

**SYLLABUS
OF THE ACADEMIC DISCIPLINE
"Ethics of Business Communication"**

Academic degree.....	Bachelor
Academic program.....	Construction and Civil Engineering/ Oil and Gas Engineering and Technology
Period of study.....	7th semester
Total workload.....	3 ECTS credits (90 hours)
Type of final assessment.....	graded credit
Language of study.....	English

1. LECTURER'S PROFILE



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2. COURSE REVIEW

The objective of discipline - formation of the concept of ethics of socio-economic relations and business etiquette, which will ensure proper communication in future professional activities.

The implementation of the objective requires transforming program learning outcomes into the disciplinary ones as well as an adequate selection of the contents of the discipline according to this criterion.

3. INTENDED DISCIPLINARY LEARNING OUTCOMES

Awareness of the ethics of socio-economic relations and business etiquette

Ablity to adhere to business protocol in socio-economic relations

Be able to adhere to ethical standards during business meetings

Be able to adhere to the ethics of social and economic relations in resolving industrial conflicts

4. SUBJECT OUTLINE

LECTURES and PRACTICAL TRAININGS

1. Communicating in Business. Writing in Business

- Identify key guidelines for ethical business communication
- Describe how to communicate ethically online
- Explain the importance of audience to business communication
- Discuss the importance of writing a clear and focused message in business
- Differentiate between types for writing positive, negative, and persuasive messages

2. Public Speaking. Developing and Delivering Business Presentations

- Discuss key characteristics of public speaking
- Discuss the importance of public speaking in a business setting
- Identify various audience needs and expectations that can be addressed by a speech
- Identify the five steps of developing an effective speech
- Create and save a new presentation
- Add, delete, and move slides
- Insert text boxes
- Change theme on a presentation
- Add images and clip art
- Add videos
- Arrange objects

3. Communicating Different Messages. Collaboration In And Across Teams

- Discuss the purpose and use cases of informative messages in a business context
- Write a short informative message
- Write a long informative message
- Discuss the value of teams in business communication
- Discuss types of teams in organizations
- Explain advantages and disadvantages of teams and team dynamics
- Discuss impact of group size on communication
- Describe various ways of interpreting and responding to conflict in interpersonal communication

4. Finding a Job. Recruiting and Selecting New Employees

- List specific skills that will be necessary for your career path
- List transferable skills that will be valuable for any career path
- Explain how to acquire necessary skills, both in and out of class, for your career goals
- Describe the stages of career development
- Create a compelling job advertisement
- Identify methods for finding qualified potential employees
- Describe the laws designed to prevent bias and discrimination in hiring
- Describe techniques to help screen a potential employee
- Discuss the usefulness of creating additional assignments for potential candidates to complete

5. Reports. Social Media

- Distinguish between informal and formal reports
- Distinguish between informational and analytical reports

- Compare and contrast different type of stakeholders in business reports
- Describe the primary use of Facebook
- Describe the primary use of Instagram
- Describe the primary use of Twitter
- Describe the primary use of YouTube

6. Research

- Discuss the impact of research in business reports
- Discuss the steps in the research process
- Identify common types of internal and external data used for business reports
- Explain the role of primary research and the most common forms that are used
- Explain secondary research and how it is used to provide support to the report

7. Visual Media

- Describe professional standards for using visual media resources for business purposes
- Describe basic visual design principles

5 KNOWLEDGE PROGRESS TESTING

Assessment of academic achievement of students of the Dnipro University of Technology is carried out based on a rating (100-point) and institutional grading scales. The latter is necessary (in the official absence of a national scale) to convert (transfer) grades for mobile students.

The scales of assessment of learning outcomes of the DUT students

Rating	Institutional
90 ... 100	Excellent
74 ... 89	Good
60 ... 73	Satisfactory
0 ... 59	Failed

Discipline credits are scored if the student has a final grade of at least 60 points. A lower grade is considered to be an academic debt that is subject to liquidation in accordance with the Regulations on the Organization of the Educational Process of DUT.

Diagnostic and Assessment Procedures

INTERMEDIATE CONTROL			FINAL ASSESSMENT	
training sessions	diagnostic tools	procedures	diagnostic tools	procedures
lectures	control tasks for each topic	task during lectures	graded test paper	determining the average results of intermediate controls; Graded test performance during the graded credit on student's demand
practical	control tasks for each topic	tasks during practical classes		
		or individual task		

6 TOOLS, EQUIPMENT, AND SOFTWARE

Technical training tools via multimedia software.
Distant learning platform Moodle.

7. RECOMMENDED BIBLIOGRAPHY

1. <https://courses.lumenlearning.com/wmopen-businesscommunicationmgrs/chapter/ethics-in-business-communication/>
2. Ethics in Business Communication: New Challenges in the Digital World (Business and Innovation) By Á. S. Rodríguez, V. G. Araujo, R. C. Álvarez Delgado, 2020
3. The Handbook of Communication Ethics_By George Cheney; Steve May; Debashish Munshi Routledge, 2011
4. Handbook of Communication and Social Interaction Skills_By John O. Greene; Brant R. Burleson Lawrence Erlbaum Associates, 2003
5. Marketing Communication: Principles and Practice By Richard J. Varey Routledge, 2002
6. Lean, Ethical Business Communication. By Linda Macdonald, 2017

8. COURSE POLICY

Students **are welcome to** take part in all suggested activities during lectures and practical classes.

You **may and should** ask questions that may lead to a fruitful discussion.

Please **feel free to** take notes.

No photo or video during the class **mustn't be done** without the permission of all the members of leaning-teaching process.

Any kinds of laws violations or other interpersonal conflicts provoking **are strictly forbidden.**

The ethical basis of pedagogical communication is the subject-subject relationship, in which each participant has equal rights to participate in the educational environment, so the pedagogical dialogue should be based on respectful teacher-student interaction and acceptance of any position on the grounds of their validity and proof, as well as a tolerant attitude towards participants in the educational process of another religious denomination, national identity, political preferences, etc.

To get access to all subject materials and be aware of all possible changes while doing the course, make sure you can reach your **Office 365 profile.**