

**NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES
OF UKRAINE**

Department of Administrative Management
and Foreign Economic Activity

"APPROVE"

Dean of the Faculty of Agricultural Management

_____ (Ostapchuk A.D.)

“ _____ ” _____ 2020

CONSIDERED AND APPROVED

at a meeting of the Department of Administrative Management
and Foreign Economic Activity

Protocol №_17_ from “_06_” _2020

Head of Department

_____ (Mostenska T.L.)

WORKING ACADEMIC PROGRAM

"BUSINESS PROTOCOL AND NEGOTIATION"

field of knowledge: 07 - Management and administration

specialty: 073 - "Management"

specialization: "FEA Management"

Faculty of Agricultural Management

Teachers: Doctor of Economics, Professor Galushko V.P., Phd, Associate

Professor. Mishchenko I.A.

Kyiv - 2020

1. Description of the discipline

"Business Protocol and Negotiation"

| Field of knowledge, direction of training, specialty, educational and qualification level | | |
|---|------------------------------------|----------------------------|
| Field of knowledge | 07 - Management and administration | |
| Specialty | 073 - Management | |
| Educational degree | Master | |
| Characteristics of the discipline | | |
| Kind | Selective | |
| Total hours | 120 | |
| Number of ECTS credits | 4 | |
| Number of content modules | 2 | |
| Course project (work) (if available in the working curriculum) | | |
| Form of control | exam | |
| Indicators of academic discipline for full-time and part-time forms of education | | |
| | full-time education | external form of education |
| | | |
| Year of preparation | 1 | 1 |
| Semester | 1 | 2 |
| Lectures | 15 | 2 |
| Practical, seminar classes | 15 | 6 |
| Laboratory classes | | |
| Independent work | 90 | 100 |
| Individual tasks | | |
| Number of weekly hours for full-time study: classroom independent student work | 4 | |

2. The purpose and objectives of the discipline

The purpose of studying the discipline "Business protocol and negotiation" is the acquisition by students of the necessary knowledge of history, principles, goals, objectives, customs, rules and requirements for communication, behavior, appearance of a business person in a business environment, as well as the ability to apply this knowledge. The training course offers approaches to various communication situations of partners in the business world. It covers a wide range of issues - from situations of formal and informal communication to professional image and cross-cultural management, familiarizing with the protocol requirements and rules of etiquette.

The main tasks disciplines aimed at:

- ✓ acquaintance with the basic protocol requirements for official communication;
- ✓ acquisition of practical skills of conducting business, informal conversations and conducting negotiations with domestic and foreign partners;
- ✓ acquisition of communication skills through various communication channels in accordance with protocol requirements;
- ✓ obtaining the necessary knowledge on the organization of various types of receptions and the acquisition of practical skills in such activities;
- ✓ ability to organize your own business wardrobe in accordance with protocol requirements, as well as to form an effective business style;
- ✓ theoretical preparation of students to establish and maintain contacts with representatives of different cultural centers of the world and the development of behavioral models in various complex situations of international business.

As a result of studying the discipline the student must know:

- areas of activity in the field of business protocol;
- basic communications;
- principles of building an effective system of business protocol;
- practice of work on negotiations of heads of modern domestic and foreign enterprises.

At the end of the discipline the student must be able to:

- to organize practical work on people management in modern organizations;
- to analyze the activities of the business management system;
- apply different methods and tools of planning systems,
- organization, motivation and control of work;
- use in accordance with the situation methods of management decisions and take a set of actions for their implementation;

Students who master the proposed discipline will be able to feel confident in the environment of both domestic and global business. The course will give them the necessary understanding of all the nuances of dealing with colleagues, customers and partners, which, in turn, will have a direct impact on the image, reputation, and ultimately on financial results.

3. Curriculum of the discipline

Content module 1. Protocol aspects of negotiations with business partners

Topic 1. Protocol and communication in business

The concept of protocol. Components of protocol and etiquette as a science. Business etiquette. The role of knowledge of business behavior for the modern entrepreneur. Stages of mastering etiquette.

Basic principles of etiquette seniority. Seniority in the secular etiquette of Europe and America. Seniority in business. Communication is equal depending on the hierarchy. Generality of etiquette norms for all hierarchical levels. Generality of etiquette norms for men and women. Ethical norms of behavior of men and women in business.

Direction in the procession. The procedure for leaving the room. Behavior in the elevator. Going down the corridor. Location of an even and odd number of people in the official environment. The order of entry into the revolving door. Seating in the car. The procedure for entering the front door. Going up the stairs.

Etiquette requirements for the order of greetings. Rules for greeting a visitor who enters an office where there are already several people. Greetings at the restaurant. The order of greetings in secular life. The order of greetings in the business world. The historical significance of the handshake. Handshake initiative. Varieties of handshakes: formal, elongated, glove, demonstrative. Situations in which handshakes are not used. Use of handshakes by women. Admissibility of handshakes in different national cultures. "Hand kiss" gesture.

Representation of a person in a group. Meet two people. During the meeting (on the street, in a mass event). When you introduce yourself. When it is not customary to present and present.

Appeal to business representatives. Appeal to people of public professions. Application for titles (in our country, in the countries of the world).

Addressing "you" and "you".

Topic 2. Establishing contact with a foreign partner

Basic definitions, categories of business communications. Have information about the role and essence of communication. Goals and functions of communication The main elements of communication.

Varieties of visits. Business visit. Proposal for a meeting. Letter proposal, its content. Terms of response to the proposal letter.

Behavior of the secretary. Visitor meeting. Visitor registration log. Rules for serving drinks in the reception. Accompanying the visitor to the manager's office. Behavior of the secretary during participation in negotiations.

Behavior of the owner. Meeting the visitor with the host. Rules of seating at the table of the head during reception of visitors. Farewell to the visitor.

Visitor behavior. Preparation for a business visit. Rules of the "twelve". Sign language and nonverbal communication. Symbolic gestures when communicating with foreigners. Results of the visit. Letter of thanks to the partner and its main sections. Contents of the letter of thanks to the employer.

Polite visit. The purpose and duration of the courtesy visit. Appointment of the meeting time. Rules of meeting of members of the official delegation at the airport, at the station. Meeting of the official guest in the office of the head. Placing the participants of the courtesy visit in the office. Rules for serving drinks during the protocol visit. End of visit.

Informal (secular) visit. Responsibilities of the owner. Preparation for the reception. Rules for seating guests. Topics for conversation. Duration of informal visit. Responsibilities of the guest.

Topic 3. Minutes, etiquette

Types of receptions depending on the composition of participants. Invitations to receptions. Deadlines for sending invitations and their delivery. Use of Latin abbreviations on invitations. Forms of invitations and responses to them.

Delegating another person in case of inability to accept the invitation.

Punctuality. Indication of time limits of reception on invitations. Meeting guests. The order of greeting with the hosts and guests. Rules of conduct in the advance. Seating plan. The order of going to the banquet hall from the anteroom.

Basic principles of seating at a banquet table. Seating schemes at formal and informal receptions. Behavior in the banquet hall. Interior design of the banquet hall. Envelope cards. Behavior at the table of hosts and guests. The end of the feast. Complex protocol situations.

Types of receptions by type of service. Some forms of catering. Reception type "buffet", its main advantages and features. Rules of table setting and rules of conduct at a reception such as "buffet", "cocktail". Rules of table setting and rules of conduct at a reception such as "cocktail". Varieties of "cocktail": "glass of wine", "glass of champagne". Forms of service, typical for the reception of the type "barbecue".

Type of reception "banquet" and its varieties. Rules for setting the table at receptions such as "banquet-buffet" and "banquet-cocktail". Banquet with full service. Rules for serving different dishes during a full-service banquet. Banquet with partial service. Rules of table setting for a banquet with partial service. "Banquet-tea" - participants and rules.

History of the business card. Requirements for a standard business card. Appearance of a business card. Requirements for writing the name of the institution. Requirements for writing last name, first name and patronymic. Designation of the position. Company address and telephone numbers. Using a logo on a business card.

Preparing a business card in a foreign language.

Use of Latin abbreviations on business cards. Their meaning and location. Some areas of business in which it is permissible to deviate from the requirements

for the design of business cards. The appropriateness of using a photo on your own business card.

Types of business cards. Business card of the company and official card, requirements for their design and use. Representative business cards and rules of their use. Solemn business cards. Varieties of personal cards.

The semantic meaning of colors in Eastern and European-American etiquette. Protocol requirements for the delivery of flowers in packaging, without packaging, in baskets. Choice of colors. Typical women's and men's bouquets. Flowers in business life. Presentation of flowers to women who arrived as part of the delegation. Sending flowers as sympathy. Giving flowers at receptions. Flowers as decorations for business premises. Decorating the meeting room. Dining table setting. Flowers in offices, exhibition halls.

Topic 4. Business aspects of interaction organization

Management is a specific area of human activity. Its effectiveness depends not so much on personal characteristics, but on knowledge and understanding of management tasks, ways to stimulate and unite the efforts of all members of the organization to achieve the goals of the organization. This is all - the realm of applied science, and therefore, mastering the principles of this science is through the formation of a quality manager.

To prevent possible negative consequences due to ill-considered actions of a leader of the social system at the state, public level or business, rules and requirements are developed and implemented, which are instilled in the future manager both in the learning process and in his practical work.

The variety and complexity of the tasks to be solved by the head lead to great difficulties in describing this activity (and, of course, to even greater difficulties in learning). Obviously, each leader has certain stereotypes of management. In all management sciences these stereotypes. Over the past fifty years, a huge amount of research has been conducted in which attempts have been made to establish a link between management style and the effectiveness of the firm.

Content module 2. BUSINESS STANDARDS OF BEHAVIOR AND FUNDAMENTALS OF BUSINESS COMMUNICATIONS

Topic 5. Business corporate culture

The culture of the organization is key - ethical and psychological culture. Therefore, we first consider the question of institutionalization of ethical and psychological foundations of organizations.

The formation of ethical and psychological principles of business and management should begin with a specific organization. Increasingly, organizations, firms for which public opinion about honesty and integrity is above the desire to maximize profits in any way, are developing codes of ethics, which [47]:

- show managers and employees how to act, making decisions based on value analysis;

- formally oblige all employees to consider the ethical and psychological aspects of the decisions they make;
- is the basis for discussions on ethical behavior.

Each company develops its own code of ethics (corporate) with the appropriate name: Code of Ethics, Code of Values, Code of Conduct, Code of Rules, Code of Values and Principles.

Corporate culture is, to a large extent, the result, but on the other hand, a condition of a high level of ethical and psychological culture of the organization. It is an integral characteristic of business relations in the organization and business relations in the system "organization - external environment"

We can begin our consideration of corporate culture with the following parable. A passerby approached the masters who were carving the stones and asked, "What are you working for?" The first master replied, "To have food," the second said, "To hew stones," and the third said, "To build this wonderful temple." If we consider these answers in the context of the organization, then only the third answer, based on a high corporate culture, allows the successful operation of the organization.

The formation and development of corporate culture is a necessary condition for the effective operation of a modern organization. In particular, without a high corporate culture, the organization will not be able to succeed in the long run.

Topic 6. Technology of business communication

Modern man spends 65% of his working time in oral communication. The cost of net time for conversations with the average inhabitant of the Earth is 2.5 years. This means that everyone during his life has time to "speak" about 400 volumes of 1000 pages. So people talk a lot, but often do it ineffectively. Approximately 50% of the information is lost during transmission. The reason is the inability to convey the message to the interlocutor, the tendency to speak for himself, unwillingness to listen.

Internet and telecommunications as one of the most effective means of business communication. Preparing for a telephone conversation. The purpose of each stage of the conversation. The beginning of the conversation. Personality is a mandatory requirement for telephone communication with customers. Rules of presentation in a telephone conversation. Formulation of the purpose of a phone call. Discussion of the situation. Means of compensating for the lack of visual information. Correct interruption of the conversation. End of conversation. Summing up. Correct forms of telephone call termination. Personal conversations. Information for the missing subscriber.

Colleagues are calling. Deadlines for call-answer. Small talk, or informal conversation. Small talk in the office. Conversation with the secretary: goals and opportunities. Preparation of an informal conversation. Small talk in negotiations. Topics of informal conversations. Prohibited topics for small talk. Rules for expressing compliments in the business environment. Compliments on appearance. Compliments to the head. Conversation with a business partner. Beginning of the

conversation: greetings, gratitude for the appointment, presentation, purpose of the visit, etc. End of conversation.

Topic 7. The image of a business person

Personal image as an integral part of corporate culture. The concept of style. The principle of conformity, proportionality and expediency as components of style. Manner of behavior and appearance. Stylish sets of clothes. Coordination of clothing style details. Clothes for an interview about employment, for participation in exhibitions, negotiations, receptions, television programs. Interior of representative premises and offices.

Requirements for clothing of representatives of different groups of professions. Business clothes of representative professions. Business suit - businessman's uniform. Conservatism of business attire. Value for money. Practicality and versatility of clothing. Elegance is a mandatory feature of men's and women's clothing. Bright details of appearance.

Requirements for women's business attire. Choice of style. Shape correction. The choice of color of business attire depending on the season, image purpose, individual characteristics, socialized perception. Dangerous, forbidden and acceptable colors of business clothes. Color diagnostics and Luscher test. Blouses: color, style, etiquette requirements. Stockings and shoes. Jewelry and accessories.

Requirements for men's business attire: comfort, practicality, versatility. Color formula of men's clothing. Costume style. "Prince of Wales" costume. English costume. European cut. Modified European cut. American "bag" cut. Stylish and avant-garde costumes. Shirts. Match the shape of the collar to the shape of the face. Ties: shape, color, fabric. Handkerchiefs for breast pockets.

Socks and shoes.

Forms of clothes for receptions. White Tie, Tie Blanche, Ultra-formal. Black Tie, Tuxedo, Black Ties. Formal. Black Tie Invited, Black Tie Optional.

Creative Black Tie. Semi-formal, Cocktail. A5. Business Best (Bb), Casual Business (Cb), Business Traditional (Btr), Undress, Casual Travel (Ct).

Know the components of the image of a business person. Good image. Creating a harmonious image. Color. Max Luscher's typology. Types of behavior: red, blue, green, yellow. How to make a favorable first impression of yourself. Factors influencing the creation of the image: the factor of superiority, the factor of attractiveness, the factor of attitude

Topic 8. National features of business communication

Models of cross-cultural behavior in doing business. Two basic rules of international etiquette in business.

Focus on agreement and focus on relationships. Ways to establish contacts with representatives of cultures, focused on relationships. Indirect approach - "Guangxi". Close acquaintance of business partners. Establishing personal relationships. The problem of bureaucracy. The value of direct contact. The role of the contract in different countries. Cultures of high and low context of communication. Nonverbal refusal.

Formal and informal business cultures. Status, hierarchy, power and respect. Nonverbal ways to show respect. Barriers due to status.

Gender barrier. Age barrier. Cultures with rigid and flexible time limits. Polychronic and polyactive cultures. Monochronous and monoactive cultures. Polychronic and monochronic culture shock. Agenda: rigid and flexible. Schedules and deadlines.

Nonverbal behavior in business. Three types of interpersonal communication: verbal, paraverbal and nonverbal communication. Expressive and restrained cultures. Paraverbal behavior: loudness of speech, silence, interruption. Four key elements of nonverbal behavior during negotiations: proxemics, haptics, ophthalmology, kinesthetics. Personal space. Degree of physical contact. Intensity of eye contact. Spatial position. Kinesthetics: facial expression, hand gestures, shoulder movements. Ambiguous gestures. Cultural relativity in business behavior.

Business protocol and etiquette on a global scale. Models of international business protocol. Minutes of meetings: clothes, punctuality, non-verbal and verbal greetings, forms of communication, exchange of business cards, gifts, food and drinks. Culture and corruption. Marketing in different cultures.

The structure of the discipline "Business Protocol and Negotiation"

| Names of content modules and topics | Number of hours | | | | | | | | | | | |
|--|-----------------|-----------|----|-----|-----|------|---------------------|-----------|----|-----|-----|------|
| | Full-time | | | | | | Correspondence form | | | | | |
| | total | including | | | | | total | including | | | | |
| | | 1 | n | lab | ind | s.r. | | 1 | n | lab | ind | s.r. |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| Content module 1. Protocol aspects of negotiations with business partners | | | | | | | | | | | | |
| Topic 1. Protocol and communication in business | 14 | 2 | 2 | | | 10 | 14 | 2 | 2 | | | 10 |
| Topic 2. Establishing contact with a foreign partner | 16 | 2 | 2 | | | 12 | 14 | | | | | 14 |
| Topic 3. Minutes, etiquette | 15 | 1 | 2 | | | 12 | 14 | | | | | 14 |
| Topic 4. Business aspects of the organization of interaction | 15 | 2 | 2 | | | 11 | 18 | | | | | 18 |
| Together on the content module 1 | 60 | 7 | 8 | | | 45 | 60 | 2 | 2 | | | 56 |
| Content module 2. Etiquette norms of behavior and basics of business communication protocol | | | | | | | | | | | | |
| Topic 1. Business corporate culture | 14 | 2 | 2 | | | 10 | 14 | | 2 | | | 12 |
| Topic 2. Technology of business communication | 16 | 2 | 1 | | | 12 | 16 | | | | | 16 |
| Topic 3. The image of a business person | 15 | 2 | 2 | | | 12 | 18 | | 2 | | | 16 |
| Topic 4. National features of business communication | 15 | 2 | 2 | | | 11 | | | | | | |
| Together on the content module 2 | 60 | 8 | 7 | | | 45 | 48 | | 4 | | | 44 |
| Together for the first semester | 120 | 15 | 15 | | | 90 | 108 | 2 | 6 | | | 100 |

4. Topics of seminars

Not provided by the curriculum.

5. Topics of practical classes

| № s / n | Name topics | Number of hours |
|---------------|---|--------------------|
| 1 | Protocol and communication in business activities | 2 |
| 2 | Establishing contact with a foreign partner | 2 |
| 3 | Minutes, etiquette | 2 |
| 4 | Business aspects of interaction organization | 2 |
| 5 | Business corporate culture | 1 |
| 6 | Technology of business communication | 2 |
| 7 | National features of business communication | 2 |
| 8 | National features of business communication | 2 |

6. Independent work

| № s / n | Name topics | Number of hours |
|---------------|---|--------------------|
| 1 | Basic etiquette rules of business communication | 12 |
| 2 | The art of conversation | 14 |
| 3 | Visits | 12 |
| 4 | Label attributes | 14 |
| 5 | Receptions | 12 |
| 6 | Appearance of a business man | 12 |
| 7 | Cross-cultural behavior in business | 14 |

7. Sets of tests to determine the level of knowledge acquisition by students

NATIONAL UNIVERSITY OF BIORESOURCES AND NATURE MANAGEMENT OF UKRAINE

| | | | |
|--|---|---|-------------------------------|
| OQR Master direction of training / specialty FEA management | Chair Administrative Management and Foreign Economic Activities 2012-2021 teaching. year | Examining TICKET №__ from the discipline Business protocol and negotiations | I approve Head departments |
| | | | Mostenska TL |
| | | | 06/17/2020 p. |

Test questions

1.1. Are there such basic elements in the exchange of information?

1.2. What are the Functions of Corporate Culture?

Test tasks of different types

1Administrative management methods are

- A) means of influencing the team and individual employees through a system of regulated organizational rules by proving and implementing administrative decisions that are not discussed and are based on vertical hierarchical links of the organization;
B) methods that are based on the mandatory implementation of regulations, instructions, orders, directives, instructions and resolutions of the head;
C) methods by which there is a direct policy influence on the organization as a whole and individual employees;
D) all the answers are correct

2 "If the buyer agrees with all the terms of the offer, he sends the bidder:

- a) acceptance,
b) counterfeit,
c) solid counterfire,
(d) a firm offer. "

3Material or economic methods of management are:

- A) methods of purposeful influence on the object of management, which are based on ensuring the economic interests of the organization or individual;
B) methods aimed at implementing the management decision through a system of conditions that makes it economically viable for the organization as a whole and each employee;
C) methods by which there is a direct policy influence on the organization as a whole and individual employees;
D) correct answers A) and B)

4The most effective combination of management methods is one that focuses on:

- A) taking into account personal characteristics and situational approach in the management of the organization;
B) the approach to the management of the organization, according to which the decisive importance is given to psychological, social and socio-psychological methods of influence;
C) the behavior of members of the team (organization), who play different roles in it, who have different status

and differently enter into interpersonal and intergroup relationships;

D) correct answers A) and B)

5Communications are:

- A) exchange of information, its content between two or more persons (employees)
B) communication, transfer of information from person to person in the process of activity.
C) a complex process that consists of mutual steps by the participants in the communication process
D) all the answers are correct

6 "If the buyer agrees with all the terms of the offer, he sends the bidder:

- a) acceptance,
b) counterfeit,
c) solid counterfire,
(d) a firm offer. "

7What determines the effectiveness of the organization?

- a) personal characteristics of the person
b) from knowledge and understanding of management tasks
c) ways to stimulate
d) joint efforts of all members of the organization

8If the buyer does not agree with the terms of the offer received, he may send to the bidder:

- a) acceptance,
b) counterfeit,
c) solid counterfire,
d) b or c

9If a visit of a foreign delegation headed by the head of the firm is planned, the delegation should meet from our side:

- a) the first deputy director,
b) financial director,
c) the director of the firm,
(d) the Director and his first Deputy. "

10When meeting and seeing off a delegation at an airport or train station, it is appropriate to present:

- a) baskets of flowers,
b) the flowers are not wrapped in cellophane,
c) flowers wrapped in cellophane,
d) a, b or c

8. Teaching methods

Lecture - the main form of classroom classes in higher education, it is designed to form in students the basics of knowledge in the relevant scientific field, as well as to determine the direction, main content and nature of all other types of classes and independent work of students. in accordance with the curriculum in a logical sequence and relationship.

Practical classes provide consolidation and systematization of students' theoretical knowledge and the acquisition of the necessary skills on the peculiarities of the national economy and institutional factors and their impact on the specifics of economic development.

Independent and individual work is the main means of mastering the material in free time from classroom classes based on the study of legislation, educational literature, additional sources, current information. In addition, individual tasks involve students to perform tasks of research, creative nature. These tasks are aimed at improving the level of training and development of individual creative abilities of gifted students.

9. Forms of control

The control of the acquired knowledge is carried out in the following forms: current control at practical classes (questioning, testing, performance of situational tasks), modular control (control work after studying the educational material combined in the module or the semantic module), final control - PMK control over the results of the studied material and passing the test).

10. Distribution of points received by students

| | | | | | |
|-----------------|--------------------|-------------------------|---------|---------|-------------|
| Current control | Educational rating | Ranking of applications | Penalty | Results | General and |
|-----------------|--------------------|-------------------------|---------|---------|-------------|

| Contents and module 1 | Contents and module 2 | Contents and module 3 | Contents and module 4 | th work R HP | th work R DR | rating and R SHTR | and certification (exam or test) | scores |
|-----------------------|-----------------------|-----------------------|-----------------------|--------------|--------------|-------------------|----------------------------------|--------|
| 0-100 | 0-100 | 0-100 | 0-100 | 0-70 | 0-20 | 0-5 | 0-30 | 0-100 |

Notes. 1. According to the "Regulations on the credit-module system of education in NULES of Ukraine", approved by the rector of the university on 03.04.2009, the rating of a student in the academic work of R HP in relation to the study of a particular discipline is determined by the formula

$$PHP = \frac{0.7 \cdot (R_{(1) 3M} \cdot K_{(1) 3M} + \dots + R_{(n) 3M} \cdot K_{(n) 3M})}{KDIS} + PDP - PIITP,$$

where $R_{(1) MR}, \dots, R_{(n) MR}$ - ratings of content modules on a 100-point scale; n is the number of content modules;

$K_{(1) 3M}, \dots, K_{(n) 3M}$ - the number of ECTS credits provided for in the working curriculum for the relevant content module;

$KDIS = K_{(1) 3M} + \dots + K_{(n) 3M}$ - the number of ECTS credits provided for in the working curriculum for the discipline in the current semester; R_{DR} - rating of additional work; R_{SHTR} - free kick rating.

The above formula can be simplified if we take $K_{(1) MR} = \dots = K_{(n) MR}$. Then it will look like

$$PHP = \frac{0.7 \cdot (R_{(1) 3M} + \dots + R_{(n) 3M})}{n} + PDP - PIITP.$$

Rating for additional work R_{DR} attached to the R_{HP} and may not exceed 20 points. It is determined by the lecturer and is provided to students by the decision of the department for the performance of work that is not provided by the curriculum, but contributes to improving the level of knowledge of students in the discipline.

Penalty rating R_{SHTR} does not exceed 5 points and is subtracted from R_{HP} . It is determined by the lecturer and is introduced by the decision of the department for students who have mastered the material of the content module late, did not follow the work schedule, missed classes and so on.

2. According to the specified Provision preparation and defense of the course project (work) is estimated on a 100-point scale and further is transferred to estimations on a national scale and a scale. ECTS.

Prating assessments from content modules

| Termine training (weeks) | Nomer content module | Navchalne load, hours | Loans ECTS | Content rating module | |
|--------------------------|----------------------|-----------------------|------------|-----------------------|-----------|
| | | | | Minimal | Estimated |
| 1-4 | 1 | 72 | 2.0 | 60 | 100 |
| 5-7 | 2 | 72 | 2.0 | 60 | 100 |
| Total | 2 | 144 | 4 | 42 | 70 |

The rating for additional DDR work is 20 points. The penalty rating of RSHTR is 5 points.

$$R_{diwith} = R_{Np} + 0.3R_{at}$$

$$R_{Np} = (0.7 (R_{1change} \times 1.5 + R_{2change} \times 1.5)) : 2 + R_{ep} - R_{pg}$$

Schoolala evaluation

| The sum of points for all kinds of training | ATprice on a national scale | |
|---|---|--------------|
| | for exam, course project (work), practice | credited |
| 90 - 100 | perfectly | |
| 74-89 | fine | |
| 60-73 | satisfactorily | not credited |
| 0-59 | unsatisfactorily | |

Grade "Excellent" is given to the student (listener), who worked systematically during the semester, showed during the exam versatile and deep knowledge of the program material, is able to successfully perform tasks provided by the program, mastered the content of basic and additional literature, realized the relationship of individual sections. , their importance for the future profession, showed creative abilities in understanding and using educational material, showed the ability to independently update and replenish knowledge. The grade "Good" is given to a student who has shown full knowledge of the curriculum, successfully performs the tasks provided by the program, has mastered the basic literature recommended by the program,

Grade "Satisfactory" is given to a student who has shown knowledge of the basic curriculum in the amount necessary for further study and further work in the profession, copes with the tasks provided by the program, made some mistakes in answering the exam and exam tasks, but has the necessary knowledge to overcome mistakes under the guidance of a researcher. The grade "Unsatisfactory" is given to

a student who did not show sufficient knowledge of the basic curriculum, made fundamental mistakes in performing the tasks provided by the program, can not use the knowledge in further study without the teacher's help, failed to master independent skills.

11. Methodical support

Reference syllabus of lectures on the discipline, a set of educational and methodological support of the discipline, regulations

12. Recommended literature

1. Business protocol and negotiations / Business protocol and negotiations / VP Galushko, OM Faychuk, IAMishchenko, OP Komarnitskaya / Textbook. - Tutorial. - К .: Компринт, 2013. - 357 с.
2. Galushko VP, Mishchenko IA, Kovtun OA Methods and processes of making managerial decisions: monograph //V.P. Галушко, I.A. Mishchenko, OA Kovtun, OV Danilochkina К .: СР "Comprint", 2013. - 345 p.
3. Galushko VP, Mishchenko IA Management in the system of administrative activity. -Training К .: "COMPRINT". 2015. - 528 p.
- 4.Galushko VP, Mishchenko IA, Organization and technique of foreign economic operations: a textbook / VP Galushko. Галушко, I.A. Mishchenko - К .: 2017. - 544 p.
5. Galushko VP Business protocol and negotiations. - Vinnytsia: New book, 2002. - 226 p.
6. Kvitshau A. 100 important rules of business etiquette. (3rd ed.) M: SmartBook, 2016
7. N. Vasilieva An easy way to pass an interview when hiring. All questions and answers. Peter: 2014.
8. Konovalenko VA Theory of communication / M. Yu. Konovalenko, VA Konovalenko. - К: Юрайт, 2014. - 416 с.
9. Taratukhina Yu.V., Business and intercultural communications / Yu. V. Taratukhina, ZK Avdeeva. - К: Юрайт, 2014. - 324 с.

10. Zhernakova, MB Business communications: theory and practice / MB Zhernakova, IA Rumyantseva - K: Yurayt, 2014. - 384 p.
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