FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF HIGHER EDUCATION PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA NAMED AFTER PATRICE LUMUMBA RUDN UNIVERSITY

Faculty of Economics

COURSE SYLLABUS

BUSINESS PROTOCOL AND ETIQUETTE IN INTERNATIONAL BUSINESS

Recommended by the Didactic Council for the Education Field of

38.03.01 Economics

(code and name of the direction of training/specialty)

The course instruction is implemented within the professional education programme of higher education

International Economic Relations

(name (profile/specialization))

2025

1. COURSE GOALS

The goal of mastering the discipline "Business protocol and etiquette in international business" is for students to master the ethical foundations of international business communication with business and officials and foreign (and public) partners within the framework of business protocol, ethical norms, etiquette requirements that have developed on the basis of historical practice and are partly enshrined in regulatory documents and international conventions.

2. LEARNING OUTCOMES

Studying the discipline "Business protocol and etiquette in international business" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Competence code	Competence	Competence indicators
GC-5	Able to perceive the intercultural diversity of society in the socio-historical, ethical and philosophical contexts	GC-5 Able to professionally communicate on a given topic, in terms of historical heritage and socio-cultural traditions of various social groups, ethnic groups and confessions, including world religions, philosophical and ethical teachings
		GC-5 Know how to substantiate the features of project and team activities with representatives of other ethnic groups and (or) confessions
		GC-5 Able to adhere to the principles of non-discriminatory interaction in personal and mass communication in order to fulfill professional tasks and strengthen social integration
GC-9	Able to use basic defectological knowledge in social and professional areas	GC-9 Possess ideas about the principles of non-discriminatory interaction in communication in various spheres of life, taking into account the socio-psychological characteristics of persons with disabilities
		GC-9 Able to plan and carry out professional activities with persons with disabilities
		GC-9 Know how to interact with persons with disabilities in social and professional areas

3.COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Business protocol and etiquette in international business" refers to the disciplines chosen by block the mandatory component

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Business protocol and etiquette in international business".

Table 3.1. The list of the components of the educational program that contribute to the achievement of the planned results of the development of the discipline

Code	Competence	Previous disciplines/modules, practices*	Subsequent disciplines/modules, practices*
GC-5	Able to perceive the intercultural diversity of society in the socio-historical, ethical and philosophical contexts	History; Philosophy; History of Economic Thought; World Economy; Economics of interstate territorial disputes; International Labour market and Migration; International economic organizations; Global food security; Foreign economic relations between Russia and Latin American and Caribbean countries; Foreign economic relations between Russia and Asian and African countries; Russia and BRICS in the global economy; Russia and G7 countries in the world economy; Global financial centers; China in the global economy; Demographic processes and politics; Gas wars in the 21st century; Passport and visa diplomacy; Geopolitical and economic interests of Russia in the world	Final state examination procedures; Degree thesis procedures
GC-9	Able to use basic defectological	Life safety; Enterprise economy;	Technological internship;

Code	Competence	Previous disciplines/modules, practices*	Subsequent disciplines/modules, practices*
	knowledge in social and professional areas	International Labour market and Migration; Passport and visa diplomacy	Final state examination procedures; Degree thesis procedures

4. COURSE WORKLOAD AND LEARNING ACTIVITIES

The total laboriousness of the discipline "Business protocol and etiquette in international business" is 3 credits.

TABLE 4.1. Types of academic activities during the period of the HE programme mastering

Type of educational work	TOTAL, *academic hours*	Semester 7
Contact,, ac.h	*34*	*34*
Lectures	0	0
Lab work	0	0
Seminars (workshops/tutorials)	34	34
Self-study (ies), academic hours	*56*	*56*
Evaluation and assessment academic hours	*18*	*18*
Overall laboriousness of the discipline academic hours	**108**	**108**
credits	**3**	**3**

5. COURSE MODULES AND CONTENTS

Table 5.1. The content of the discipline (module) by type of academic work

Course Modules and Contents	Modules and Topics (Units/Themes)	Type of educational work*
Section 1. Culture of international business communication	Topic 1. Cultural differences in business, features and criteria of cultural division	Lectures, Seminars
Section 2. Etiquette as the basis of business protocol	Topic 2. Features of the etiquette of introductions and greetings	Lectures, Seminars
	Topic 3. Basic etiquette requirements for a business conversation	Lectures, Seminars
	Topic 4. Table etiquette	Lectures, Seminars
	Topic 5. Non-verbal culture of business communication	Lectures, Seminars
	Topic 6. The concept of business protocol. Types of protocol	Lectures, Seminars

Course Modules and Contents	Modules and Topics (Units/Themes)	Type of educational work*
Section 3. Business Protocol	Topic 7. Protocol events	Lectures, Seminars

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Material and technical support of the discipline

Type of audience	Equipment of the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	Auditorium 101 for conducting lecture-type classes, equipped with a set of specialized furniture; a blackboard (screen) and technical means of multimedia presentations.	Asus F6A Laptop, Casio XJ-S 400 UN Multimedia Projector, Casio XJ-V 100W Multimedia Projector, GEHA 244*244 Projection Screen, Draper 203*1 Wired Screen, Defender Mercury 35 Mkll Speaker System, Philip TV
Seminary	Auditorium 103 for seminar-type classes, group and individual consultations, ongoing monitoring and interim certification, equipped with a set of specialized furniture and multimedia presentation equipment.	Asus F6A Laptop, Casio XJ- S400UN Multimedia Projector, Digis Electra MW DSEM - 1105 Motorized Screen
Computer class	Computer class 19 for conducting classes, group and individual consultations, current control and intermediate certification, equipped with personal computers (in the amount of 21 pcs.), a blackboard (screen) and multimedia presentation equipment.	Lenovo Intel I5 10160T/8 GB/256 GB/audio Monoblock, 24" monitor, Casio XJ-V 100W Multimedia Projector, Digis Electra 200*150 Dsem-4303 motorized Screen
For independent work of students	Auditorium 29 for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS	Lenovo Intel I5 10160T/8 GB/256 GB/audio Monoblock, 24" monitor, Casio XJ-V 100W Multimedia Projector, Digis Electra 200*150 Dsem-4303 motorized Screen

RESOURCES RECOMMENDED FOR COURSE STUDY

Main reading(sources)

1. Shepeleva A.Yu. Modern business protocol and etiquette. M. Publishing House RUGRAM, 2021, p. 270.

2. Post E. Business etiquette: a complete set of rules for business success. M. Expo 2020.

2. . Andronova I.V. Culture of international business communication. M., EKON-INFORM, 2015.

3. Andronova I.V. Forms of international business communication. M., EKON-INFORM, 2015.

4. Lewis R.D. Business cultures in international business. From collision to mutual understanding. M.: Delo, 2021.

5. Molochkov F.F. Diplomatic protocol and diplomatic practice. M. International Relations 1979.

Additional (optional) reading (sources)

1. Alder, Harry Marketing of the future: a dialogue of consciousnesses. Communication with consumers in the XXI century / Harry Alder. - M.: FAIR Press, 2017. - 448 p.

2. Baeva, O. A. Oratory and business communication / O.A. Baeva. - M.: New Knowledge, 2016. - 368 p.

3. Ber, Elena Good Manners & Business etiquette. Illustrated guide / Elena Ber. - M.: Mann, Ivanov and Ferber, 2014. - 168 p.

4. Borozdina, G. V. Psychology of business communication / G.V. Borozdina. - M.: INFRA- M, 2017. - 304 p.

5. Briza, Oksana The image of a business man / Oksana Briza, Georgy Eitvin. - M.: Talking Book, 2015. - 506 p.

6. Kuznetsov A.N. Business communication. Business etiquette. M., UNITY, 2014

7. Samokhina T.S. "Effective business communication in the contexts of different cultures and circumstances.", M., 2015

8. I. I. Aminov "Psychology of business communication." M., Unity-Dana, 2013

9. Soloviev E.Ya. Modern etiquette. Business and international protocol. Moscow: Publishing house "Axis-89", 2013.

10. Kuzin F. Culture of business communication. Moscow: Publishing House "Axis-89", 2010.

11. Opalev A. The ability to handle people… Etiquette of a business person. M.: Culture and Sport, UNITY, 2011.

12. Lukash E.Yu. "Professional ethics: the art of communicating with people". – Vladivostok: Publishing House of VSUES, 2012. – 224 p.

13. Pease A. Body language: how to read other people's thoughts by their gestures. Nizhny

Novgorod: Publishing House "Ai-Q", 2012.

14. Robert T. Kiyosaki. Business school. Publishing house: Medley, 2014

15.　Psychology and ethics of business communication: Textbook for universities / Edited by V.N. Lavrinenko. – 4th ed., reprint. and additional – M.: UNITY-DANA, 2002. – 415 p.

16. Soper P. Fundamentals of the art of speech. M.: Progress; Progress-Academy, 2012.

17. Jim Camp. First say "no": secrets of professional negotiators. – M.: LLC "Publishing House "Good Book", 2013

18. Derkachenko V.G. Business communication of the head: (manual for managers, businessmen and politicians). – St. Petersburg: Publishing House "Business Press", 2014

19. Rebrik S. Presentation: 10 lessons. M., Eksmo Publishing House, 2014

20. Fischer R., Yuri U., Paton B. Negotiations in Harvard. M., Eksmo, 2015

21. Khannikov A.V. Business etiquette and negotiation: rules of good form with comments by a psychologist. M., Eksmo, 2015

22. Shakhidzhanyan V. Learning to speak publicly. – Moscow: Vagrius, 2012. – 464 p.

23. 15. Sheretov Negotiating: A textbook. – Almaty: Publishing house "Lawyer", 2008. – 92 p.

24. 16. Yuri U. Overcoming "no", or Negotiations with difficult people. - Moscow: Eksmo, 2012

Resources of the Internet information and telecommunication network:

1. EBS RUDN and third-party EBS, to which university students have access on the basis of concluded contracts:

- Electronic library system of RUDN – EBS RUDN http://lib.rudn.ru/MegaPro/Web

- EBS "University Library online" http://www.biblioclub.ru

- ABS Yurayt http://www.biblio-online.ru

- EBS "Student Consultant" www.studentlibrary.ru

- EBS "Doe" http://e.lanbook.com/

- EBS "Trinity Bridge"

Databases and search engines:

- electronic fund of legal and regulatory and technical documentation http://docs.cntd.ru /

- Yandex search engine https://www.yandex.ru/

- Google search engine https://www.google.ru /

- SCOPUS abstract database http://www.elsevierscience.ru/products/scopus/

Educational and methodological materials for independent work of students during the development of the discipline/ module:*

1. A course of lectures on the discipline "Business protocol and etiquette in international business".

2. Source files with program code for completing seminar assignments.

* - all teaching materials for independent work of students are placed in accordance.

with the current procedure on the discipline page in the Telecommunication system!

8. ASSESSMENT TOOLKIT AND GRADING SYSTEM* FOR EVALUATION OF STUDENTS' COMPETENCES LEVEL UPON COURSE COMPLETION

Evaluation materials and a grading system* for assessing the level of formation of competencies (part of competencies) based on the results of mastering the discipline "Business protocol and etiquette in international business" are presented in the Appendix to this Course Syllabus of the discipline.

DEVELOPERS:

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