy: All written works are checked for plagiarism and are allowed to be defended with correct text borrowings of no more than 20%. Copying during tests and exams is prohibited (including using mobile devices).

Visitation Policy: Attendance at classes is a mandatory component of the assessment, for which points are awarded. For objective reasons (e.g. illness, international internship), training may take place online in agreement with the course leader.

The evaluation criteria are:

with oral answers: completeness of the disclosure of the issue; logic of teaching the material; use of basic and additional literature; analytical reasoning, ability to make comparisons, conclusions; ability to analyze theoretical problems taking into account world and domestic practice;

when completing written assignments: completeness of the disclosure of the issue, reasoning and logic of the presentation of the material, use of literary sources, legislative acts, examples and factual material, etc.; integrity, systematicity, logic, ability to formulate conclusions; accuracy of the written work.

The maximum score for a student's knowledge during training sessions for each topic (survey, testing), completing tasks for independent work, and preparing an essay is 5 points.

The final semester assessment in the discipline "Economic Psychology and Business Ethics" is a mandatory form of assessing students' learning outcomes. It is conducted within the time frame specified in the curriculum and covers the scope of material specified in the course program.

The final assessment is carried out in the form of a test. A student who has completed all the required work is allowed to take the semester assessment.

The final grade is based on the student's performance during the semester. The student's grade consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all required assignments and received a score of 60 points or higher receive a grade corresponding to the grade received without additional testing.

For students who have completed all the required tasks but received a score below 60 points, as well as for those who wish to improve their score (result), the teacher conducts a final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Table of points awarded to higher education students*

Ongoing testing and independent work																Tes t	Su m
Content module #1								Content module No. 2									
To pic 1	Top ic 2	Top ic 3	Top ic 4	Top ic 5	Top ic 6	Top ic 7	M.k. r. 1	To pic 8	Top ic 9	Top ic 10	Topi c 11	Top ic 12	Topi c 13	Topic 14	M.k.r. 2		
2	3	4	5	3	3	2	8	3	3	3	4	3	4	2	8	40	100

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for current educational activities, the student is given grades 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 of Higher Education at PJSC "Higher Education Institution "MAUP".

Module control is carried out in the last lesson of the module in written form, in the form of testing.

Assessing criteria for the module test in the academic discipline "Economic Psychology and Business Ethics":

When assessment a module test, the volume and correctness of the 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);

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

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

- a grade of "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;

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

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

Failure to appear for a module test - 0 points.

Assessment of additional (individual) types of educational activities. Assessment of additional (individual) types of educational activities. Additional (individual) types of educational activities include the participation of applicants in scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc. in excess of the tasks established by the relevant work program of the academic discipline.

By decision of the department, students who participated in research work and performed certain types of additional (individual) educational activities may be awarded incentive (bonus) points for a specific educational component.

Assessment of independent work

The total number of points received by a student for completing independent work is one of the components of academic success in the discipline. Independent work on each topic, in accordance with the course program, is evaluated in the range from 0 to 3 points using standardized and generalized knowledge assessment criteria.

Assessment scale for independent work (individual assignments) assessment criteria.

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Perfectly	Good	Satisfactorily	Unsatisfactorily
3	3	2	1	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

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

Final assessment scale: national and ECTS

Total points for all types of learning activities	ECT8 assessment	National scale assessment	
		for exam, course project (work), practice	for credit
90 – 100	A	perfectly	Enrolled
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactorily	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of reassembly	not accepted with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline

Course policy.

To successfully complete the course "Economic Psychology and Business Ethics", the student must:

- regularly attend lectures and practical classes;
- work systematically, systematically and actively in lectures and practical classes;
- make up for missed classes or unsatisfactory grades received in classes;
- to fully perform the tasks that the teacher requires to prepare, their quality is appropriate;
- perform control and other independent work;
- adhere to the norms of academic conduct and ethics.

The course "Economic Psychology and Business Ethics" involves mastering and adhering to the principles of ethics and academic integrity, in particular, focusing on preventing plagiarism in any of its manifestations: all works, reports, essays, abstracts and presentations must be original and authorial, not overloaded with quotations, and must be accompanied by references to primary sources. Violations of academic integrity are considered to be: academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

Recommended sources of information.

Main literature:

1. Butko M.P., Nezhyvenko A.P., Pepa T.V. Economic Psychology. Tutorial. K.: "Center for Educational Literature", 2023. 232 p.
2. Lozhkin G.V., Spasiennikov V.V., Komarovskaya V.L. Economic Psychology. Kyiv: Publishing House "Professional", 2020. 304 p.
3. Lozynskyi O.M. Economic Psychology and Psychology of Entrepreneurship. Textbook. Lviv: "Triada Plus", 2025. 246 p.
4. Naumik K.G. Economic Psychology: Textbook Kh.: Publishing House of KhNEU. 2020. 276 p.
5. Romanovsky O.G., Panomarev O.S., Lapuzina O.M. Business Ethics. Textbook. Kh.: NTU "KhPI", 2023. 364 p.
6. Thaler R. Behavioral economics. K.: VD "Our Format", 2020. 464 p.
7. Filipchuk N.V., Luste O.O. Self-brand management and economic psychology: a textbook - a practical course. Ch.: Ruta. 2024. 270 p.

Additional literature:

1. Banerjee A., Thaler R., Duflo E. The Economics of Poverty. K.: VD "Nash format", 2021. 312 p.
2. Galushko V.P. Business Protocol and Negotiations. V.: "NOVA KNYGA", 2020. 223 p.
3. Gakh Y.M. Ethics of business communication. Textbook. Kyiv: Center for Educational Literature, 2019. 160 p.
4. Dubchak G.M., Rudyuk N.G. Psychology Workshop. Textbook. Ch.: "Ruta", 2020. 360 p.
5. Zubenko L.G., Nemtsov V.O. Culture of business communication. Textbook. K. "Eko Ob", 2020. 200 p.
6. Zusin V.Ya. Ethics and etiquette of business communication. Textbook. K.: Center for Educational Literature, 2025. 224 p.
7. Neveliev O.M. Ethics and etiquette in foreign economic activity: Textbook for students of higher education. Kyiv: Center for Educational Literature, 2019. 168 p.
8. Palekha Y.I. Ethics of business relations. Textbook. K.: "Kondor", 2018. 356 p.
9. Piz A., Piz B. Body language. K.: VD "Our Format", 2021. 416 p.
10. Radevich-Vinnytskyi Ya. Etiquette and culture of communication. Textbook. Kyiv: "Znannya", 2021. 291 p.
11. Stoyan T.A. Business etiquette: moral values and the culture of businessman's behavior. Textbook. Kyiv: Center for Educational Literature, 2023. 232 p.
12. Tymoshenko N.L. Corporate culture: business etiquette. Textbook. K.: "Znannya", 2021. 391 p.

Internet resources:

1. Scientific journal "Organizational Psychology. Economic Psychology" URL:

http://orgpsy-journal.in.ua/old_site/

2. <https://www.library.chnu.edu.ua>.
3. <https://www.nbuv.gov.ua>.
4. <https://www.nbuv.gov.ua>
5. <https://www.alpha.rada.kiev.ua>
6. <https://www.library.if.ua>
7. <https://www.dev.lac.lviv.ua/lib>
8. <https://www.library.vinnitsa.com>
9. <https://www.lsl.lviv.ua>
10. <https://www.ognb.odessa.ua>
11. <https://www.economics.com.ua>
12. <https://www.lib.com.ua>