

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



**SYLLABUS OF THE ACADEMIC DISCIPLINE
«Ethics and business culture»**

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

General information about the academic discipline

Name of the academic discipline	Ethics and business culture
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-menedzhment-2026

General information about the teacher. Contact information.

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-menedzhment-2026

Course abstract. The course "Ethics and Business Culture" is aimed at developing in students a systematic understanding of the moral, ethical and cultural aspects of doing business and professional activities. The discipline combines theoretical knowledge about ethical principles, norms of business conduct and corporate culture with practical skills in their application in real business situations.

The course examines issues of professional ethics, corporate values, business social responsibility, ethical standards in interaction with partners, clients and colleagues, as well as ethical aspects of managerial decision-making. Significant attention is paid to intercultural communication, conflictology and the formation of a corporate culture that contributes to the effective work of teams and the development of the organization.

The course promotes the development of critical thinking, ethical analysis skills, responsible behavior, and the improvement of the professional culture of future professionals, which is the basis for the sustainable and successful functioning of a business.

The subject of the academic discipline there are studying the moral, ethical and cultural foundations of professional activity, norms and principles of business conduct, corporate culture and social responsibility of business, as well as ways of their application in the practical activities of organizations and the business environment.

The purpose of the academic discipline "Ethics and Business Culture": Formation of a system of scientific ideas in future specialists regarding the psychology of business communication, communication competence, parameters of business communication, development of professional competence through the acquisition of knowledge in the field of business communication psychology.

Objectives of the academic discipline:

- to form knowledge among students about the basic ethical theories, norms and principles of business behavior;
- develop skills in applying ethical standards in professional activities and business communication;
- to teach how to evaluate the ethical aspects of managerial decision-making and behavior in organizations;
- to introduce the principles of forming corporate culture and social responsibility of business;
- develop the ability to analyze and resolve ethical conflicts in a professional environment;
- to develop competencies in the field of intercultural communication and ethical interaction with partners, clients and colleagues;
- to promote the development of critical thinking and responsible behavior in professional activities.

Prerequisites of the academic discipline. The theoretical and methodological basis for studying the discipline is "Economic Theory" and "Introduction to the Specialty"

Postrequisites of the academic discipline. The knowledge, skills and abilities acquired during the study of the discipline are the basis for further mastering the following academic disciplines and courses: management and personnel management; business communications and intercultural communication; strategic management and corporate governance; business social responsibility and corporate ethics; professional training and practical activities in business; entrepreneurship and innovation.

The acquired competencies are also applied during practical tasks, coursework and qualification papers, as well as in the further professional activities of graduates, where compliance with ethical norms and corporate standards is important.

IC. 3ability to solve complex specialized tasks and practical problems, characterized by complexity and uncertainty of conditions, in the field of management or in the learning process, which involves the application of theories and methods of social and behavioral sciences.

General competencies	GC 3. Skills in using information and communication technologies
Special competencies	SK 7. Ability to select and use modern management tools. SK 10. Ability to evaluate work performed, ensure its quality, and motivate the organization's personnel. SK 11. Ability to create and organize effective communications in the management process. SK 14. Understand the principles of psychology and use them in professional activities
Learning outcomes	PH 3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership. PH 4. Demonstrate skills in identifying problems and justifying management decisions. PH 9. Demonstrate interaction, leadership, and teamwork skills.

	PH 10. Have the skills to justify effective tools for motivating the organization's personnel. PH 11. Demonstrate skills in situation analysis and communication in various areas of the organization's activities. PH 15. Demonstrate the ability to act socially responsible and socially conscious based on ethical considerations (motives), respect for diversity and interculturality.
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Content of the academic discipline (full-time education)

No.	Topic name	Number of hours, of which:			
		Lectures	Seminar/Practical classes	Independent work	Teaching methods/assessment methods
CONTENT MODULE 1. Social psychology, principles of ethics and business culture					Teaching methods: Educational technologies used to teach the course 1. Lectures, during which the main theoretical concepts and principles of organizational design are revealed using presentations and other visual aids for better assimilation of the material. 2. Group and individual tasks on the analysis of real economic situations, enterprises and organizations, which contribute to the development of teamwork and cooperation skills and teach how to apply the acquired knowledge in practical situations. 3. Cases - a detailed analysis of real business situations that require creative thinking and decision-making. The teacher uses cases from various business sectors, where students should answer questions to the case and/or complete the corresponding tasks. 4. The use of technologies such as online courses, informal business courses, which contribute to supporting learning. They allow students to have access to materials at any time, complete tasks and deepen their knowledge. Evaluation methods: oral control (oral questioning,
Topic 1.	Business ethics in business	2	2	5	
Topic 2.	Business etiquette (professional communication culture)	2	2	5	
Topic 3.	A person in business communication, methods and techniques for developing communication skills and assessing them	2	2	6	
Topic 4.	Formation of the qualities of an effective manager	2		6	
Topic 5.	Unconscious behavior as one of the factors weakening the image of a professional	2	2	6	
Topic 6.	Attitude towards one's own and others' time in creating a positive professional image	2		6	
CONTENT MODULE 2.External components and manifestations of ethics and business culture					
Topic 7.	Image as a condition for business success	2	2	6	
Topic 8.	General characteristics of business papers and business correspondence	2	2	5	
Topic 9.	Communication as a tool of a manager's professional activity	2		6	
Topic 10.	Structural methods of conflict resolution, interpersonal conflict resolution styles	2	2	5	

					evaluation of participation in discussions, other interactive learning methods); written control (tests, independent work, analytical tasks, essays); test control (closed-form tests: test-alternative, test-correspondence, tasks for data and model analysis); method of self-control and self-assessment; case study evaluation; evaluation of project and laboratory work (modeling of economic processes, forecasting).
Modular test					
Total:		20	14	56	
Form of control: credit					

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 analyze 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.

Table of points awarded to higher education students*

Topics	Ongoing knowledge assessment										Final control		Total points
											Modular test	Credit**	
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*	100
Work in a seminar class	3	3	3	3	3	3	3	3	3	3			
Independent work	3	3	3	3	3	3	3	3	3	3			

*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 "Ethics and Business Culture":

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.

The above scores are converted 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 assessment in the discipline "Ethics and Business Culture" 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.

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 "Ethics and Business Culture", 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 "Ethics and Business Culture" 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 quotes, 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. Belichenko A.G., Voronkova V.G., Melnyk V.V. Ethics of business communication. Educational manual for universities. Magnolia, 2021, 312 p.
2. Bralatan V., Gutsalenko L., Zdyrko N. Professional Ethics. Kyiv: Center for Educational Literature, 2021. 252 p.
3. Voznyuk N.. Ethics. Kyiv: Center for Educational Literature, 2019. 300 p.
4. Hrytsenko T., Hrytsenko S., Ishchenko T. Ethics of business communication. Kyiv: Center educational literature, 2019. 344 p.
5. Kalyuzhka N. S. Ethics of professional and business communication: educational and methodological manual. K.: FOP Gulyaeva V.M., 2022, 228p.
6. Luste O.O., Antokhov A.A., Klevchik L.L. Socio-psychological factors of effectiveness Organizational Management Systems. Economic Space. 2022, No. 180. Pp. 134 – 138.

<http://www.prostir.pdaba.dp.ua/index.php/journal/article/view/1125/1084>

7. Luste O.O., Gruntkovsky V.Yu. Entrepreneurship culture as a factor of strategic socio-economic changes. Scientific notes of the Tavria National University named after V.I. Vernadsky. Series: Economics and Management. 2022, Volume 33 (72), No. 2. Pp. 1-8. http://econ.vernadskyjournals.in.ua/journals/2022/33_72_2/3.pdf
8. Pedko A. B. Fundamentals of entrepreneurship and business culture: a textbook. Kyiv: Center for Educational Literature, 2019. 168 p.
9. Tyagunova N. Entrepreneurship and business culture. Kyiv: Center for Educational Literature, 2019. 118 p.

Auxiliary

1. Blikhar V., Veresklyia M., Mykhalytska N. Office management: teaching and methodical manual. Lviv: Lviv State University of Internal Affairs, 2021. 348 p.
2. Bocharova N.A., Fedotova I.V. Time management in corporate project management. Economics of the transport complex. 2023. No. 41.
3. Lipchansky V.O., Tsarenko I.O., Pitel N.S. Business ethics as a type of professional ethics in the context of social responsibility of entrepreneurs and managers. Entrepreneurship and Innovation. 2020. Issue 15. Pp. 52-58. DOI: <https://doi.org/10.37320/2415-3583/15.9>
4. Luste O.O. Organizational culture in the system of enterprise's strategy. Progressive research in the modern world. Proceedings of the 4th International scientific and practical conference. BoScience Publisher. Boston, USA. 2022. pp. 629-638. <https://sci-conf.com.ua/wp-content/uploads/2022/12/PROGRESSIVE-RESEARCH-IN-THE-MODERN-WORLD-28-30.12.22.pdf>
5. Luste O.O. Psychological determinants of the implementation of innovative approaches to the management of socio-economic systems / Economic and managerial potential economics: monograph / ed. by Z.I. Galushki. Chernivtsi: Chernivtsi National University named after Yu. Fedkovych, 2020. 408 p. (pp. 186-206). <http://archer.chnu.edu.ua/xmlui/handle/123456789/3100>
6. Tymkova V. A. Peculiarities of psychological influence on the personality in the process of managerial communication. Socio-political, economic and humanitarian dimensions of the European integration of Ukraine: collection of scientific. proceedings of the 9th International Scientific and Practical Conference. Vinnytsia. September 14–16, 2021. Part 4. Vinnytsia, 2021. 272 p. 224 – 230