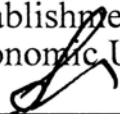


Educational establishment
«THE BELARUS STATE ECONOMIC UNIVERSITY»

APPROVED BY
Rector of the educational
establishment «The Belarus State
Economic University»
 V.U. Shutsilin
28 06 2019
Registration number № УД-206/18уч.

BUSINESS ETHICS IN THE INTERNATIONAL TOURISM

Curriculum for the specialty of higher education of the second degree
(master's programme) 1–25 80 01 «ECONOMICS»

COMPILER:

A.V.Yezhel, PhD, Associate Professor of the Department of Economics and Management of Tourism Industry

REVIEWERS:

S.V. Lukin, Head of the Department of International Management, Faculty of Economics, BSU, Doctor of Economy, Professor;

L.S. Klimchenya, Head of the Department of Commercial Activity and Real Estate Market, «The Belarus State Economic University», PhD, Associate Professor

RECOMMENDED FOR APPROVAL:

The Department of Economics and Management of Tourism Industry
of the educational establishment «The Belarus State Economic University»
(protocol № 12 « 16 » 05 2019);

The Scientific and Methodological Council of the educational establishment
«The Belarus State Economic University»

(protocol № 6 « 25 » 06 2019)

EXPLANATORY NOTE

This training program is designed for graduate students who master the content of the educational program of the stage II higher education with in-depth training that provides Master's Degree in the specialty 1–25 80 01 "Economics". The students should achieve the level of proficiency in a foreign language allowing them to conduct professional activity in the foreign environment. This is due to the internationalization of business communication and international cooperation. In connection with the development of foreign economic relations and Institute of Entrepreneurship, the role of business ethics increases as an important stage of practical and effective means of achieving the common goal of reasonable mutual benefit by business partners. Experience in international business confirms the importance of business ethics in the formation of the success of the company. This course is an extensive analysis of the major ethical issues and problems faced by today's global managers. The relevance of the study this academic discipline is due to the need to put into practice the recommendations to conduct effectively business meetings in a spirit of mutual respect while maintaining their general business format and promotion of benefit.

Using the standards and rules of business etiquette, we can predict the behavior of colleagues and ourselves become predictable, which helps to efficiently organize the management process. It is particularly important to study all the elements of business etiquette in the international tourism, since in addition to common rules and regulations there are a myriad of national and cultural amendments very important in business relations. How not to get lost in the national differences? Avoiding smiles caused by blind imitation of foreign manners? Tact and loyalty to the national mentality and business etiquette (good currently prevalent international business etiquette, business born convergence of national codes of etiquette) are top aides here.

The study of academic discipline "Business Ethics in the international tourism" is based on the sum of knowledge and skills acquired by students having studied such disciplines as management, psychology, etc. The program of the academic discipline reflects the problems of the importance of business ethics, the ethical climate and ethical problems, Social Responsibility for the Multinational Corporation, Religious views on business ethics, there are discussed various models of behavior, specifics of conducting business meetings with representatives of other cultures.

The ***purpose*** of academic discipline is to study by the students of the theory and practice of Business Ethics, learning the rules and principles of Business Ethics, development of Ethical Issues in Business, practical methods helping to find the best alternative to Ethical behavior, to choose the optimal model of communication, as well as the development of more objective and rational forms and methods of mutual constructive suggestions, with their help more or less favorable result is achieved for the partners in a competitive and highly dynamic business environment.

The ***tasks*** of the academic discipline are:

- to master the business ethics terminology, national and religious communication features in the international tourism ;

- to explore approaches to the modeling of the business processes, methods of analysis and make decisions in global world;
- to train students to practical methods of doing business in different countries;
- to master the art of communication and collaboration.

As a result, the student should **know**:

- main features of the international and national ethic before doing the business;
- methods of effective business communications;
- differences, advantages and disadvantages of business ethics different countries during historical development;
- characteristics of doing business by representatives of different countries;
- trends of the ethical climate and ethical problems;
- rules of the business ethics;

be able to:

- agree on the business meeting with a foreign partner;
- behave correctly during the negotiations;
- make decisions that do not harm the environment;
- respect the national and religious traditions of business partners;
- be responsible for their decisions and actions;
- consider interests of stakeholders;

possess:

- methods of analyzing the behavior of representatives of different countries;
- methods of analysis of the business ethics of the international tourism.

As a result of the studying of the discipline are formed the academic and social competencies.

The requirements are for Master's **academic competence**

Master should be able to:

AC–7. To use foreign language for communication in an interdisciplinary and scientific environment, in various forms of international cooperation, research and innovation.

The requirements are for Master's **social competence**

Master should be able to:

SC–5. To be able to provide effective business communication, possess modern technologies of personnel behavior management, organizational culture.

At the seminars it is supposed to consolidate the business etiquette skills, basic rules of behavior in the various countries in the implementation of business.

The academic interdisciplinary connections. The academic discipline "Business Ethics in the international tourism" utilizes the concepts and principles that are incorporated in academic disciplines "Entrepreneurship and Business in Tourism", "Corporate Strategy in Tourism", "Foreign language".

Among the effective teaching methods and technologies of teaching the discipline, involving students in the search and management of knowledge, the acquisition of experience of independent solutions to a variety of problems, should be highlighted:

technologies of educational and research activity;

communication technologies (discussion, press conference, brainstorming, educational debates and other active forms and methods);

gaming technologies, in which students participate in business, role-playing, simulation games, etc.

As the teaching methods are recommended lectures and video lectures, seminars with the analysis of situations and case studies, consulting the teacher and self-managed work of students, which includes the development of theoretical material, preparation for seminars, doing written works.

To study the definite themes of the discipline self-managed work is organized. Content and forms of self-managed student's work are determined by students individually.

A student controls his/her self-managed work individually using tests. A lecturer also controls self-managed student's work at practical classes; essays, individual tasks, tests, reports' presentations are used for this purpose.

In total, the study of the academic discipline takes 102 hours in I semester, of which 42 hours – classroom including 16 hours of lectures and 26 hours of seminars. Sum of credits – 3. To pass the test is a prerequisite for course evaluation. Masters pass the test in the first semester.

APPROXIMATE CURRICULUM FOR FULL–TIME STUDENTS

№	Name of theme	The number of hours		
		total	including	
			lectures	practical classes
1	The Importance of Business Ethics	4	2	2
2	International Business Ethics and Ethics for Tourism	4	2	2
3	Business Ethics and Social Responsibility for the Multinational Corporation	4	2	2
4	Religious views on Business Ethics for Tourism	4	2	2
5	Universal rules of Business Etiquette	10	2	4
6	International Business Ethics:	12	6	12
6.1	<i>Values and Rules of Business Ethics in Europe</i>	4	2	4
6.2	<i>Values and Rules of Business Ethics in Asia</i>	4	2	4
6.3	<i>Values and Rules of Business Ethics in America</i>	4	2	4
TOTAL:		42	16	26

CONTENTS OF TEACHING MATERIAL

Theme 1. The Importance of Business Ethics

The object, subject and tasks of the academic discipline. Its place in the system of professional training of future specialists. The practical orientation of the discipline. The knowledge and skills acquired in the course of studying the discipline. Its connection with other academic disciplines.

Consideration of the ethical dilemmas. Aspects of business conduct and the conduct of individuals and entire organizations. Business ethical norms of each historical period. Developing an organizational and Global ethical culture. The benefits of business ethics

The Meaning of Ethics. The approaches to the notion "Business Ethics". Business Ethics across Organizational Functions. Organizational Culture. Ethical Climate. Why Ethical Problems Occur in Business. Ethics in Manufacturing. Ethics in Marketing. Ethics in Human Resource. Ethics in IT. Business Ethics challenges in a Global Economy. Ethics, Law, and Illegal Corporate Behavior.

Theme 2. International Business Ethics and Ethics for Tourism

The problem of justice and economic distribution. Ethical or quasi-ethical principle: Utilitarianism, John Rawls' Theory of Justice, Robert Nozick's libertarianism, Adam Smith's invisible hand, Marxist (secular) or Christian or Jewish or Islamic (religious) socialism, or some other ethical principle.

Ethics of economic systems. The work of John Rawls.

Ethics of business and the environment. A problem in environmental ethics. Three different approaches have been taken concerning environmental protection: the use of regulations, the use of incentives, and the use of pricing mechanisms. The stance of humans to nature and the environment.

Technology and ethics. Technology and the ethical issues and problems that arise from it. New opportunities for employment and unemployment for workers. Responsibility for technological sharing and transfer from the technological haves to the have-nots.

Ethical issues in international business. The search for universal values as a basis for international commercial behavior. Bribery, kickbacks, and facilitation payments. Issues such as globalization and cultural imperialism. The permissibility of international commerce with pariah states.

Global Code of Ethics for Tourism (GCET). The Code's 10 principles amply cover the economic, social, cultural and environmental components of travel and tourism.

Theme 3. Business Ethics and Social Responsibility for the Multinational Corporation

Corporate social responsibility concept. Manifestation of socially responsible behavior. Arguments for social responsibility. Arguments against social responsibility. The main approaches to corporate social responsibility. Corporate

ethics policies. Ethical branding and corporate reputation. Corporations and their consequences. International codes of conduct and corporate social responsibility.

Theme 4. Religious views on business ethics for Tourism

Religion and business culture. Comparison of business ethical traditions from various religious perspectives. Cultural philosophical Buddhism concepts in the aspect of its ethical basis influence on contemporary business activities. Features of business ethics in the Japanese and Chinese traditions. The main religions in Japan and China are Buddhism, Shintoism, Confucianism and Taoism. The influence of Christianity on business ethics. The influence of religion on the formation of business ethics in Russia and Belarus. The Muslim religion in the formation of approach to business.

Theme 5. Universal rules of Business Etiquette

Greeting rules. Telephone communication rules. Rules of business conversation and business meetings. Rules of conducting business negotiations. Table manners. Business image. Appearance at an official reception. Business cards: usage rules.

Theme 6. International Business Ethics

Comparison of business ethical traditions in different countries. Ethical issues arising out of international business transactions.

Theme 6.1. Values and Rules of Business Ethics in Europe

Values and Rules of Business Ethics in European country: England, Germany, France, Italy, Spain and others.

Theme 6.2. Values and Rules of Business Ethics in Asia

Values and Rules of Business Ethics in Asian country: Japan, China, UAE, Turkey, Kazakhstan and others.

Theme 6.3. Values and Rules of Business Ethics in America

Values and Rules of Business Ethics in American country: USA, Canada, Mexico, Brazil, Venezuela, Peru and others.

THE EDUCATIONAL–METHODICAL MAP OF THE DISCIPLINE FOR FULL–TIME STUDENTS

Number of section, Theme	Title of section, theme; list of questions	Number of classroom hours				Forms of knowledge control
		Lectures	Practical classes	Seminar classes	self-managed work Other	
1	2	3	4	5	6	7
1	The Importance of Business Ethics 1. The Meaning of Ethics 2. Why study business ethics? 3. The development and benefits of business ethics 4. Business Ethics across Organizational Functions 5. Why Ethical Problems Occur in Business 6. Business Ethics challenges in a Global Economy	2		-	2s	Test, oral questioning, analysis of the case, discussion of essays
2	International business ethics and ethics for tourism 1. Ethics of economic systems. 2. Ethics of business and the environment. 3. Technology and ethics. 4. Ethical issues in international business. 5. Global Code of Ethics for Tourism (GCET).	2		2	-	Test, oral questioning, analysis of the case, discussion of essays
3	Business Ethics and Social Responsibility for the Multinational Corporation 1. Corporate social responsibility concept. 2. Arguments for and against social responsibility. 3. The main approaches to corporate social responsibility. 4. Corporate ethics policies. Ethical branding and corporate	2		-	2s	Test, oral questioning, analysis of the case, discussion of essays

1	2	3	4	5	6	7
	reputation. 5. Corporations and their consequences. 6. International codes of conduct and corporate social responsibility					
4	Religious views on business ethics 1. Religion and business culture. 2. Features of business ethics in the Japanese and Chinese traditions (Buddhism, Shintoism, Confucianism and Taoism in the aspect of their ethical basis influence on contemporary business activities). 3. The influence of Christianity on business ethics. 4. The influence of religion on the formation of business ethics in Russia and Belarus. 5. The Muslim religion in the formation of approach to business.	-		2	2l	Test, oral questioning, analysis of the case, essays
5	Universal rules of Business Etiquette 1. Greeting rules. 2. Business cards: usage rules. 3. Telephone communication rules. 4. Rules of business conversation and business meetings. 5. Rules of conducting business negotiations. 6. Business image. 7. Appearance at an official reception. 8. Table manners.	2		2	2s	Test, oral questioning, communication ground, training "Use rules of Business Etiquette"
6	International Business Ethics:	2		6	4l,6s	
6.1	Values and Rules of Business Ethics in Europe: 1. England 2. Germany 3. France 4. Italy 5. Spain and others	1		2	1l, 2s	Test, report and presentation about one of the European country

1	2	3	4	5	6	7
6.2	Values and Rules of Business Ethics in Asia: 1. Japan 2. China 3. UAE 4. Turkey 5. Kazakhstan and others	0.5		2	1,5l, 2s	Test, report and presentation about one of the Asian country
6.3	Values and Rules of Business Ethics in America: 1. USA 2. Canada 3. Mexico 4. Brazil 5. Venezuela 6. Peru and others	0.5		2	1,5l, 2s	Test, report and presentation about one of the American country
	TOTAL:	10		12	6l, 12s	The Test

INFORMATION AND METHODOICAL SECTION

METHODOICAL RECOMMENDATIONS ON ORGANISATION OF THE MASTERS' INDIVIDUAL WORK ON THE DISCIPLINE

The masters can determine content and forms of individual work independently.

The important stage in mastering the knowledge of the discipline is the independent work of students. Recommended budget time for independent work on average 2–2.5 hours for a 2 hour classroom.

The main directions of independent work of the student are:

- initial detailed introduction to the curriculum;
- familiarization with the list of recommended literature on the discipline, its availability in the library and other available sources, the study of the necessary literature on the topic, the selection of additional literature;
- study and expansion of the teacher's lecture material through special literature and consultations;
- preparation for practical training on specially developed plans with the study of basic and additional literature;
- preparation for the implementation of diagnostic control forms (tests, oral surveys, etc.);
- preparation for offset.

The following types of individual student's work can be used: reading texts (educational, scientific etc.), graphic presentation of text's structure, work with dictionaries and reference books, use of computer and Internet, precis-writing of the texts, work with lecture materials, writing keynotes of answers, educational material systematization in the form of table, search and study of regulatory documents, answers for test questions, analytical processing of texts (abstracting, reviewing), preparation of reports and presentations, writing essays.

A student controls his/her self-managed work individually using tests. A lecturer also controls individual student's work at practical classes. To estimate achievement of the masters ten-point grading scale is used.

LITERATURE

Basic literature

1. Foster, C. Reputation Strategy and Analytics in a Hyper-Connected World / C. Foster. – Hoboken : Wiley, 2016. – XVII, 131 p.
2. Бороздина, Г.В. Психология и этика делового общения : учебник и практикум для академического бакалавриата : учебник для студентов высших учебных заведений всех направлений и специальностей / Г. В. Бороздина, Н. А. Кормнова ; под общ. ред. Г.В. Бороздиной. – М.: Юрайт, 2017. – 463 с.

3. Вечер, Л.С. Деловое общение в государственном аппарате : учебное пособие для слушателей системы дополнительного образования взрослых по специальностям переподготовки "Государственное и местное управление", "Государственное управление национальной экономикой" / Л. С. Вечер. – Минск : Вышэйшая школа, 2015. – 282 с.

4. Косолапов, А.Б. Туристское страноведение. Европа и Азия : учебно-практическое пособие для студентов высших учебных заведений / А. Б. Косолапов. - 3-е изд., стер. – М.: КНОРУС, 2016. – 395 с.

5. Семенов, А.К. Этика менеджмента : учеб. пособие для вузов / А.К. Семенов, Е.Л. Маслова. – М.: Дашков и К, 2016. – 272 с.

Additional literature

6. Бексаева, Н.А. Деловой английский в туризме : учеб. пособие для вузов / Н.А. Бексаева. – М.: Флинта: Наука, 2013. – 256 с.

7. Беларусь и страны мира: статистический сборник / [редкол.: И.В. Медведева (пред.) и др.] ; Нац. стат. ком. Респ. Беларусь. – М.: [б. и.], 2018. – 392 с.

8. Болотина, О.П. Введение в профессиональную этику переводчика и специалиста социально-культурного сервиса и туризма : учеб. пособие / О.П. Болотина. – М.: Проспект, 2015. – 184 с. – www.prospekt.org

9. Глобальный этический кодекс туризма: [принят Всемирной туристской организацией 1 октября 1999 г.] // www.unwto.org [Электронный ресурс].

10. Зубра, А.С. Искусство обращения с людьми: управленческая этика [Электронный ресурс] : электрон. учеб. курс. – Электрон. дан. и прогр. – Минск: Дикта, 2011. – 1 электрон. опт. диск (CD-ROM)

11. Киселева, М.В. Заполнение деловых бумаг на английском языке / М.В. Киселева, В.А. Погосян. – СПб.: Питер, 2014. – 144 с.

12. Мировая экономика и международный бизнес : экспресс-курс : учебник для студентов, обучающихся по специальности "Мировая экономика" / [В.В. Поляков и др.] ; под общ. ред. В.В. Полякова, Р.К. Щенина ; Гос. ун-т упр. - 2-е изд., перераб. и доп. – М.: КНОРУС, 2015. – 278 с.

13. Михалкин, В.А. Организация и формы международного бизнеса : учеб. пособие для вузов / В.А. Михалкин. – М.: Магистр, 2015. – 448 с.

14. Сканави, А.А. Бизнес-этикет в Арабских странах / А. А. Сканави. – М.: КНОРУС, 2013. – 154 с.

15. Слепович, В.С. Деловой английский язык : учеб. пособие для вузов / В.С. Слепович. – Минск: ТетраСистемс, 2010. – 272 с.

16. Смолина, Л.В. Защита деловой репутации организации / Л.В.Смолина. – М.: Дашков и К, 2012. – 160 с.

17. Шеламова, Г.М. Деловая культура и психология общения : учеб. для вузов / Г.М. Шеламова. – М.: Академия, 2012. – 192 с.

METHODS OF KNOWLEDGE DIAGNOSTICS

Monitoring of the quality of education is realized in the form of current and final certification of students.

Diagnostic tools for assessing the level of formation of competencies are set by profiling (graduating) department in the form of tests and training tasks. For example, the group of communication control training tasks is presented by the following types: simulation exercises, case, structuring of problems, making recommendations, analytical reports, brainstorming, project, role play and so on.

In the course of the development of the competence and the means of monitoring are being changed from simple to more complex and comprehensive. For example:

Table 1 Competence Assessment

Tools Difficulty	Job Type	Form jobs
Basic	Tasks, revealing the ability to act on the model as a performer (certain conditions, certain results)	Simulation exercises
Advanced	Tasks, revealing the ability to independently organize the work in accordance with assigned purpose (the uncertainty of the conditions certain results) and to identify the ability to independently detect the problem, to choose the way to overcome it and to carry out (certain conditions, the uncertainty of results)	Case, structuring problems, make recommendations, analytical reports, essays, simulations, brainstorming
High	Tasks, revealing the ability of independent goal-setting (the uncertainty of conditions and the uncertainty of results)	Project, business game

PROTOCOL OF APPROVAL

Discipline	Department	Proposals	Decision (date and № of protocol)
Foreign language	Department of the professionally oriented English speech	Agree No proposals	Pr. № 10 of 28.05.2018 /s/ A.A. Novik/