**The name of the academic discipline:**

**“Professional Ethics and Business Etiquette”**

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| **Specialty code and name** | 1-23 01 15 Social Communications |
| **Year of study** | 4 |
| **Semester of study** | 7 |
| **Number of in-class academic hours:** | 42 |
| **Lectures****Seminar classes** **Practical classes****Laboratory classes** | 26 |
| 16 |
| - |
| - |
| **Form of the current assessment (*credit/ graded credit /exam*)** | credit |
| **Number of credit points** | 3 |
| **Competences** | Mastering the academic discipline “Professional Ethics and Business Etiquette” should ensure the formation and development of educational, basic professional competencies: to be capable of self-development and improvement in professional activities; to be able to use the basics of philosophical knowledge in professional activities; to analyze ideological, socially and personally significant processes occurring in society |
| **Summary of the academic discipline:**The concept of professional activity, profession and professionalism. Ethics as a philosophical essence of professional morality. The main characteristics of professional ethics. Professional morality as an object of study of professional ethics. Applied ethics and mass media. Ethics of PR activities and advertising. Ethics of business relations. Business etiquette: the essence, principles and functions of etiquette. Business etiquette in the global world. Fundamentals of digital etiquette. |