

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
IVAN FRANKO NATIONAL UNIVERSITY OF LVIV**

**Faculty of Economics  
Department of Information Security and Business Communications**

**APPROVED**

At the meeting of the Department  
of Information Security and Business Communications  
Ivan Franko National University of Lviv  
Protocol No. 8 dated February 5, 2024

Head of the Department

 Prof. Mariya KHMELYARCHUK

**Syllabus of the educational discipline  
«International business ethics and intercultural communication»,  
which is an optional academic discipline  
of the first bachelor's level of higher education  
for applicants of the speciality 051 Economics,  
EP «International Economy and International Business Communications»**

<b>The title of the discipline</b>	International business ethics and intercultural communication
<b>The address of teaching the discipline</b>	Ivan Franko National University of Lviv, Lviv, Avenue Viacheslava Chornovola, 61
<b>Faculty and department</b>	Faculty of Economics, Department of Information Security and Business Communications
<b>Field of knowledge, code and title of specialty</b>	Field of knowledge - 05 Social and behavioural sciences, specialty - 051 Economics.
<b>Lecturer of the discipline</b>	Oksana Volodymyrivna Kliuvak, associate professor of the Department of Information Security and Business Communications
<b>Contact information of the lecturer</b>	oksana.klyuvak@lnu.edu.ua
<b>Consultations regarding the educational process of the discipline are held</b>	Consultations on the day of practical classes by prior arrangement.
<b>Discipline page</b>	<a href="https://e-learning.lnu.edu.ua/course/view.php?id=6036">https://e-learning.lnu.edu.ua/course/view.php?id=6036</a>
<b>Information about the discipline</b>	The discipline «International business ethics and intercultural communication» is an optional academic discipline of the cycle of professional training, which is delivered in the 6th semester (3rd year of studying) in the amount of 6 credits (according to the European Credit Transfer System ECTS).
<b>A brief summary of the discipline</b>	This academic discipline is the theoretical and practical basis of the set of knowledge and skills that form the profile of a specialist in the field of international economic relations and includes a range of issues related to the essence of international business ethics and intercultural communication, rules of business etiquette and principles of socially responsible business, as well as practical skills in conducting business negotiations, solving ethical problems in intercultural business communication and international business management.
<b>The purpose and goals of the disciplines</b>	<p><b>The purpose</b> of the academic discipline is the formation of students' holistic ideas about modern concepts of business ethics, applied ethics and corporate social responsibility at the international level, as well as the skills of the practical application of these concepts in the process of intercultural communication and effective management of an international company.</p> <p><b>The goals</b> of the discipline «International business ethics and intercultural communication» are:</p> <ul style="list-style-type: none"> <li>– formation of a comprehensive system of knowledge about the ethics of international business in the context of the implementation of the concept of sustainable development and cross-cultural features of conducting international business;</li> <li>– definition of ethical aspects of intercultural business communication;</li> <li>– acquisition by students of the skills and abilities to analyze ethical problems of modern business, conflict and manipulation situations in business relations and methods of increasing the ethical level of an international enterprise;</li> <li>– improving the ability to effectively use verbal and non-verbal methods of communication in situations of intercultural interaction;</li> <li>– acquire the skills to demonstrate a high culture of foreign language</li> </ul>

	communication in an intercultural space.
Literature for studying the discipline	<p style="text-align: center;"><b>Basic literature</b></p> <ol style="list-style-type: none"> <li>1. Baldzhi M. D. Business ethics: a textbook. Kyiv: FOP Gulyaeva V. M., 2021. 332 p.</li> <li>2. Business ethics: a textbook / Sushyk I.V., Sushyk O.G., Martyniuk Y.M., Visyn V.V. Lutsk: RVV Lutsk National Technical University, 2019. 268 p.</li> <li>3. Duchenko M. M., Shevchuk O. A. Business ethics: lecture notes: tectbook for students specialty 051 “Economics” educational program “Personnel management and labor economics”. Kyiv: KPI named after Igor Sikorskyi, 2020. 56 p.</li> <li>4. Gonchar K. L., Trigub G. V., Khnykina O. O. English for Business Communication: educational and methodological manual. Lutsk: VezhaDruk, 2022. 253 p.</li> <li>5. Integrity and ethics in business. University Module Series / United Nations Office on Drugs and Crime, 2021. URL <a href="https://www.unodc.org/documents/e4j/IntegrityEthics/E4J_Integrity_and_Ethics_Module_11_final_UKR.pdf">https://www.unodc.org/documents/e4j/IntegrityEthics/E4J_Integrity_and_Ethics_Module_11_final_UKR.pdf</a></li> <li>6. Levchenko Ya., Britchenko I. Business communications, book, 124 p. URL: <a href="https://dspace.uzhnu.edu.ua/jspui/bitstream/lib/36181/1/Business%20Communications%20Britchenko.pdf">https://dspace.uzhnu.edu.ua/jspui/bitstream/lib/36181/1/Business%20Communications%20Britchenko.pdf</a></li> <li>7. Plotnichenko S. R. Basics of business etiquette and protocol: textbook for students of higher education. Melitopol: “Color Print” LLC, 2021. 200 p.</li> <li>8. Yevdokimova-Lysohor L. A. Basics of intercultural communication: methodological recommendations for practical tasks for students of speciality 291 “International relations, public communications and regional studies” of the first (bachelor) level. Kharkiv: KHNEU named after S. Kuznetsia, 2020. 29 p</li> </ol> <p style="text-align: center;"><b>Additional literature</b></p> <ol style="list-style-type: none"> <li>9. Business Communication and Report Writing. Handbook URL: <a href="https://www.fasset.org.za/downloads/Business_Communication_and_Report_Writing_Handbook.pdf">https://www.fasset.org.za/downloads/Business_Communication_and_Report_Writing_Handbook.pdf</a></li> <li>10. Business Ethics: Definition, Principles, Why They're Important. URL: <a href="https://www.investopedia.com/terms/b/business-ethics.asp">https://www.investopedia.com/terms/b/business-ethics.asp</a></li> <li>11. Business Ethics and Leadership (BEL). URL: <a href="https://armgpublishing.com/journals/bel/">https://armgpublishing.com/journals/bel/</a></li> <li>12. Modern philosophy in the context of intercultural communication: collective monograph / Z. M. Atamaniuk, Ye.R.Borinshtein, N. P. Hapon, Yu. A. Dobrolyubska, etc. Lviv-Toruń : Liha-Pres, 2019. 248 p.</li> <li>13. Pachon Juan, Gutierrez Jelber, Aldana Faisury (2023). Ethics in international business. URL: <a href="https://www.researchgate.net/publication/374779405_ETHICS_IN_INTERNATIONAL_BUSINESS">https://www.researchgate.net/publication/374779405_ETHICS_IN_INTERNATIONAL_BUSINESS</a></li> <li>14. Principle Ten: Anti-Corruption. URL: <a href="https://unglobalcompact.org/what-is-gc/mission/principles/principle-10">https://unglobalcompact.org/what-is-gc/mission/principles/principle-10</a></li> <li>15. Ryneyska L. S. Social responsibility as a component of international business ethics in the conditions of globalization. <i>Efficient economy</i>. 2016. No.</li> </ol>

	<p>11. <a href="http://www.economy.nayka.com.ua/?op=1&amp;z=5257">http://www.economy.nayka.com.ua/?op=1&amp;z=5257</a></p> <p>16. Sazonets O. M. Management of international business: a textbook. Rivne: NUVHP, 2019. 338 p.</p> <p>17. Shevchuk V. O., Strilok I. I. Ethical imperatives of international business in the context of European integration of Ukraine. <i>Economic Synergy</i>. 2023. (2). P. 105-114. URL: <a href="https://doi.org/10.53920/ES-2023-2-8">https://doi.org/10.53920/ES-2023-2-8</a></p> <p>18. Shulgina L. M. Business communications: educational and methodological complex: teaching. manual for students of the first (bachelor) level of higher education, field of knowledge 07 “Management and administration”, specialty 075 “Marketing”, educational and professional program “Industrial Marketing”. Kyiv: KPI named after Igor Sikorskyi, 2023. 151 p.</p> <p>19. Styles of conducting international negotiations. URL: <a href="https://law.chnu.edu.ua/styli-vedennia-mizhnarodnykh-perehovoriv/">https://law.chnu.edu.ua/styli-vedennia-mizhnarodnykh-perehovoriv/</a></p> <p>20. Suhairi, Farach Nur Fachri, Mutiara Khinaya, Arjuna Pangestu. Business communication ethics. <i>International Journal of Economic Research and financial Accounting (IJERFA)</i>, 2023. Volume 1, Number 4. P. 202–213.</p> <p>21. Zarichna O. V., Zelich V. V. Business ethics in the conditions of European integration. <i>Scientific Bulletin of the Uzhhorod National University. Series “International Economic Relations and World Economy”</i>. The special issue is devoted to the topic of European integration. 2022. Issue 44. P.36-40.</p> <p>22. United Nations Convention against Corruption. URL: <a href="https://www.unodc.org/unodc/corruption/tools_and_publications/UN-convention-against-corruption.html">https://www.unodc.org/unodc/corruption/tools_and_publications/UN-convention-against-corruption.html</a></p> <p style="text-align: center;"><b>Internet resources</b></p> <p>23. Bloomberg. URL: <a href="https://www.bloomberg.com">https://www.bloomberg.com</a></p> <p>24. Business etiquette URL: <a href="https://edu.gcfglobal.org/en/jobssuccess/business-etiquette/1/Code of Conduct &amp; Ethics, and Related Policies">https://edu.gcfglobal.org/en/jobssuccess/business-etiquette/1/Code of Conduct &amp; Ethics, and Related Policies</a>. URL: <a href="http://www.fitchratings.com">www.fitchratings.com</a></p> <p>25. Business Ethics and Leadership (BEL). URL: <a href="https://armgpublishing.com/ua/uajournals/uabel/">https://armgpublishing.com/ua/uajournals/uabel/</a></p> <p>26. Official website of the European Union. URL : <a href="https://europa.eu/european-union/index_en">https://europa.eu/european-union/index_en</a></p> <p>27. Forbes. URL : <a href="https://www.forbes.com/?sh=455761d62254">https://www.forbes.com/?sh=455761d62254</a></p>
<b>The scope of the course</b>	The total volume of the course is 180 hours, of which classroom classes - 32 hours of lectures, 32 hours - seminar classes, 116 hours – selfstudy work
<b>Expected learning outcomes</b>	<p><b>After completing this course, the student should know:</b></p> <ul style="list-style-type: none"> <li>• the conceptual and categorical apparatus regarding business ethics and the process of intercultural communication in international companies;</li> <li>• the specificity of business ethics at micro-, macro-, and mega-levels ;</li> <li>• international principles and standards of socially responsible business;</li> <li>• approaches to forming the content and structure of the company's code of ethics;</li> <li>• cross-cultural aspects of international business management;</li> </ul>

	<ul style="list-style-type: none"> <li>• the specifics of business ethics at the international level and the particulars of business ethics in different countries;</li> <li>• basic principles and approaches to substantiating the essence of the process of intercultural communication;</li> <li>• peculiarities of business etiquette and methods of business communication;</li> <li>• the criteria of quality and effectiveness of intercultural communication, ethical standards in business;</li> <li>• the classification and features of verbal and non-verbal communication in business relations;</li> <li>• the organizational aspects of the business protocol, technology and strategies for conducting business negotiations;</li> <li>• the nature of the emergence of intercultural conflicts, the peculiarities of manipulation in business relations, and the means of diagnosis, prevention, and management.</li> </ul> <p><b>be able :</b></p> <ul style="list-style-type: none"> <li>– to analyze and evaluate ethical problems in economic life and the field of business;</li> <li>– to plan the strategy and tactics of international companies, considering the requirements of professional ethics;</li> <li>– to choose ways and means of business communication, effectively operate verbal and non-verbal means of communication in intercultural interaction;</li> <li>– to conduct business telephone conversations, business meetings and negotiations;</li> <li>– to apply methods and models of cultural dimensions to analyze intercultural situations;</li> <li>– to analyze intercultural conflicts and reasonably determine the optimal forms of their management;</li> <li>– to manage emotions and maintain a tolerant attitude towards representatives of other cultures.</li> </ul>
<b>Key words</b>	international business, ethics, etiquette, code of ethics, social responsibility, intercultural communication, verbal means of communication, non-verbal means of communication, business negotiations, conflict, manipulation, tolerance.
<b>Format of the course</b>	Full-time. Delivering lectures and practical classes – in auditory format.
<b>Titles of content modules and topics</b>	<p style="text-align: center;"><b>CONTENT MODULE I. THEORETICAL FOUNDATIONS OF BUSINESS ETHICS AND BUSINESS COMMUNICATIONS AT THE INTERNATIONAL LEVEL</b></p> <p><b>Topic 1. Main ethical categories and their place in international business</b> The essence and content of the concept of “ethics of business communication”, “business ethics”. Professional ethics and its types. Economic expediency of ethics in business. Concept of business etiquette and protocol, its requirements and main purpose. The main principles of business etiquette. Management ethics. Ethics of business communication. Ethics of documentation. Ethical norms in relations with business partners. Moral and ethical principles of</p>

professional activity.

**Topic 2. Business ethics at micro-, macro- and mega-levels**

Company values. Peculiarities of ethics of international companies. Peculiarities of moral and ethical behaviour of modern transnational corporations. The concept of fair competition. Ethical methods of competition. “Horizontal” and “vertical” business ethics at the macro level. Advertising ethics. Peculiarities of the implementation of business ethics at the global level. Business relations at the international level.

**Topic 3. Ethical problems (issues) and corporate culture of modern business. Social responsibility of business.**

Modern corporations and moral problems in business. Ethical problems in international business. Corporate morality and corporate culture. Types of corporate culture. Basic ethical concepts in international management. Business ethics in international business in the context of implementing the concept of sustainable development. Social responsibility of international corporations. Environmental activities of international corporations. The concept of the corporation code. Corporation code and social responsibility of business. Structure of the Corporation Code. Functions of the Corporation Code. Methods of increasing the ethical level of an international enterprise.

**Topic 4. Ethics and cross-cultural aspects in International Business management**

Ethics and modern management. Business ethics and its role in management development. Ethical aspects of company behaviour in a cross-cultural and international context. The role of culture in conducting international business. Elements of culture. Models of cross-cultural behaviour in business. Hofstede's Cultural Dimensions Theory. Hofstede's concept of business culture in international business. Peculiarities of business culture related to digitalization of business processes. Cross-cultural features of conducting international business. National peculiarities of business ethics.

**Topic 5. The essence and features of intercultural business communication**

Concept of intercultural business communication. Definition of the concept of communication as a process of information exchange. Intercultural communication as a form of social interaction of representatives of different cultures in the business sphere. Purpose and functions of international business communications. Effective intercultural interaction. Moral culture as an ethical basis of business communication. Combination of activity, communication and cognition in the communicative process. Types, levels and models of intercultural business communication. Multiple classifications regarding types of communication. Interpersonal, intergroup, intersocial communication, subject-group communication. Mediated and direct, dialogic and monologic communication. Oral and written business communication. Functional-role, formal and informal business communication. Manipulation, competition and cooperation as the main levels of intercultural business

communication. Analysis of the peculiarities of business cultures and communicative behaviour of business partners in international business.

## **CONTENT MODULE II. PRACTICAL ASPECT OF INTERCULTURAL BUSINESS COMMUNICATION**

### **Topic 6. International companies and peculiarities of the communication process in international companies**

Types of companies. The structure of companies in different countries. Peculiarities of the communication process depending on the type and structure of international companies. Norms of business relations. The role of the manager's culture of business communication in creating an effective management strategy. Communication styles and the problem of communication between the manager and subordinates. The problem of leadership. Comparative analysis of features of authoritarian, democratic and liberal communication styles. Communication styles and specifics of management communication vertically and horizontally. Business subordination. Rules of greeting, address, and presentation. Relations between work colleagues. Observance of correct behaviour with partners and clients. Meeting as a form of collective discussion.

### **Topic 7. Written business communication**

Business correspondence in international business communications and its features. General characteristics of business papers. Language of business papers. Classification of documents. Classification of letters. Business letters. Personal letters. Letters of recommendation. Direct mail advertising letters. Business letter style. Business card. Business card exchange etiquette. Electronic correspondence. International standards for writing a resume. Letters of recommendation and motivation.

### **Topic 8. Oral business communication. The culture of public speaking, linguistic and communicative features of oral presentations**

Peculiarities of non-verbal communication in different cultures. Participation in discussions, debates, and scientific seminars. Protocol rules for holding corporate events: business conversations, meetings, presentations, negotiations, meetings. Time limits. Number of participants. The concept of public speaking. Ethical requirements for public speaking. The structure and requirements for creating presentations that accompany public speaking.

### **Topic 9. Technology of negotiations. Negotiation strategies**

Communicative activities as the basis of business interaction. Organization of business contacts with foreign partners: protocol and international etiquette. Business negotiations: ethical norms and standards. The essence, types, and techniques of business negotiations. Tactical techniques and conditions for successful negotiations. Role of national traditions and customs in conducting business negotiations with foreign partners. The role and influence of cultural diversity in negotiation. International requirements for negotiations and meetings.

	<p style="text-align: center;"><b>Topic 10. Conflicts and manipulations in the process of intercultural communication</b></p> <p>Concept of conflict and its nature. Socio-psychological theories of conflict. The main barriers to mutual understanding. Mechanisms of mutual understanding. Ways to get out of conflict situations. Strategy and tactics of conflict behaviour. Conflict prevention. Conflicts in business relations. Motivational, moral and emotional barriers in communication. Concept of the communication model. Manipulative models of business communication. Manipulation in negotiations. Tolerance as the main way of understanding cultures. Stages of forming a tolerant attitude towards a foreign culture.</p>
<b>Final control, form</b>	Exam
<b>Prerequisites</b>	To study the course, students need basic knowledge of “Leadership and teamwork”, “International and regional economy”, “International economy”, “Business foreign language (level A)”, “Management”.
<b>Educational methods and techniques that will be used during the course teaching</b>	<p>Problem-based lectures, lecture-discussions using presentation and multimedia equipment.</p> <p>Practical classes (educational discussions in the form of a seminar, presentations, scientific and analytical individual works).</p> <p>Self-study (individual work with recommended literature, performance of analytical tasks).</p> <p>Lectures provide students with the main theoretical material from the topics list of the discipline, which is the basis for independent understanding and elaboration using the recommended literature, and also contribute to the ability to generalizing and critical thinking based on participation in discussions.</p> <p>Self-study (individual work with recommended literature, presentation of analytical tasks).</p> <p>Lectures provide applicants with the main theoretical material from the list of topics of the discipline, which is the basis for independent understanding and elaboration using the recommended literature, and also contribute to the development of the student's ability to generalize and critical thinking based on the participation in discussions. Lectures are complemented by practical (seminar) classes, which give students the opportunity to apply theoretical knowledge in the form of scientific discussions during seminars, presentations and discussions of modern scenarios of the development of economic science and practice. Seminar (practical) classes are designed with the use of practice-oriented learning methods and involve scientific and analytical work by students of higher education based on the study of the latest modern economic theories, as well as the analysis of practical situations and the presentation of individual research tasks. Self-study facilitates preparation for lectures, practical classes, individual work and work in groups to prepare presentations to be presented to other groups, as well as to perform individual and group research tasks.</p>
<b>Necessary equipment</b>	The study of the academic discipline does not require the use of software, except for commonly used programs and operating systems. Multimedia and projection equipment.

	Computers, computer systems and networks.
<b>Evaluation criteria</b>	<p>Evaluation is carried out on a 100-point scale. Points are awarded according to the following ratio: Practical (seminar) classes: 50% of the semester grade; the maximum number of points is 50 points. Control measurements (examination): 50% of the semester grade; the maximum number of points is 50 points.</p> <p>The form of final control is an exam.</p> <p>Written works: Students are expected to be able to complete an individual written task (essay, research paper).</p> <p>Academic Integrity: Students' papers are expected to be their own original research or reasoning. Failure to cite used sources, fabrication of sources, plagiarism, and interference with the work of other students are, but are not limited to, examples of possible academic dishonesty. The detection of signs of academic dishonesty in a student's written work is grounds for its failure by the teacher, regardless of the scale of plagiarism or deception.</p> <p>Attending classes is an important component of learning. All students are expected to attend all lectures and practical sessions of the course. Students must inform the lecturer about the impossibility of attending classes. In any case, students are obliged to comply with all deadlines for the completion of all types of written work provided for by the course. Literature.</p> <p>The lecturer will provide all literature that students cannot find on their own for educational purposes only, without the right to transfer it to third parties. Students are also encouraged to use other literature and sources that are not among the recommended ones.</p> <p>Scoring policy.</p> <p>Points scored for written module control, oral reports of students, performance of scientific research tasks and independent work are taken into account. At the same time, attendance at classes and the student's activity during practical classes must be taken into account; the following aspects are not allowed: absences and lateness to classes; using a mobile phone, tablet or other mobile devices during class for non-educational purposes; plagiarism; late completion of the task, etc</p>
<b>Questions for the exam</b>	The list of questions and tasks for the final assessment of knowledge (exam) is given during the consultation before the exam
<b>Survey</b>	An evaluation questionnaire for assessing the quality of the course is provided at the end of the course.

## COURSE SCHEME

16 weeks, 64 hours	Topic, plan	Form of activity	Literature. Internet Resources	Hour	Deadline
4	<b>Topic 1. Conceptual foundations of international business and international law</b>	Lecture, practical class	1-8	2/2	1 week
4	<b>Topic 2. Business ethics at micro-, macro- and mega-levels</b>	Lecture, practical class	1-8, 16, 17, 21	2/2	1 week
8	<b>Topic 3. Ethical problems (issues) and corporate culture of modern business. Social responsibility of business.</b>	Lecture, practical class	1-8, 15, 9-14, 20	4/4	2 weeks
8	<b>Topic 4. Ethics and cross-cultural aspects in International Business management</b>	Lecture, practical class	1-8	4/4	2 weeks
8	<b>Topic 5. The essence and features of intercultural business communication</b>	Lecture, practical class	1-8, 9, 20	4/4	2 weeks
4	<b>Topic 6. International companies and peculiarities of the communication process in international companies</b>	Lecture, practical class	1-8, 9, 20, 23-27	2/2	1 week
8	<b>Topic 7. Written business communication</b>	Lecture, practical class, individual task	1-8, 9	4/4	2 weeks
8	<b>Topic 8. Oral business communication. The culture of public speaking, linguistic and communicative features of oral presentations</b>	Lecture, practical class, individual task	1-8	4/4	2 weeks
8	<b>Topic 9. Technology of negotiations. Negotiation strategies</b>	Lecture, practical class	1-8, 19	4/4	2 weeks
4	<b>Topic 10. Conflicts and manipulations in the process of intercultural communication</b>	Lecture, practical class	1-8	2/2	1 week