

Educational Institution “Belarus State Economic University”

APPROVED

Rector for Educational Institution
«Belarus State Economic University»

A.V. Yegorov

30.06 2026

Reg. No 4003-26/academic

BUSINESS ETHICS IN INTERNATIONAL TOURISM

The curriculum of the educational institution
for the specialty 7-06-0311-01 «Economics»

The curriculum is based on the General/In-depth Higher Education Standard (Education Standards) OCBO 7-06-0311-01-2023 and the educational plan (plans) for the specialty 7-06-0311-01 «Economics».

COMPILED BY:

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RECOMMENDED FOR APPROVAL:

Department of Economics and Management of the Tourism Industry of the educational institution "Belarus State Economic University"
(Protocol № 10 dated 14.05.2026);

Methodological Committee for the specialties «Economics and Management of the Tourism Industry», «Economics and Management» with profilizations «Economics and Management of Tourism Business», «Economics and Management of Hotel Business», «Economics and Management in the Real Estate Market», «Economics» with profilizations «Economics and Management of Tourist Complexes and Territories», «Economics and Management in the Real Estate Market», «Economics» with profilization «International Tourism Business», Educational Institution "Belarus State Economic University"
(Protocol № . 5 dated 25 05 2026);

Scientific and Methodological Council of the educational institution "Belarus State Economic University"
(Protocol №. 9 dated 30 06 2026)

EXPLANATORY NOTE

The curriculum for the academic discipline "Business Ethics in International Tourism" is aimed at developing in master's students a holistic system of theoretical knowledge and applied competencies in the field of business ethics and etiquette, necessary for effective professional activity in the multicultural and highly competitive environment of international tourism. The relevance of studying the discipline is due to the increasing role of ethical norms as a key factor in the sustainable development and competitiveness of tourism organizations in the context of economic globalization and the expansion of foreign economic relations of the Republic of Belarus. The significance of the course is determined by its practical orientation towards developing in future masters the skills of cross-cultural communication, ethical decision-making, and social responsibility, which is an integral requirement of modern international business. The necessity of mastering this discipline is also dictated by the increased attention from consumers, partners, and regulatory bodies to issues of corporate ethics, personal data protection, environmental sustainability, and respect for the rights of local communities, making the ethical competence of a master-economist a crucial condition for their professional relevance.

The goal of teaching the academic discipline is to form in master's students a holistic system of theoretical knowledge and applied competencies in the field of business ethics and etiquette in international tourism, necessary for effective professional activity in a multicultural and highly competitive business environment, as well as to develop the ability to apply ethical norms and principles of business communication to achieve mutually beneficial results, strengthen social responsibility, and ensure the sustainable development of the organization in the context of the internationalization of the economy and the expansion of foreign economic relations.

Achieving this goal involves solving the following **tasks**:

- To master the terminology of business ethics and the features of national and religious communication in international tourism;
- To study approaches to modeling business processes, methods of analysis and decision-making in the global world;
- To teach students practical methods of doing business in different countries;
- To master the art of communication and cooperation.

As a result of studying the academic discipline "Business Ethics in International Tourism", the following **competencies** are formed:

Universal competencies:

- Ensure communication, demonstrate leadership skills, be capable of team building and developing strategic goals and objectives;
- Conduct communication in a foreign language in academic, scientific, and professional environments for the implementation of research and innovation activities;

Specialized competency:

- Ensure effective business communication, master modern technologies for managing employee behavior and organizational culture.

As a result of studying the academic discipline, the master's student should:

Know:

- The main features of international and national ethics before starting business;
- Methods of effective business communications;
- The differences, advantages, and disadvantages of business ethics in different countries during historical development;

- The specifics of doing business by representatives of different countries;
- Trends in the ethical climate and ethical problems;
- Rules of business ethics;

Be able to:

- Arrange a business meeting with a foreign partner;
- Behave correctly during negotiations;
- Make decisions that do not harm the environment;
- Respect the national and religious traditions of business partners;
- Take responsibility for their decisions and actions;
- Take into account the interests of stakeholders;

Have the skill to:

- Identify ethical dilemmas arising in the activities of international tourism companies, apply models of ethical decision-making, and choose optimal alternatives considering the interests of all stakeholders;

- Develop and implement corporate codes of ethics, as well as plan training programs for staff on professional ethics and cross-cultural communication;

- Use etiquette norms to predict the actions of colleagues and counterparties in the competitive and highly dynamic business environment of international tourism.

Within the educational process for this academic discipline, the master's student must acquire not only theoretical and practical knowledge, skills, and abilities in the specialty but also develop their value-personal and spiritual potential, form the qualities of a patriot and citizen, ready for active participation in the economic, industrial, socio-cultural, and public life of the country.

The academic discipline "Business Ethics in International Tourism" belongs to the module "Strategic Leadership in International Tourism" of the university component.

The academic discipline "Business Ethics in International Tourism" is related to the study of disciplines such as "Entrepreneurship and Business in Tourism" and "Corporate Strategies in Tourism".

Form of higher education: full-time.

In accordance with the university's curriculum, the following time is allocated for the study of the academic discipline:

Total number of academic hours – 100, including classroom hours – 36, of which lectures – 18 hours, seminar classes – 18 hours.

Distribution of classroom time by years and semesters:

Semester 2: lectures - 18 hours, seminar classes - 18 hours;

Workload – 3 ECTS credits.

Independent work – 64 hours.

Form of intermediate assessment – credit.

COURSE CONTENT

Topic 1. Key Ethical Concepts in Business

Object, subject, and tasks of the academic discipline. Its place in the system of professional training of future specialists. Practical orientation of the discipline. Knowledge and skills acquired during the study of the discipline. Connection with other academic disciplines.

Consideration of ethical dilemmas. Aspects of business conduct and the behavior of individuals and entire organizations. Norms of business ethics of each historical period. Development of organizational and global ethical culture. Advantages of business ethics.

The essence of ethics. Approaches to the concepts of "business ethics" and "business ethics." Business ethics in all organizational functions. Organizational culture. Ethical climate. Why ethical problems arise in business. Ethics in production. Ethics in marketing. Ethics in human resources. Ethics in information technology. Problems of business ethics in the global economy. Ethics, law, and illegal corporate behavior.

Topic 2. Social Responsibility and Sustainable Development in International Tourism

The concept of corporate social responsibility. Manifestation of socially responsible behavior. Arguments for social responsibility. Arguments against social responsibility. Main approaches to corporate social responsibility. Corporate ethics policy. Ethical branding and corporate reputation. Corporations and their consequences.

The concept of sustainable tourism (economic, social, and environmental components). Ethical aspects of interaction with local communities. Responsible consumption of tourist services.

Topic 3. Ethical Climate and Corporate Culture in International Tourism Companies

Factors in the formation of the ethical climate. Typologies of ethical climate, including egoistic, benevolent, principled, as well as an independent climate based on the personal moral standards of employees.

Types of corporate cultures (ethical, compliance-oriented, pragmatic). The role of leadership in maintaining ethical standards. Consequences of the dominance of each type for the practice of business communication with clients, partners, and local communities in the tourism industry. Methods for diagnosing the ethical climate, including anonymous employee surveys, ethical audits, and analysis of client complaints, as well as tools for its improvement, such as the implementation of codes of ethics, the creation of ethics committees, and the organization of regular staff training on professional ethics in international tourism.

Topic 4. Consumer Ethics in International Tourism

Marketing ethics. Truthfulness in advertising and communications. Accurate representation of the characteristics and benefits of the tourism product. Honest information about prices and conditions. Clear disclosure of material terms and conditions.

Digital marketing ethics. Data privacy. Influence of social networks. Privacy and data protection. Respect for consumer rights. Cybersecurity. Minimization of data retention periods.

Fair pricing and advertising. Ensuring market integrity. Transparent pricing practices. Ethics of dynamic pricing. Predatory pricing.

Ethical principles of responsible advertising. Ethical management of customer relationships. Building long-term trust. Ethical handling of consumer complaints. Ensuring the authenticity of online reviews and ratings.

Topic 5. Formation of Ethical Culture in a Tourism Organization

Rules of greeting, addressing, exchanging business cards, dress code, gestures, gifts and souvenirs. Features of business correspondence and telephone conversations in the tourism industry.

Codes of ethical conduct. Global Code of Ethics for Tourism (GCET). The 10 principles of the code fully satisfy the economic, social, cultural, and environmental components of travel and tourism. Implementation of ethical values. Comprehensive ethics training programs. Communication strategies for forming an ethical culture. Diagnosis of the state of ethical culture. Integration of ethics into business processes. Integration with performance management.

The influence of national and religious values on business conduct. Models of Hofstede, Hall, and Trompenaars. National and cultural features of conducting negotiations with representatives of different countries (Asia, the Middle East, Europe, America). Practical recommendations for building effective and mutually respectful communication with foreign partners in the field of international tourism.

Typical ethical problems: corruption, conflict of interest, discrimination, inequality. Methods of analysis and resolution of ethical dilemmas. The role of internal audit and the ethics committee.

Topic 6. Models of Ethical Decision-Making in International Tourism

Step-by-step ethical analysis. Identifying the ethical problem. Gathering relevant facts. Identifying stakeholders and their interests. Considering alternative courses of action. Evaluating alternatives using ethical models (frameworks). Making and implementing the decision. Reflection and learning.

Application of ethical decision-making in practice. Specialized decision-making tools. PLUS ethical decision-making model. MORAL decision-making framework: dilemma analysis, option definition, conflict resolution, action according to the chosen option, retrospective evaluation. Analysis of impact on stakeholders.

Cognitive biases in ethical decision-making: confirmation bias, self-serving bias, moral disengagement. Time pressure and ethical blindness. Organizational pressure and ethical compromise.

Building organizational decision-making capacity. Training and development. Decision support systems. Creation of a decision-making infrastructure.

Topic 7. Organization and Conduct of International Business Meetings and Negotiations in the Field of Tourism

Ethical aspects of planning, protocol, seating arrangements, hospitality, timing. Techniques for effective communication in a spirit of mutual respect. Conflict management and difficult negotiations.

Topic 8. Ethical Problems of Multinational Corporations in Tourism (Hotel Chains, Airlines, Tour Operators)

Religion and business culture. Comparison of business ethical traditions from various religious perspectives. Christianity, Islam, Buddhism, Judaism, Confucianism: approaches to honesty, fairness, usury, labor, hospitality. Halal tourism, Kosher tourism, religious restrictions in business.

Overbooking, hidden commissions, client safety, processing personal data, "green" marketing (greenwashing). Social reporting and ethical standards (UNWTO Global Code of Ethics for Tourism).

Topic 9. Models of Ethical Behavior and Forecasting in the Highly Dynamic Business Environment of International Tourism

Development of corporate codes of ethics. Methods of training staff in ethics. Using etiquette norms to predict the behavior of partners. Choosing the optimal model of communication in a competitive environment to achieve mutual benefit.

Topic 10. Personal Integrity in Professional Activity

Developing ethical character. Formation of moral strength. Character development strategies. The influence of personal history and experience. Formation of ethical habits and practices. The ripple effect of personal integrity. The transformative power of ethical tourism business conduct.

THE DISCIPLINE-DESIGNED THEMATIC CURRICULUM “BUSINESS ETHICS IN INTERNATIONAL TOURISM”
Full-Time Mode of Higher Education

No. of Unit, Topics	Title of Unit, Topic	The number of study hours							References	Knowledge control
		Lectures	Practical classes	Seminars	Lab classes	The number of hours for the independent study **				
						Lectures	Seminars	Lab classes		
1	2	3	4	5	6	7	8	9	10	11
2nd term										
Topic 1	Key Ethical Concepts in Business	2							[1-3, 5, 14]	Express Poll
	Key Ethical Concepts in Business			2					[1-3, 5, 14]	Poll
Topic 2	Social Responsibility and Sustainable Development in International Tourism	2							[4, 12]	Express Poll
	Social Responsibility and Sustainable Development in International Tourism			2					[4, 12]	Poll, Practical Case Study
Topic 3	Ethical Climate and Corporate Culture in International Tourism Companies	2							[1, 2, 5]	Express Poll
	Ethical Climate and Corporate Culture in International Tourism Companies			1					[1, 2, 5]	Poll, Test/Quiz No. 1
Topic 4	Consumer Ethics in International Tourism	2							[6, 13]	Express Poll
	Consumer Ethics in International Tourism			1					[6, 13]	Poll
Topic 5	Formation of Ethical Culture in a Tourism Organization	2							[1-5]	Express Poll
	Formation of Ethical Culture in a Tourism Organization			2					[1-5]	Poll, Test
Topic 6	Models of Ethical Decision-Making in International Tourism	2							[3, 11]	Express Poll
	Models of Ethical Decision-Making in International Tourism			2					[3, 11]	Poll, Test/Quiz No. 2

Topic 7	Organization and Conduct of International Business Meetings and Negotiations in Tourism	2							[1-5]	Express Poll
	Organization and Conduct of International Business Meetings and Negotiations in Tourism			2					[1-5]	Poll, Practical Case Study
Topic 8	Ethical Problems of Multinational Corporations in Tourism (Hotel Chains, Airlines, Tour Operators)	1							[3, 10]	Express Poll
	Ethical Problems of Multinational Corporations in Tourism (Hotel Chains, Airlines, Tour Operators)			2					[3, 10]	Poll
Topic 9	Models of Ethical Behavior and Forecasting in the Highly Dynamic Business Environment of International Tourism	1							[1, 8-10]	Express Poll
	Models of Ethical Behavior and Forecasting in the Highly Dynamic Business Environment of International Tourism			2					[1, 8-10]	Poll, Test/Quiz No. 3
Topic 10	Personal Integrity in Professional Activity	2							[5, 13, 14]	Express Poll
	Personal Integrity in Professional Activity			2					[5, 13, 14]	Poll
Total for 2nd term		18		18						
Total hours		18		18						Credit

INFORMATIONAL AND METHODOICAL SUPPORT

References**Basic:**

1. Business ethics : Annual editions / Ed. J.E. Richardson. - 8th ed. - Guilford : Brown & Benchmark Publishers, 1996. - 243 p.
2. Foster, C. Reputation Strategy and Analytics in a Hyper-Connected World / C. Foster. - Hoboken: Wiley, 2016. - XVII, 131 p.
3. Smith, M. The Ethics of Tourism Development / Mick Smith, Rosaleen Duffy. - New York: Routledge, 2003. - 208 p. - URL: <https://ndl.ethernet.edu.et/bitstream/123456789/43633/1/52.Mick%20Smith%20and%20Rosaleen%20Duffy.pdf> (date of access: 17.05.2026).
4. Vasilyeva, I. L. Business Ethics: a textbook for students of higher education institutions on economic specialties / I. L. Vasilyeva, L. O. Voroshucho. - Минск : БГЭУ, 2025. - 129, [1] pp. - (in Russian).
5. Zakharov, V. B. Tourism as Business: textbook for university students / V.B. Zakharov. - M. : UNITY-DANA, 2017. - 207 p. - (Series "Special English for universities, colleges"). - ISBN 978-5-238-00667-5. - Text: electronic. - URL: <https://znanium.ru/catalog/product/1028887> (date accessed: 18.05.2026). - Access mode: by subscription. - (in Russian).
6. Melnichuk, M. V. Business Fundamentals (Основы бизнеса) : textbook / M. V. Melnichuk, O. N. Anyushenkova. - M. : INFRA-M, 2024. - 216 p. - (Higher Education). - ISBN 978-5-16-018712-9. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2049711> (date accessed: 18.05.2026). - Access mode: by subscription. - (in Russian).

Additional:

7. Global Code of Ethics for Tourism. - URL: <https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2019-10/gcetpassportglobalcodeen.pdf> (date of access: 17.05.2026).
8. Jamal, T. Tourism ethics: a perspective article / Jamal T. // Tourism Review. - 2020. - T. 75. - №. 1. - C. 221-224.
9. Oskam, J. A. A systematic review of ethical issues in hospitality and tourism innovation / J. A. Oskam, A. De Visser-Amundson // Journal of Hospitality and Tourism Insights. - 2022. - DOI 10.1108/JHTI-11-2021-0305.
10. Sharma V. An empirical study on dynamism between ethics and tourism / Sharma V. // International Journal of Economic Research. - 2019. - T. 16. - №. 1. - C. 255-260.
11. Zebardast L. The role of environmental ethics in sustainable tourism development //International Journal of Ethics and Society. - 2019. - T. 1. - №. 1. - C. 17-21.
12. Borozdina, G.V. Psychology and Ethics of Business Communication : textbook and workshop for academic bachelor's degree : textbook for students of higher educational institutions of all directions and specialties / G. V. Borozdina, N. A. Kormnova; under the general editorship of G.V. Borozdina. - M.: Yurayt, 2017. - 463 p. - (in Russian).
13. Zhulidov, S. B. The Restaurant Business: textbook for university students studying service specialties 230000 / S.B. Zhulidov. - M. : UNITY-DANA, 2017. - 239 p. - (Series "Special English for universities, colleges"). - ISBN 978-5-238-01047-8. - Text : electronic. - URL: <https://znanium.ru/catalog/product/1028622> (date accessed: 18.05.2026). - Access mode: by subscription. - (in Russian).

14. Zhulidov, S.B. The Hotel Business: textbook for university students studying service specialties 230000 / S. B. Zhulidov. - M. : UNITY-DANA, 2017. - 159 p. - (Series "Special English for universities, colleges"). - ISBN 978-5-238-01069-9. - Text : electronic. - URL: <https://znanium.ru/catalog/product/1028621> (date accessed: 18.05.2026). - Access mode: by subscription. - (in Russian).

List of questions for graded credit

1. Concept, subject, and structure of business ethics as a scientific discipline.
2. Main ethical theories (utilitarianism, deontology, virtue ethics) and their applicability to the field of international tourism.
3. Corporate Social Responsibility (CSR) in the tourism industry: principles, levels, and practical implementation mechanisms.
4. Sustainable development in international tourism: economic, social, and environmental components.
5. The concept of sustainable tourism by the World Tourism Organization (UNWTO): ethical aspects.
6. Global Code of Ethics for Tourism: structure, main provisions, and implementation mechanisms.
7. Cross-cultural models for analyzing business conduct: G. Hofstede's cultural dimensions.
8. High-context and low-context cultures in E. Hall's concept and their influence on business communication in tourism.
9. Universalism and particularism, neutral and emotional cultures in F. Trompenaars' model.
10. Influence of national and religious values on the formation of ethical norms in international tourism.
11. Concept and structure of the ethical climate in international tourism companies.
12. Typology of ethical climate (egoistic, benevolent, principled, independent).
13. Corporate culture as a factor in the ethical behavior of personnel in the tourism industry.
14. Types of corporate cultures: ethical, compliance-oriented, pragmatic.
15. The role of leadership in shaping and maintaining the ethical climate in a tourism company.
16. Methods for diagnosing and assessing the ethical climate in an organization (ethical audit, anonymous surveys, complaint analysis).
17. Concept and classification of ethical dilemmas in the activities of global tourism managers.
18. Conflict of interest in international tourism: causes, forms of manifestation, and methods of resolution.
19. Bribery, kickbacks, and gifts in the tourism business: criteria for ethical permissibility and legal consequences.
20. Discrimination and inequality in international tourism: ethical aspects and ways to counteract.
21. Methods for analyzing and resolving ethical dilemmas (ethical modeling, publicity test, universality test).
22. Concept and content of business etiquette in international tourism.
23. National and cultural features of greetings, addresses, and handshakes in various countries.
24. Ethical aspects of using gestures, eye contact, and communication distance in intercultural communication.
25. Rules of business correspondence and exchanging business cards in the tourism industry.
26. Dress code and appearance of employees of international tourism companies: ethical and cultural requirements.

27. Etiquette of giving gifts and souvenirs in a business environment: national features and restrictions.
28. Organization and conduct of international business meetings and negotiations in the field of tourism: ethical and protocol norms.
29. Punctuality, timing, and seating arrangements of participants in negotiations: cross-cultural differences.
30. Techniques for effective communication in a spirit of mutual respect while maintaining a business format.
31. Conflict management and difficult negotiations in international tourism: ethical strategies.
32. Religious approaches to business ethics: Christianity, Islam, Buddhism, Judaism, Confucianism.
33. Halal tourism and Kosher tourism: ethical and religious service standards.
34. Ethical problems of multinational corporations in tourism: overbooking, hidden commissions, client safety.
35. Processing of tourists' personal data: ethical and legal aspects (GDPR and other standards).
36. Greenwashing in the tourism industry: identification criteria and prevention methods.
37. Development and implementation of corporate codes of ethics in international tourism companies.
38. Social reporting in tourism: GRI standards and the UN Global Compact.
39. Using norms and rules of business etiquette to predict the behavior of partners in a competitive environment.
40. Methods for training personnel of international tourism companies in business ethics and cross-cultural communication.

List of abstract topics

1. Evolution of the concept of business ethics in international tourism: from formal rules to social responsibility.
2. Comparative analysis of main ethical theories (utilitarianism, deontology, virtue ethics) and their applicability to the tourism industry.
3. UNWTO Global Code of Ethics for Tourism: history of creation, structure, principles, and implementation mechanisms.
4. Corporate social responsibility in the tourism industry: domestic and foreign experience.
5. Sustainable development of international tourism: ethical aspects of interaction with local communities and the natural environment.
6. G. Hofstede's model of cultural dimensions as a tool for analyzing business ethics in international tourism companies.
7. High-context and low-context cultures in E. Hall's concept: impact on the negotiation process in tourism.
8. Cross-cultural features of business etiquette in the Asia-Pacific region: China, Japan, South Korea.
9. Features of business ethics and etiquette in Arab countries of the Middle East: religious and national aspects.
10. Comparative analysis of the business cultures of North America and Western Europe as applied to international tourism.
11. Ethical climate in an international hotel chain: factors of formation, diagnostic methods, and improvement tools.
12. The role of leadership in shaping the ethical corporate culture of a tourism company.
13. Ethical dilemmas in the activities of an international tourism manager: typology and resolution methods.
14. Conflict of interest in the tourism industry: causes of occurrence, forms of manifestation, and methods of settlement.
15. Religious approaches to business ethics in tourism: Islamic principles of Halal tourism and Jewish norms of Kosher tourism.
16. Ethical problems of multinational tourism corporations: overbooking, hidden commissions, greenwashing, and personal data protection.
17. Development and implementation of a corporate code of ethics in an international tourism company: stages, structure, and control mechanisms.
18. Training personnel of international tourism companies in business ethics and cross-cultural communication: methods and effectiveness assessment.
19. Using norms of business etiquette to predict the behavior of partners in the competitive and highly dynamic business environment of international tourism.
20. Comparative analysis of approaches to social reporting in the tourism industry: GRI standards and UN Global Compact principles.

Methodical recommendations for self-study of master's students

To acquire competencies in the academic discipline, independent work of students is an important stage.

64 hours are allocated for independent work of the student.

The content of students' independent work includes all topics of the discipline from the "Content of the Educational Material" section.

When studying the discipline, the following forms of independent work are used:

- In-depth study of sections, topics, individual issues, concepts;
- Preparation for completing essays;
- Preparation for seminar classes, including preparation of reports, thematic presentations, informational and demonstration materials, abstracts, presentations, etc.;
- Preparation of reports based on the results of individual practical work;
- Working with educational, reference, analytical, and other literature and materials;
- Compiling a review of scientific (scientific-technical) literature on a given topic;
- Conducting information retrieval and compiling a thematic selection of literary sources and internet sources;
- Analytical processing of text (annotation, abstracting, reviewing, summarizing);
- Preparation for the intermediate assessment.

Assessment procedures

Assessment is carried out within the framework of monitoring and intermediate certification.

Monitoring tools are used during the term and include the following forms of assessment:

- test;
- quiz;
- express in-class questioning;
- survey;
- solving practical situations.

Ongoing assessment in the discipline is conducted three* times per term.

The result of ongoing assessment for the term, obtained during ongoing assessment activities, is evaluated with a mark in points on a ten-point scale and is reflected in the ongoing assessment record for the discipline.

Requirements for the student during intermediate assessment.

Students are allowed to undergo intermediate assessment in the discipline subject to successful completion of ongoing assessment (fulfilment of ongoing control activities) in the discipline provided for in the current term by this curriculum.

Intermediate assessment is conducted in the form of a graded credit.

The methodology of forming a mark for an academic discipline

In accordance with the Regulations on the rating system for assessing the knowledge, skills and abilities of BSEU students.