



BUSINESS COMMUNICATIONS AND PROFESSIONAL ETHICS

Credit points	3 CP		
Duration of the course	2 sem.		
Study course annotation	<p>The course has two parts : the nature and types of business communication are reviewed and analyzed , as well as professional ethics guidelines.</p> <p>The course reflects the interaction of different views, evaluates changes, development trends in the field of business communication and ethics . Students acquire skills to apply knowledge in practice. Teaching methods - in theory and practice: lectures, seminars, discussions, role-plays, presentations.</p>		
Aim of the study course	<p>Part 1. To acquire knowledge about the regularities of business communication and successfully apply them in a real business environment.</p> <p>To introduce students to business communication importance in business society . To consider the place of business communication and its relationship and impact on the image and reputation of the organization. To develop realistic thinking in students about the development of communication and improvement of ethics.</p> <p>Part 2. To give students an idea of what ethics is as a philosophical discipline, how the important role of ethics appears in the life of a person and the entire society, to teach students to navigate ethical issues related to professional duties and tasks.</p> <p>To teach students to connect relevant theoretical knowledge with practice by teaching them to analyze business development trends in market economy conditions in Europe and Latvia</p>		
Study course results	Knowledge	Skills	Competences
	<p>successfully studying this study course, students</p> <ul style="list-style-type: none"> • understands the theoretical guidelines on the nature and application of business communication and professional ethics; • shows an understanding of the most important concepts and regularities of business communication and professional ethics; • understands the modern guidelines of business communication and professional ethics 	<ul style="list-style-type: none"> • students know how to systematize and analyze and evaluate information about business communication and professional ethics development trends and problem formation, • able to apply acquired theoretical and practical knowledge in practice, e.g. for the promotion of corporate culture, • can apply the knowledge gained in the program in various life and business situations, working in a team or individually, • knows how to see parallels with current issues of the contemporary situation. 	<ul style="list-style-type: none"> • students are able to independently obtain and select current information in the economic field of society; • able to see the importance of professional ethics as a strategic resource in the development of the organization and to give advice for its improvement in the collective of employees; • able to evaluate modern European development trends in the socio-economic field in order to promote the organization's business communication and work ethics; • able to competently prepare and present tasks related to the organization's business communication and professional ethical culture issues. <p>able to see and analyze ethical problems in the organization and find a solution</p>



Study course content	Topics	
	Part 1	
	1	Business <i>communications</i> essence. Types of communication. Peculiarities of business communication
	2	Communication of persuasion. Speech exposure. Manipulation examples (manipulation application of speech exposure methods in practice). Text analysis: finding manipulations, identifying <i>sensus</i> words and <i>effector</i> words. of
	3	Preparation for negotiations. Vertical and horizontal negotiations. Secrets of success.
	4	Verbal and non-verbal communication. Their forms and main functions. Listening skill. Body Language. The role of emotions in negotiations, conflict resolution and prevention "Attention" test. Creating the right dialogue. Activities: questions - answers.
	5	Communication with the target audience. Specificity and characteristics of communication in different social groups. Different types of negotiation in interpersonal communication (strict negotiation, gentle negotiation, principled negotiation).
	6	Checking understanding and finding out the truth. Vision of the real situation: composing a persuasive speech or preparing a text and refuting the opponent's arguments by applying the acquired skills to a specific situation.
	7	Work in groups: create a team and refute the opponent's (other team's) speech. Leadership position in negotiations. The main paradigms of leadership. Working with the text: transforming the given information with the specified purpose using the means of language.
	8	Individual work: compose an argumentative text using verbal technologies.
	Part 2	
	1	General insight into ethical positions and problems. A history of ethics. Ethics and morality, general concepts (concepts of "ethics", "morality" and "virtue"), types of ethical knowledge, main directions of ethical research, ethics and philosophy. Ethics as an evaluative science. Morality and law, differences between them. The relevance and importance of ethical issues for every person.
	2	Applied ethics and ethical problems. Ethics of the economic system. Various theories on the relationship between economics and morality. Property, money and morality. Market economics and morality. Economic ethics under the influence of religion. Influence of different religious traditions on economic and professional life.
	3	Peculiarities of professional ethics. Labor and professional relations in industrial society. Characteristics of the modern world of work and professions. A Christian view of work and profession. The main moral principles and norms of labor relations. Work as a phenomenon of social nature, and also a means of human personality improvement (and self-improvement), work as a service to others. Concepts of professional ethics. Professional ethics as an expression of social responsibility.
	4	Ethics and the bond of professionalism. Corporate codes of conduct and their ethical side. Professional associations. Disclosure of information. Confidentiality of information.
	5	Entrepreneurship (business) ethics. Basics of business ethics. Institutionalized ethics versus individual ethics. Ethical problems and issues of business life. Structure of business ethics. Reasons for increased attention on business ethics.
	6	Organizational ethics and corporate culture. The corporate culture of the organization in the context of ethics. Relationship of organization and corporate culture with the sphere of morality. Coverage of the realms of etiquette and morality. The influence of a person's personality on his colleagues and the organization as a whole. Influence of a social group on an individual.



	7	Communication , its types and role in organizational culture. The role of information in communication. Communication ethics. Communicative moral arguments. Communication ethics methods. Speech ethics and culture
	8	Ethical condition of modern society.
Form of assessment:	Differentiated written assessment	
Obligatory literature:		
<ol style="list-style-type: none"> 1. Courtland L. Bovee, John V. Till, Excellence in Business Communication, Pearson Educational International, 10th edition, 2012. 2. Jenny Dooley. The Art of Writing. Student's Book, C 2, Express Publishing, United Kingdom, 2022, ISBN 978-1-3992-0935-9. 3. Scott Mclean, Murray Moman, Business Communication for Success (Canadian Edition), 2012, FlatWorld, free accessfile:///D:/ipopova/Downloads/communication-for-business-success-canadian-edition.pdf 4. Paul Emmerson, Business English Handbook Advanced, 4th edition, MacMillan, 2011. 		
Additional reading:		
<ol style="list-style-type: none"> 1. MSG Management Study Guide, educational portal, ManagementStudyGuide.com https://www.managementstudyguide.com/business_communication.htm 2. Mark Powell, Dynamic Presentations, Cambridge University Press, 2011, ISBN 978-0-521-15004-0 3. Courtland L. Bovee, John V. Till, Business Communication Today, Global Edition, Pearson, 2017 4. Gesteland Richard R. Cross-Cultural Business Behavior: Negotiating, Selling, Sourcing and Managing Across Cultures. Copenhagen Business School Press, 2012 Read Download Cross Cultural Business Behavior PDF – PDF Download (bibleandbookcenter.com) 5. Online lectures on Business Communication (live, free access) Indian University, https://nptel.ac.in/courses/110105052 6. Toby D. Atkinson, International Business Communications: Mail, Phone, Fax, E-mail, Meriam-Webster, Massachusetts, 2000 		
Other sources of information:		
<ol style="list-style-type: none"> 1. International Journal of Business Communication: Sage Journals (sagepub.com) 2. American Sociological Association Code of Ethics. https://www.asanet.org/sites/default/files/savvy/images/asa/docs/pdf/CodeofEthics.pdf 3. Journal of Moral Philosophy. Journal of Moral Philosophy Brill 4. https://brill.com/view/journals/jmp/jmp-overview.xml 		
Changes and additions to the program and literature list are possible during the study process		