

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

Danube branch



SYLLABUS

of the academic discipline (selective)

BUSINESS ETHICS

Specialty **D3 Management**

Educational level: **First (bachelor's) level**

Educational program: **Management**

General information about the academic discipline

Name of the discipline	Business ethics
Code and name of specialty	D3 Management
Level of higher education	First (bachelor's) level
Discipline status	Selective
Number of credits and hours	3 credits / 90 hours. Lectures: 20 Seminars/practical classes: 14 Students' independent work : 56
Terms of study of the discipline	3 semester
Language of instruction	Ukrainian
Type of final control	Pass/fail (credit)

General information about the teacher. Contact information.

Gumennikova Tamara Rudolfivna	
Academic degree	Doctor of Pedagogical Sciences
Position	Director of the Danube Branch of PJSC "HIGHER EDUCATION INSTITUTION IAPM"
Areas of scientific research	Theoretical and methodological foundations of modern management; management psychology and conflictology in organizations; development of leadership potential and communicative competence of the manager; Technologies of Self-Management and Personal Effectiveness in the Context of Transformational Changes
Links to the registers of identifiers for scientists	Google Scholar https://scholar.google.com.ua/citations?user=yUSPlwEAAA&hl=uk ORCID: https://orcid.org/0000-0002-6223-7711 SCOPUS: https://www.scopus.com/authid/detail.uri?authorId=57209848474
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Instructor's portfolio on the website	https://izmail.maup.com.ua/assets/files/gumennikova-portfolio-a.pdf

Discipline's description.

The elective academic discipline "Business Ethics" is aimed at forming a systematic understanding of ethical principles and norms of professional activity in the field of business and management among applicants for higher education in the OP "Management". The course reveals the moral and ethical foundations of entrepreneurial and managerial activity, issues of corporate culture, social responsibility of business, business reputation and ethical decision-making. in today's business environment.

The subject of the discipline is ethical norms, values, principles and models of behavior of business and management entities.

The aim of the discipline is to form in future managers ethical consciousness, responsible managerial thinking and the ability to make decisions taking into account moral, social and professional consequences.

The objectives of the discipline include familiarizing students with the basics of business ethics, forming skills in analyzing ethical situations and dilemmas, developing a culture of business communication, responsible leadership and adherence to the principles of academic and professional integrity.

As a result of studying the selective educational component "Business ethics", applicants must:

Know:

- basic ethical values and moral principles on which modern business activity is based;
- the content and significance of the manager's professional ethics and requirements for academic integrity;
- basic rules of business etiquette and communication culture in organizations;
- the concept of corporate culture and its role in creating a positive climate in the team;
- the essence of social responsibility of business to society;
- ethical norms of behavior of the manager and subordinates in the professional environment.

Be able to:

- distinguish between ethical and unethical approaches in business behavior;
- apply the norms of professional etiquette during business meetings and correspondence;
- analyze simple ethical situations and offer options for solving them on the basis of honesty;
- to argue their own position on compliance with moral standards in the work of a manager;
- work in a team, adhering to the principles of respect, tolerance and responsibility;
- use ethical communication skills to prevent conflicts in the group.

Prerequisites for the discipline. The basic prerequisites are Philosophy, which lays down a general understanding of moral norms, History and Culture of Ukraine to take into account the national context of business relations, as well as Jurisprudence and History of Management, which form an idea of the regulation of individual behavior and the evolution of managerial values.

Post-requisites for the discipline. The knowledge gained has a logical continuation in the post-details of the course, where the acquired ethical competencies become the foundation for studying the discipline of Management, which is taught in parallel, and subsequent courses, such as Leadership and Communications, Motivational Management, as well as the Fundamentals of Business Management in terms of preventing corruption risks and adhering to business ethics.

Content of the academic discipline

№	Topic name	Teaching Methods/Assessment Methods
Topic 1	Ethics as a philosophical and applied category	<p>Teaching methods:</p> <ul style="list-style-type: none"> - The educational process involves a combination of lectures (review, problem, visualization lectures) and seminars using discussions, analysis of psychological situations, elements of training work, reflective exercises and case method. <p>Assessment methods</p> <p>Assessment is carried out according to the cumulative system and includes:</p> <ul style="list-style-type: none"> - current control: oral questioning, express testing, solving situational problems and defense of individual tasks; - modular control: written modular control work (MCR) after the completion of content blocks; - final control: exam/test (written work with theoretical and practical tasks).
Topic 2	Business as a socially responsible activity	
Topic 3	Ethical principles and norms of business conduct	
Topic 4	Corporate culture and ethical climate of the organization	
Topic 5	Social responsibility of business	
Topic 6	Ethical dilemmas in managerial activity	
Topic 7	Ethics of leadership and managerial responsibility	
Topic 8	Business communication and professional etiquette	
Topic 9	Corruption, conflict of interest and compliance	
Topic 10	Business ethics in the context of globalization and war	
Module Assessment Task		
Final assessment: pass/fail (credit)		

Technical Equipment and Software.

Material and technical support of the educational process involves the use of specialized classrooms and library funds. Multimedia equipment (projector, computer) is used to visualize the educational material during lectures and seminars. Practical tasks and in-depth study of individual topics are provided by access to the Internet through free Wi-Fi coverage.

Forms and methods of assessment.

The system of assessment of applicants' knowledge includes current and final (semester) control.

Current assessment is carried out systematically during practical and seminar classes in order to check the level of assimilation of theoretical foundations, the formation of diagnostic and forecasting skills, as well as the ability to use specialized software for modeling and data analysis.

Forms of student participation in the educational process that are subject to ongoing control.

Students' participation in the educational process is realized through oral presentations, presentations of analytical research, reports on the results of case studies, as well as active involvement in professional discussions and brainstorming. The written component of the work includes the performance of control and test tasks, the preparation of analytical notes, abstracts and notes based on the materials of lectures and independent study.

Methods of ongoing assessment include: The methodological tools of control combine oral forms (surveys, interviews) and written types of work (reports, calculation tasks, building models). The assessment is also based on observing the activity of applicants in solving problem situations, checking the results of the presentation of individual projects, and conducting testing with open and closed types of tasks.

Grading system and requirements.
Table of distribution of points received by students*

Topics	Ongoing knowledge assessment						Final control		Total points
	Seminar 1 (Topic 1.2)	Seminar 2 (Topic 3,4)	Seminar 3 (Topic 5)	Seminar 4 (Topic 6.7)	Seminar 5 (Topic 8.9)	Seminar 6 (Topic 10)	Module assessment task	Pass /Fail	
Work in a seminar class	6	6	6	6	6	6	20	20*	100
Independent work	4	4	4	4	4	4			

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

Assessment Criteria and Procedure

Assessment of students' educational achievements is carried out in accordance with the current Regulations on Assessment in a Higher Education Institution.

Modular Assessment. Modular Assessment (MA) is carried out at the final lesson of each content block in the form of written testing.

When evaluating the unit test, the volume and correctness of the tasks are taken into account:

- grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- grade "good" (B) is given for completing 80% of all tasks;
- grade "good" (C) is given for completing 70% of all tasks;
- the grade "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 correctly completed;
- An "unsatisfactory" (FX) rating is given if less than 50% of the tasks are completed.
- Failure to appear for the unit 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 "Business Ethics" is a mandatory form of assessment of students' learning outcomes. It is carried out within the terms determined by the curriculum and covers the amount of material determined by the course program.

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

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

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

Evaluation of Additional (Individual) Educational Activities

Additional (individual) types of educational activities include the participation of applicants in the work of 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 scope of tasks that are established by the relevant work program of the academic discipline.

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

Assessment of independent work (Maximum — 4 points)

The total number of points received by a student for independent work is one of the components of academic success in the discipline. Independent work on each topic, according to the course program, is evaluated in the range from 0 to 4 points using standardized and generalized criteria for assessing knowledge.

Scale for evaluating the performance of independent work (individual tasks)

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Excellent	Good	Satisfactory	Unsatisfactory
4	4	3	2	0-1

Forms of assessment include: current assessment of practical work; current assessment of knowledge acquisition based on oral answers, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects that require the development of practical skills and competencies (optional format); solving situational problems; preparation of resumes on independently studied topics; testing or written exams; preparation of draft articles, conference abstracts and other publications; other forms that ensure a comprehensive assimilation of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activities 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

Summary assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment	
		for exam, course project (work), internship	For pass/fail (credit)
90 – 100	A	excellent	pass
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactorily	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of reassembly	fail unsatisfactory with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	fail with mandatory re-study of the discipline

Discipline's Policy

Successful mastering of the educational component "Business Ethics" requires high self-discipline and a responsible attitude to the educational process from students. Prerequisites are regular attendance of lectures and practical classes, active participation in classroom work, as well as timely and high-quality performance of all types of independent and control tasks provided for by the program. In case of missing classes or obtaining unsatisfactory results, the student is obliged to liquidate academic debt by working out the relevant topics.

An integral part of education is strict adherence to the norms of academic ethics and culture of behavior. The educational process is based on the principles of academic integrity, which involves the exclusive independent performance of all written works, reports and presentations. Any borrowings of thoughts or texts of other authors should be accompanied by correct references to primary sources. Within the course of the course, any manifestations of academic dishonesty are unacceptable, including plagiarism, self-plagiarism, fabrication and falsification of data, cheating, deception, bribery or biased evaluation.

Recommended sources of information

Basic literature:

1. Baldzhi M. D. Business Ethics: Study. Manual. / M.D. Baldzhi. Kyiv: FOP Gulyaeva V.M., 2021. 332 p.
2. Dybchynska Y. S. Ethics of Business: Textbook / Y.S. Dybchynska, I.G. Shavkun Zaporizhzhia: ZNU, 2025. 156 p.
3. Business Ethics: Teaching Method. Manual. / compiled by: O.G. Chirva, G. M. Chirva; Uman State. ped. Pavlo Tychyna University. Uman: Visavi, 2021. 115 p.
4. Ethics of Business Communication: Teaching. Edition. T.P. Kravchenko ; Mykolaiv National Agrarian University. Mykolaiv: MNAU, 2022. 104 p.
5. Kalyuzhka N. S. Ethics of professional and business communication: educational and methodological manual. Kyiv: FOP Gulyaeva V.M., 2022. 228 p.
6. Shavkun I. G. Fundamentals of Business Communication: Teaching. Manual. / I.G. Shavkun, Y.S. Dybchynska. Zaporizhzhia: Zaporizhzhia National University, 2025. 159 p.

Additional literature:

1. Andriychenko Zh. Business Ethics and Business Communications in the Context of the Theory of Generations / Zh. Andriychenko, T. Bliznyuk, O. Maistrenko. *Scientific view: economics and management*. 2022. №1(77). P.44-50. DOI: <https://doi.org/10.32836/2521-666X/2022-77-6>
2. Andriychenko Zh. Digital etiquette and communications: trends and requirements of the present / Zh. Andriychenko, T. Blyzniuk, O. Maistrenko. *Economy and society*. 2021. №34. Pp. 110-117. DOI: <https://doi.org/10.32782/2524-0072/2021-34-24>
3. Maistrenko O. V. Ethics of communication of employees in social networks and its influence on the image of the company / O.V. Maistrenko, Zh.O. Andriichenko, T.P. Blyzniuk. *Economy and society*. 2022. Vol. 38. URL: <https://repository.hneu.edu.ua/handle/123456789/27628>
4. Shvydanenko G. Corporate Ethics in the Context of Global Challenges and Ensuring Economic Growth of Business / G. Shvydanenko, O. Shvydanenko. *Economy and society*. 2024. № 61. Pp. 84-93. URL: <https://economyandsociety.in.ua/index.php/journal/article/view/3824>
5. Yastremska O. O. Business Ethics and Critical Thinking as Components of the Development of Enterprises / O.O. Yastremska. *Competitiveness and Innovations: Problems of Science and Practice: Materials of the XVIII International Scientific and Practical Internet Conference* (November 24, 2023). Kharkiv: FOP Liburkina L. M., 2023. P. 901 – 905. URL: <https://repository.hneu.edu.ua/handle/123456789/30680>
6. Al-Ameedee, S. and Moradi, M. The Effect of Ethics in Business on Happiness, Aggressiveness and Inconsistency of Efforts and Rewards. *Journal of Risk and Financial Management*. 2023. Volume 16 Issue 3. URL: <https://www.mdpi.com/1911-8074/16/3/195>
7. Channak, Z., Alkhateeb, A., Saleh, E., Aldeeb, H., Alsharif, S. Business Ethics in E-Commerce – Legal Challenges and Opportunities. *Special Issue Access to Justice in Eastern Europe*. 2023. P. 101-116. URL: https://ajee-journal.com/upload/attaches/att_1686917117.pdf
8. Kalogiannidis, S., Spinthropoulos, K., Chatzitheodoridis, F., Kalfas, D., Kantzios, N. Communication ethics in business: Examining the role of ethical communication in building trust and sustainability. *International Journal of Innovative Research and Scientific Studies*. 2025. No. 8(3), p. 1770-1783. URL: <https://www.ijirss.com/index.php/ijirss/article/view/6885/1381>

Information resources:

1. National Library of Ukraine named after V.I. Vernadsky. URL: <http://www.nbuv.gov.ua/>.
2. European Business Ethics Network. URL: <https://eben-net.online/>.
3. Management.com.ua. [Online portal for managers]. URL: <https://www.management.com.ua/>.
4. SkillsYouNeed. A platform for educational and research content about the development of professional "soft" skills. URL: <https://www.skillsyouneed.com/>.
5. Ukraine Global Faculty: Lectures from world experts to Ukrainian business leaders. URL: <https://ugf.academy/all-lectures/>.
6. UNIC. All-Ukrainian Network of Integrity and Compliance. URL: <https://unic.org.ua/>.