

Документ подписан простой электронной подписью

Информация о владельце:

ФИО: Шебзухова Татьяна Александровна

Должность: Директор Пятигорского института (филиал) Северо-Кавказского федерального университета

Дата подписания: 19.09.2023 14:03:11

Уникальный программный ключ:

d74ce93cd40e39275c3ba2f58486412a1c8ef96f

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF RUSSIAN FEDERATION
Federal State Autonomous Educational Institution for Higher Education
"NORTH-CAUCASUS FEDERAL UNIVERSITY"
Institute of Service, Tourism and Design (branch) NCFU in Pyatigorsk

EDUCATIONAL AND METHODOLOGICAL RECOMMENDATIONS
TO PRACTICAL ACTIVITIES
by discipline

Профессиональная этика и этикет в международном туризме/ Professional
ethics and etiquette in International Tourism

| | |
|-----------------------|-----------------------|
| Direction of training | 43.03.02 Tourism |
| Directivity (profile) | International tourism |
| Qualification | bachelor |
| Mode of study | full-time |
| Curriculum | 2019 |
| Studied | In 5 term |

Pyatigorsk, _____

CONTENT

| | |
|--|----|
| 1. Explanatory Note | 3 |
| 2. Name and form of practical training | 4 |
| 3. Lesson plan | 6 |
| 4. Recommended reading | 22 |

1. Explanatory Note

Discipline «Профессиональная этика и этикет в международном туризме/ Professional ethics and etiquette in international tourism» mastered by students within 135 hours. A practical lesson is the most important form of mastering knowledge; 27 hours are allotted for practical exercises. There are three structural parts: the preceding (preparation for the lesson), the seminar itself (discussion of topics in the group) and the final part (post-seminar work of students to fill in the gaps in knowledge).

Not only the seminar, but also the preceding and concluding parts of it are necessary links in a holistic system of assimilation of the topic discussed.

The seminar is a means of testing knowledge, developing the skills of independent study of materials in the discipline, working with literature, the ability to logically and consistently expose the learned material. Speaking at a seminar, students should show the ability to highlight the main provisions, illustrate their application, and also draw practically significant conclusions from theoretical positions.

To all topics of the seminars, a list of the most important questions necessary for mastering is given, as well as a list of basic and additional literature necessary for study.

For better assimilation of the material, it is necessary to keep a summary in a separate notebook. Such a summary can be in the form of a response plan for each question of the topic, and in some cases a short answer (with links to the appropriate source: normative material or literature).

At the seminar, much attention is paid to the consideration of not only theoretical issues, but also the implementation of practical tasks aimed at developing the skills and abilities of connected speech. For each seminar, the student selects materials from the methodological literature, the media, and the Internet.

It is recommended to keep a glossary of terms (in alphabetical order) with explanations in them in a notebook for independent work.

If the student has not prepared for the seminar or missed it for some reason (including due to illness), he is obliged to report on this topic to the teacher conducting the lesson in the group. If you have difficulty in studying the course, you must visit the consultation of the teacher, the lesson, in accordance with the schedule of consultations.

2. Name and form of practical training

| № | The name of the subjects of the discipline, their summary | Hours (astr.) | Form of control |
|--|---|---------------|-----------------|
| 5 term | | | |
| Section 1. Professional ethics as a science | | 9 | 3 |
| 1. | Theme 1. The concept of ethics as a science. Differentiation of the concepts "ethics, morality, morality." The concept and essence of ethics. Categories of ethics. The main stages of the development of ethics. The main directions of ethics. | 1,5 | - |
| 2. | Theme 2. Basic Ethical Teachings. Basic ethical religious teachings. Basic ethical philosophical teachings. | 1,5 | - |
| 3. | Theme 3. Morality as a subject of ethics. The origin and essence of morality. Different approaches to the study of morality. The structure of morality. Functions of morals. | 1,5 | Round table |
| 4. | Theme 4. Content of professional ethics. The concept of "professional ethics". The content of professional ethics. Principles of personal, professional and global ethics. Social functions of professional ethics. | 1,5 | - |
| 5. | Theme 5. Ethics of entrepreneurship. Formation of the ethics of business as a scientific discipline. Structure of business ethics. Conditions for the formation of civilized ethics. Modern concepts of business ethics. Ethical code of the entrepreneur. | 1,5 | - |
| 6. | Theme 6. Ethical basis of professional activity. Fundamentals of professional activity. The importance of ethics in professional work. Summary. | 1,5 | Round table |
| Section 2. Professional ethics and etiquette in the sphere of hotel services | | 18 | 3 |
| 7. | Theme 7. Competence and professionalism. Levels of competence. Professional competence of the hotel business worker. Structure of professionalism. Stages of professionalism. | 1,5 | - |
| 8. | Theme 8. Ethics specialist in the sphere of hotel services. Code of Professional Ethics. Requirements for professional behavior of workers in the contact area. Ethics specialist in the sphere of hotel services. Profession of a specialist. | 1,5 | - |
| Theme 9. Specificity of the organization of oral forms of business communication. | | | |
| 9. | Business communication: types and forms. Specificity of the organization of oral forms of business communication (business conversation, business telephone conversation). | 1,5 | - |
| 9. | Specificity of the organization of oral forms of business communication (negotiations and business meetings). Business negotiations as the main form of business communication. | 1.5 | Round table |
| Theme 10. The problem of ethical relations in the team. | | | |
| 10. | Socio-psychological characteristics of the working group. | 1,5 | - |

| | | | |
|---|--|-----------|-------------|
| | Professional maturity of the working group. Types of relationships in the system leader - subordinate Moral and psychological climate of the team. Classification of personality psychotypes. | | |
| 10. | Ways to improve the ethical level of the organization. The concept of corporate culture. Anti-stress leadership and submission. | 1,5 | - |
| 11. | Theme 11. Managerial ethics. Ethics and etiquette in the "leader-subordinate" system. The concept of corrective behavior of the manager. Managerial ethics. Traditional classification of leadership styles: authoritarian, democratic and liberal. The choice of the optimal leadership style. | 1,5 | - |
| Theme 12. Ethics of partnership relations in the sphere of hotel services. | | | |
| 12. | Prerequisites for conflict in the process of communication. The strategy of behavior in a conflict situation. Rules of conduct in conflict. Ethics of partnership relations in the sphere of hotel services. | 1,5 | - |
| 12. | Prevention of stress in business communication. Methods of relieving psychological stress in conflict. Rules of conduct in conflict. | 1,5 | - |
| 13. | Theme 13. Etiquette as a social phenomenon. The history of world etiquette. The requirements of modern etiquette. Features of nonverbal communication in different countries. International etiquette. Etiquette as a social phenomenon. Features of etiquette in different countries. | 1,5 | Round table |
| 14. | Theme 14. Features of business etiquette. Rules of business etiquette. Types of receptions and visits. Concept of presentation. Features of business etiquette. Table etiquette. The rules of communication at the table. | 1,5 | - |
| 15. | Theme 15. Ethics and etiquette of a business person. Image of a modern business man. Gifts among business people. Tip. Flowers. Culture clothing business man. The image of a business man. Business Cards. | 1,5 | - |
| | Total | 27 | 6 |

3. Lesson plan

Section 1. Professional ethics as a science

Practical exercise on the topic theme №1.

Lesson theme: *The concept of ethics as a science.*

Purpose: to study the concept of ethics.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Differentiation of the concepts "ethics, morality, morality".
2. Categories of ethics.
3. The main directions of ethics.

Guidelines: the student shall have an idea of concepts ethics, morality, morals, to know categories of ethics. To write out value of terms: "ethics", "morals", "morality", "debt", "advantage", "conscience", "justice". To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What do the terms "ethics", "morals", "morality" express?
2. Whether the theoretical contents of the terms "ethics", "morals", "morality" match their daily use?
3. What integrates different ethical doctrines?

Recommended Reading.

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. zaçach. řin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot .- M .: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplom. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.
2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.
3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb .: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";
2. www.elibrary.ru - Scientific electronic library e-library;
3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;

4. www.window.edu.ru - Information system "Single window of access to educational resources".

Practical exercise on the topic theme №2.

Lesson theme: Basic Ethical Teachings.

Purpose: to acquaint with the main stages of development of ethics.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Basic ethical religious teachings.
2. Basic ethical philosophical teachings.

Guidelines: the student must know main stages of development of ethics. The student must know the meaning of the terms: religion, psychology. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. Ethical views of Renaissance (Dante, J. Bruno, Erasmus Roterodamus, etc.).
2. Ethics of Modern times and the age of Enlightenment (R. Descartes, F. Bacon, J. Locke, G. Leibniz, D. Yum, etc.)
3. Ethical aspects of the Western European philosophy (A. Schopenhauer, F. Nietzsche, Kant, G. Hegel, Feuerbach and др)
4. Ethics of the Russian philosophy of 19-20 centuries (F.M. Dostoyevsky, L.N. Tolstoy, V.S. Solovyov, K.E. Tsiolkovsky, P.A. Florensky, S. Bulgakov, D. Merezhkovsky, etc.).

Recommended Reading.

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot. - M.: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplom. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.
2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.
3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb.: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";
2. www.elibrary.ru - Scientific electronic library e-library;

3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;

4. www.window.edu.ru - Information system "Single window of access to educational resources".

Practical exercise on the topic theme №3.

Lesson theme: Morality as a subject of ethics.

Purpose: to study Morality as a subject of ethics.

Organizational form of the lesson: conversation, round table.

Issues for discussion:

1. The origin and essence of morality.
2. Different approaches to the study of morality.
3. The structure of morality.
4. Functions of morals.

Guidelines: the student must know structure of morality, different approaches to the study of morality. The student must know the meaning of the term: morality. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What is morality?
2. What are the functions of morality?
3. The relationship of morality and religion.

Recommended Reading.

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.

2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.

3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot. - M.: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplom. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.

2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.

3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb.: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";
2. www.elibrary.ru - Scientific electronic library e-library;

3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;

4. www.window.edu.ru - Information system "Single window of access to educational resources".

Practical exercise on the topic theme №4.

Lesson theme: Content of professional ethics.

Purpose: to study the concept of "professional ethics".

Organizational form of the lesson: conversation.

Issues for discussion:

1. The content of professional ethics.
2. Principles of personal, professional and global ethics.
3. Social functions of professional ethics.

Guidelines: the student must know the content of professional ethics. The student must know the meaning of the terms: professional ethics, communication. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. List the main social functions of professional ethics.
2. What is the concept of professional ethics?
3. What types of professional ethics exist?

Recommended Reading.

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot. - M.: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplomat. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.
2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.
3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb.: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";
2. www.elibrary.ru - Scientific electronic library e-library;

3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;

4. www.window.edu.ru - Information system "Single window of access to educational resources".

Practical exercise on the topic theme №5.

Lesson theme: Ethics of entrepreneurship.

Purpose: to study business ethics.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Formation of the ethics of business as a scientific discipline.
2. Structure of business ethics.
3. Conditions for the formation of civilized ethics.
4. Modern concepts of business ethics.

Guidelines: the student must know structure of business ethics, modern concepts of business ethics. The student must know the meaning of the terms: business communication, business ethics. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. Ethical code of the entrepreneur.
2. What is a business ethic?
3. List the basic principles of business ethics.

Recommended Reading.

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot. - M.: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplomat. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.
2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.
3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb.: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";

2. www.elibrary.ru - Scientific electronic library e-library;
3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;
4. www.window.edu.ru - Information system "Single window of access to educational resources".

Practical exercise on the topic theme №6.

Lesson theme: Ethical basis of professional activity.

Purpose: to study ethical basis of professional activity.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Fundamentals of professional activity.
2. The importance of ethics in professional work.
3. Summary.

Guidelines: the student must know fundamentals of professional activity. The student must know the meaning of the terms: professional activity, summary. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What is a professional activity?
2. Role of ethics in career?

Recommended Reading.

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot. - M.: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplom. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.
2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.
3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb.: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";
2. www.elibrary.ru - Scientific electronic library e-library;

3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;
4. www.window.edu.ru - Information system "Single window of access to educational resources".

Section 2. Professional ethics and etiquette in the sphere of hotel services

Practical exercise on the topic theme №7.

Lesson theme: Competence and professionalism.

Purpose: to study professional competence.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Levels of competence.
2. Professional competence of the hotel business worker.
3. Structure of professionalism.
4. Stages of professionalism.

Guidelines: the student must know structure of professionalism, professional competence of the hotel business worker. The student must know the meaning of the terms: professional competence, professionalism. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What are the levels of professional competence?
2. What professional competencies are needed in the hotel industry?

Recommended Reading.

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot .- M .: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplomat. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.
2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.
3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb .: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";

2. www.elibrary.ru - Scientific electronic library e-library;
3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;
4. www.window.edu.ru - Information system "Single window of access to educational resources".

Practical exercise on the topic theme №8.

Lesson theme: Ethics specialist in the sphere of hotel services.

Purpose: learn professional ethics in the hotel industry.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Requirements for professional behavior of workers in the contact area.
2. Ethics specialist in the sphere of hotel services.

Guidelines: the student must know the code of professional ethics, apply professional ethics in their field of activity. The student must know the meaning of the terms: code of professional ethics, specialist. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What are the features of ethics in the hotel industry?
2. Professional ethics of the front office of a hotel company.

Recommended Reading.

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot. - M.: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplom. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.
2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.
3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb.: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";
2. www.elibrary.ru - Scientific electronic library e-library;

3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;

4. www.window.edu.ru - Information system "Single window of access to educational resources".

Practical exercises on the topic theme №9.

Lesson theme: Specificity of the organization of oral forms of business communication.

Purpose: to study specificity of the organization of oral forms of business communication.

Organizational form of the lesson: conversation, round table.

Issues for discussion:

1. Business communication: types and forms.
2. Specificity of the organization of oral forms of business communication (negotiations and business meetings).

Guidelines: the student must know types and forms of business communication. The student must know the meaning of the terms: business communication, business conversation, negotiations. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. Specificity of the organization of oral forms of business communication (business conversation, business telephone conversation).
2. Business negotiations as the main form of business communication?

Recommended Reading.

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot .- M .: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplom. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.
2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.
3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb .: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";
2. www.elibrary.ru - Scientific electronic library e-library;
3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;
4. www.window.edu.ru - Information system "Single window of access to educational resources".

Practical exercises on the topic theme №10.

Lesson theme: The problem of ethical relations in the team.

Purpose: to study problem of ethical relations in the team.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Socio-psychological characteristics of the working group.
2. Professional maturity of the working group.
3. Moral and psychological climate of the team.
4. The concept of corporate culture.

Guidelines: the student must know moral and psychological climate of the team, the concept of corporate culture. The student must know the meaning of the terms: psychotype, leadership. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What types are of relationships in the system leader – subordinate?
2. Classification of personality psychotypes.
3. Anti-stress leadership and submission.

Recommended Reading.

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot. - M. : Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplomat. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.
2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.
3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb. : IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";
2. www.elibrary.ru - Scientific electronic library e-library;
3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;
4. www.window.edu.ru - Information system "Single window of access to educational resources".

Practical exercise on the topic theme №11.***Lesson theme: Managerial ethics.***

Purpose: to study management ethics.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Ethics and etiquette in the "leader-subordinate" system.
2. The concept of corrective behavior of the manager.
3. Managerial ethics.
4. The choice of the optimal leadership style.

Guidelines: the student must know traditional classification of leadership styles, managerial ethics. The student must know the meaning of the terms: managerial ethics, authoritarian, democratic, liberal. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. Traditional classification of leadership styles: authoritarian, democratic and liberal.
2. What is managerial ethics?
3. Features of interaction chief-subordinate.

Recommended Reading.**List of main literature:**

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot. - M.: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplom. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.
2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.

3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb .: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";
2. www.elibrary.ru - Scientific electronic library e-library;
3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;
4. www.window.edu.ru - Information system "Single window of access to educational resources".

Practical exercises on the topic theme №12.

Lesson theme: Ethics of partnership relations in the sphere of hotel services.

Purpose: to study the ethics of partnership relations in the sphere of hotel services.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Prerequisites for conflict in the process of communication.
2. Rules of conduct in conflict.
3. Ethics of partnership relations in the sphere of hotel services.
4. Prevention of stress in business communication.

Guidelines: the student must know ethics of partnership relations in the sphere of hotel services, methods of relieving psychological stress in conflict. The student must know the meaning of the terms: conflict, stress. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What is a conflict behavior strategy?
2. Methods of relieving psychological stress in conflict.
3. Rules of conduct in conflict.

Recommended Reading.

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot .- M .: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplomat. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.

2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.

3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb .: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";
2. www.elibrary.ru - Scientific electronic library e-library;
3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;
4. www.window.edu.ru - Information system "Single window of access to educational resources".

Practical exercise on the topic theme №13.

Lesson theme: Etiquette as a social phenomenon.

Purpose: to acquaint with the main stages of development of ethics.

Organizational form of the lesson: conversation, round table.

Issues for discussion:

1. The history of world etiquette.
2. The requirements of modern etiquette.
3. Features of nonverbal communication in different countries.

Guidelines: the student must know main stages of development of ethics. The student must know the meaning of the terms: debt, advantage. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. What of social disagreements and contradictions of modern Russian reality are presented to you by the most serious? Offer ways of their permission.
2. Ethics of Old Russian philosophy (V. Monomakh).
3. Ethical views in the Ancient World (China, India).

Recommended Reading.

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot .- M .: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplom. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.

2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.

3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb .: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";
2. www.elibrary.ru - Scientific electronic library e-library;
3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;
4. www.window.edu.ru - Information system "Single window of access to educational resources".

Practical exercise on the topic theme №14.

Lesson theme: Features of business etiquette.

Purpose: to study the features of business etiquette.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Types of receptions and visits.
2. Concept of presentation.
3. Features of business etiquette.
4. The rules of communication at the table.

Guidelines: the student must know rules of business etiquette, apply presentation concept. The student must know the meaning of the terms: table etiquette, of business etiquette. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. Call the main features of business etiquette.
2. Rules of business etiquette.
3. What is etiquette at the table?

Recommended Reading.

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.

2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.

3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot .- M .: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplomat. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.
2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.
3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb .: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";
2. www.elibrary.ru - Scientific electronic library e-library;
3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;
4. www.window.edu.ru - Information system "Single window of access to educational resources".

Practical exercise on the topic theme №15.

Lesson theme: Ethics and etiquette of a businessperson.

Purpose: to study the ethics and etiquette of a businessperson.

Organizational form of the lesson: conversation.

Issues for discussion:

1. Image of a modern businessman.
2. Gifts among business people.
3. Culture clothing businessman.

Guidelines: the student must about the rules for presenting yourself in a business space. The student must know the meaning of the terms: image, businessperson. To prepare for this workshop, you need to familiarize yourself with the training sources.

Control questions:

1. The image of a businessman.
2. Business Cards.

Recommended Reading.

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot .- M .: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplomat. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.
2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.
3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb .: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";
2. www.elibrary.ru - Scientific electronic library e-library;
3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;
4. www.window.edu.ru - Information system "Single window of access to educational resources".

4. Recommended reading:

List of main literature:

1. Kuznetsov, I. Business etiquette: Textbook. allowance [text] / I.N. Kuznetsov. - Moscow: INFRA-M, 2014. - 384 p.
2. Doroshenko V.Yu., Zotova LI, Lavrinenko V.N. and others. Psychology and ethics of business communication textbook [text]/ V.Yu. Doroshenko, L.I. Zotova, V.N. Lavrinenko and others. Ed. V.N. Lavrienko, Vseros. začach. fin.-econ. in-t. - 5 th ed., Pererab. and additional. - M.: UNITY-DANA, 2015. - 214 p.
3. Kikot V.Ya. Professional ethics and official etiquette: textbook [text] / V.Ya. Kikot .- M .: Unity-Dana, 2015.-559 p.

List of additional literature:

1. Smirnov, GN Ethics of business relations: textbook [text] / G.N. Smirnov; Diplom. acad. Russian Foreign Ministry. - Moscow: Prospekt, 2016. - 240 p.
2. Stolyarenko, LD Psychology of communication: textbook for colleges [text] / L.D. Stolyarenko, S.I. Samygin. - 2 nd ed., Sr. - Rostov n / a: Phoenix, 2017.- 309 p.
3. Matolygina NV, Ruglova LV Professional Ethics and Etiquette in the Service Sector: A Training Manual - SPb .: IC "Intermedia", 2015.- 160 p.

Internet resources:

1. <http://biblioclub.ru> EBS - "University library online";
2. www.elibrary.ru - Scientific electronic library e-library;
3. www.library.stavsu.ru - Electronic library and electronic catalog of the scientific library of SKFU;
4. www.window.edu.ru - Information system "Single window of access to educational resources".