

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
Lesya Ukrainka Volyn National University  
Faculty of International Relations  
International Economic Relations and Project Management Department

**SYLLABUS**  
of the normative educational component  
**«Diplomatic Protocol and Business Etiquette»**

<b>Degree</b>	Bachelors
<b>Field of study</b>	029 «International relations»
<b>Program subject area</b>	292 «International economic relations»
<b>Study program</b>	«International business»

Syllabus of educational component «Diplomatic protocol and business etiquette» bachelor's training for the students – degree 029 «International relations», program subject area 292 «International economic relations», study program «International business»

**AUTHOR** PhD in economics, associate professor of  
International Economic Relations and  
Project Management Department

Viktoriiia Kukharyk

**Approved**

**Guarantor of the educational-professional program**

  
\_\_\_\_\_ (Prof. A. Boiar)

**Syllabus of educational component was approved at the meeting of the International Economic Relations and Project Management Department**

Protocol # 1 as of «29» August 2024

Deputy Head Department



Prof. A. Boiar

## I. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Titles	Branch of knowledge, Specialty, Education Degree	Nature of the academic subject
Full-time study	29 International Relations 292 International Economic Relations, International Business Bachelor	Normative
Total amount of academic hours / Number of credits 120/4		Year of education: 2024-2025
		Semester: 5
		Lectures: 40 h.
		Seminars: 32 h.
Individual scientific research task : -		Independent work: 40 h.
		Consultations: 8
	Form of control: <u>exam</u>	
Language of learning		English

## II. INFORMATION ABOUT THE LECTURER

Lecturer	<u>Viktoria Kukharyk</u>
Degree	<u>PhD in Economics</u>
Academic status	-
Position	<u>associate professor</u>
Contact information	<a href="mailto:kucharyk.viktoria@vnu.edu.ua">kucharyk.viktoria@vnu.edu.ua</a>
	0957885233
Days of classes	<a href="http://94.130.69.82/cgi-bin/timetable.cgi">http://94.130.69.82/cgi-bin/timetable.cgi</a>

## III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

### 1. Annotation of the course

The normative academic subject is designed to acquaint students with the basic concepts of diplomatic protocol, ceremonial and diplomatic and business etiquette, as well as to provide them with initial knowledge, abilities and skills of working in public authorities in the field of the Ukraine's foreign policy implementation in accordance with the rules and protocol traditions of the international practice; to form the ability to apply the principles of diplomatic service, diplomatic protocol and etiquette; to conduct diplomatic and business correspondence (in Ukrainian and foreign languages) in compliance with protocol norms; to apply international legal and national norms of diplomatic protocol and etiquette; to be aware of the national interests of Ukraine in the international arena; to promote students' understanding of the essence and features of business etiquette; to acquaint students with the peculiarities of a business person appearance and behavior; to deepen students' knowledge of business communication principles.

**2. Prerequisites** – International Relations and World Politics, Psychology of Interpersonal Interaction, International Law.

**Postrequisites** – Fundamentals of critical thinking, Production practice.

### 3. Purpose and tasks of the educational component.

The main **objective** of the discipline «Diplomatic Protocol and Business Etiquette» is to provide knowledge and skills on the theoretical and practical foundations of compliance with diplomatic protocol and etiquette, business etiquette.

The **task** of course: to form the ability to apply the principles of diplomatic and consular service, diplomatic protocol and etiquette; to conduct diplomatic and business correspondence (in Ukrainian and foreign languages) with protocol norms observance; to apply international legal and national norms of diplomatic protocol and etiquette; to be aware of Ukraine's national interests in the international arena; to promote students' understanding of the essence and features of business etiquette; to acquaint students with the appearance and behavior features of a business person; to deepen students' knowledge of the principles of business communication.

#### 4. Learning outcomes (competencies).

Competences	<p><b>Integral</b></p> <p>The ability to solve complex specialized problems and practical problems in the field of international economic relations in general and international business in particular, as well as in the learning process, which involves the application of new theories and methods in conducting comprehensive research of world economic relations, is characterized by complexity and uncertainty.</p>	<p><b>General</b></p> <p>GC 1. Ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine;</p> <p>GC 3. Ability to study and be modernly trained.</p> <p>GC 4. Ability to plan and manage time.</p> <p>GC 6. Ability to communicate in foreign languages.</p> <p>GC 7. Skills in the use of information and communication technologies.</p> <p>GC 8. Ability to abstract thinking, analysis and synthesis.</p> <p>GC 9. Ability to be critical and self-critical.</p> <p>GC 10. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).</p> <p>GC 11. Ability to work in a team.</p> <p>GC 12. Knowledge and understanding of the subject area and understanding of professional activity.</p>	<p><b>Professional</b></p> <p>PC8. Ability to determine the functional features, nature, level and degree of relationships between subjects of international economic relations of different levels and to establish communications between them.</p> <p>PC9. Ability to diagnose the state of research on international economic relations and the world economy in an interdisciplinary combination with political, legal, natural sciences.</p> <p>PC10. Ability to justify the expediency of using legal, economic and diplomatic methods (means) of conflict resolution at the international level.</p> <p>PC12. Ability to use regulatory documents and reference materials in the implementation of professional activities in the field of international economic relations.</p> <p>PC14. Ability to communicate at professional and social levels using professional terminology, including oral and written communication in state and foreign languages.</p> <p>PC 15. Ability to apply methods, rules and principles of functioning of international economic relations for the development of foreign economic activity of Ukraine.</p> <p>PC16. The ability to constantly increase the theoretical level of knowledge, generate and effectively use it in practical activities.</p>
Program learning outcomes	<i>specifying the criterion code</i>	<i>description</i>	
	PLO1.	Treat professional self-improvement responsibly, aware of the need for lifelong learning, show tolerance and readiness for innovative change.	
	PLO5.	Have the skills of self-analysis (self-control), be understandable to representatives of other business cultures and professional groups of different levels (with experts from other fields of knowledge / activities) on the basis of valuing diversity, multiculturalism, tolerance and respect for them.	

	PLO6.	Plan, organize, motivate, evaluate and increase the effectiveness of teamwork, conduct research in a group under the guidance of a leader, taking into account the requirements and features of today in a limited time.
	PLO15.	Determine the functional features, nature, level and degree of relationships between the subjects of international economic relations of different levels and to establish communication between them.
	PLO16.	Demonstrate knowledge about the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, natural sciences.
	PLO17.	Identify the causes, types and nature of international conflicts and disputes, justify and apply economic, legal and diplomatic methods and means of resolving them at the international level, defending the national interests of Ukraine.
	PLO19.	Understand and apply current legislation, international regulations and agreements, reference materials, current standards and specifications, etc. in the field of international economic relations.
	PLO20.	Defend the national interests of Ukraine, taking into account the security component of international economic relations.
	PLO21.	Understand and have the skills to maintain business protocol and business etiquette in the field of international economic relations, taking into account the peculiarities of intercultural communication at the professional and social levels, both state and foreign languages.
	PLO23.	Recognize the need for lifelong learning in order to maintain a high level of professional competence.
	PLO25.	Present the results of the study, on the basis of which recommendations and measures for adaptation to changes in the international environment are developed.

## 5. The structure of the educational component.

Content modules and topics	Total	Lect	Sem	Cons	IW.	Control form/ Score
<b>CONTENT MODULE 1. DIPLOMATIC PROTOCOL AS A POLITICAL TOOL OF DIPLOMACY</b>						
Topic 1. The concept, general characteristics and history of diplomatic protocol and etiquette	10	2	4	-	4	DS, DB, E 3
Topic 2. Protocol activities of diplomatic missions. The protocol of establishment and termination of diplomatic relations features	14	4	4	2	4	DS, DB, P3/K, E 5
Topic 3. Visits of senior statesmen and their protocol support	8	2	2	-	4	DS, DB 3
Topic 4. Diplomatic communication	12	4	2	2	4	DS, R 3
Topic 5. Diplomatic correspondence	10	4	2	-	4	DS 3
Topic 6. Diplomatic receptions, their types and protocol features.	16	4	4	2	6	DS, DB 5
<b>Разом за змістовим модулем 1.</b>	70	20	18	6	26	22
<b>Змістовий модуль 2. Дипломатичний та діловий етикет</b>						
Topic 7. International courtesy of states	8	2	2	-	4	DS 2
Topic 8. Image of a modern diplomat, politician and businessman.	12	6	4	-	2	DB, SP/C, P 5
Topic 9. Basics of ethics of business relations	8	4	2	-	2	DS, R 3
Topic 10. Business communication	14	6	4	2	2	DB, SP/C, P 5
Topic 11. Business paraphernalia	8	2	2	-	4	DB, SP/C 3
<b>Total for content module 2.</b>	50	20	14	2	14	18
<b>Types of final works</b>						<b>Points</b>
MTP						60
<b>Total Hours/Points</b>	<b>120</b>	<b>40</b>	<b>32</b>	<b>8</b>	<b>40</b>	<b>100</b>

Control methods\*: DS – discussion, DB – debates, SP/C – solving problems/cases, E – essay, MTP – Module test paper.

## 6. Task for independent work

№ з/п	Тема	К-сть годин
1.	Concept, general characteristics and history of the formation of diplomatic protocol and etiquette	2
2.	Protocol activities of diplomatic missions. Features of the Protocol for the Establishment and Termination of Diplomatic Relations	2
3.	Visits of Senior State Figures and Their Protocol Support	4
4.	Diplomatic communication	4
5.	Diplomatic correspondence	4
6.	Diplomatic receptions, their types and protocol features	4
7.	International courtesy of states	4
8.	Compliance with the norms of diplomatic protocol and etiquette as a component of the image of a modern diplomat and politician	4

9.	Fundamentals of business ethics	4
10.	Business Communications	4
11.	Business paraphernalia	4
<b>Разом</b>		40 год.

<b>№</b>	<b>Topic</b>	<b>Hours</b>
1.	The concept, general characteristics and history of diplomatic protocol and etiquette	6
2.	Protocol activities of diplomatic missions. The protocol of establishment and termination of diplomatic relations features	6
3.	Visits of senior statesmen and their protocol support	6
4.	Diplomatic correspondence.	6
5.	Diplomatic receptions, their types and protocol features.	8
6.	International courtesy of states	6
7.	Image of a modern diplomat, politician and businessman.	6
8.	Basics of ethics of business relations	6
<b>Total amount of hours</b>		50

#### IV. EVALUATION POLICY

**The teacher's policy regarding the student:** Class attendance is a compulsory component. If the student is absent during the seminar for valid reasons, he/ she can complete the seminar in the handwritten form (handwritten essay – E). For objective reasons (for example, illness, employment, internship), training can take place online upon agreement with the dean's office (platform Microsoft Teams)

**Academic Integrity Policy:** Writing off during ongoing module work and testing is prohibited (including using mobile devices). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during class.

**Deadlines and Rescheduling Policy:** Assignments that are submitted late without reason will be graded at a lower score (75% of the maximum possible points for the activity). The repassing of modules takes place with the teacher's permission if there are reasons (for example, sick leave).

The maximum number of points for studying the course is 100, including:

- up to 40 points for participation in discussions (seminars);
- up to 60 points for modular control work (electronic testing).

#### V. FINAL ASSESSMENT

The final control is in the form of an exam, the maximum score is 60 points. The student must pass the exam if he scored less than 75 points during the semester, or if he does not agree with the points he scored. In this case, the points for MCW are canceled, the points for the current control remain.

The exam is conducted in the form of electronic testing in MS FORMS application using the same database of questions as for the final test. If after the exam the student has scored less than 60 points for the course, he/she retakes the exam during the liquidation of academic debt. In this case, the points scored during the first passing of the exam are cancelled, and the points for the current assessment remain unchanged. The maximum number of points during the liquidation of academic debt is 60. Retaking the exam is allowed no more than twice: once – to the teacher, the second – to the commission created by the dean of the faculty. The required minimum for successful completion of the course is 60 points (see the Regulations on the current and final assessment of knowledge of applicants at Lesya Ukrainka National University – <http://surl.li/prwyvs>).

**List of questions to be prepared for exam (final test)**

1. The concept of diplomatic protocol, its importance in international relations.
2. The concept of diplomatic etiquette.
3. The concept of diplomatic ceremony
4. History of the formation of a diplomatic protocol
5. History of formation of diplomatic etiquette.
6. Sources of rules and norms of diplomatic protocol.
7. Diplomatic Corps. Diplomat's rights and responsibilities.
8. The seniority in the diplomatic corps.
9. The protocol of establishment of diplomatic relations.
10. The protocol of appointment of the head and members of the diploma.
11. Protocol of recall of the head and members of the diploma.
12. Diplomatic privileges.
13. Diplomatic immunities.
14. The concept of «international courtesy of the state». Symbols of state sovereignty.
15. International State Flag Etiquette.
16. International etiquette of the State Emblem and Anthem.
17. Protocol events to celebrate national holidays.
18. Protocol measures in connection with official mourning.
19. Seedlings in cars.
20. The role of diplomatic techniques in diplomatic practice
21. Types of diplomatic techniques, their protocol characteristics.
22. Protocol measures for daytime techniques without seedlings at the table.
23. Protocol measures for daily receptions with seedlings at the table.
24. Protocol measures of evening receptions without seedlings at the table
25. Protocol measures for evening techniques with seedlings at the table
26. Features of preparation of diplomatic techniques.
27. Invitation to diplomatic receptions.
28. The main types of seedlings at the table at diplomatic techniques.
29. Toast and music on diplomatic techniques.
30. Table setting at diplomatic reception.
31. Basic types of visits and practice of their application.
32. The main stages of state visits.
33. Program of official visits.
34. Protocol measures of working visits.
35. Protocol measures of unofficial visits.
36. Business cards for diplomatic contacts. The main types of cards.
37. Business Card delivery protocol
38. International conference - scope of the diplomatic protocol.
39. Features of preparation of international conferences.
40. The composition of the conference delegation.
41. Conference program.
42. Features of registration of the results of the conference.
43. Organization and holding of receptions during the conference.
44. Master work during conferences.
45. Basic diplomatic documents and practice of their application.
46. Structure of diplomatic documents.
47. Requirements for the design of personal and verbal notes.
48. Requirements for the design of memoranda.
49. Requirements for the design of memorable notes.
50. Unilateral and multilateral positional documents.
51. Basic conditions for successful diplomatic correspondence.
52. The appearance of the diplomat.
53. Telephone conversation etiquette.
54. Etiquette delivery and acceptance of gifts.



55. Etiquette greetings and recommendations.
56. Management of the State Protocol of the Ministry of Foreign Affairs of Ukraine: structure, functions, tasks.
57. Ceremonial of Ukraine.
58. Features of the diplomatic protocol of visits and receptions in Ukraine.
59. Protocol activity of diplomats in Ukraine.
60. National features of the diplomatic protocol of the crane of the world.
61. The appearance of a diplomat, politics and business person
62. The role and importance of clothing for diplomats, politicians and business people.
63. Dress code-rules of official events.
64. Features of wearing a cock and tuxedo.
65. Choice of clothing taking into account the individual characteristics of a person.
66. Everyday clothes for a man and a woman.
67. Hairstyle, accessories, perfumes, makeup.
68. Rules for wearing jewelry and jewelry for men and women.
69. Etiquette wearing state awards, honors.
70. Osanka and gait.
71. Language culture, volume and tempo.
72. Business negotiations
73. Types, features, functions and stages of business negotiations.
74. Receptions of successful business negotiations.
75. Business negotiation technique.
76. Strategy and Tactics of Negotiation
77. Business attributes
78. Casement.
79. Souvenirs and gifts in the business sphere.
80. What is corporate style and why does it need every company

## VI. EVALUATION SCALE

A scale for evaluating the knowledge of education seekers on educational components, where the form of control is an exam

Score	Linguistic assessment	Evaluation on the ECTS scale	
		Point	Explanation
90 – 100	Excellent	A	excellent job
82 – 89	Very Good	B	above average level
75 - 81	Good	C	overall good job
67 -74	Satisfactory	D	not bad
60 - 66	Enough	E	execution meets minimum criteria
1 – 59	Unsatisfactory	Fx	a retake of the exam is required

## VII. RECOMMENDED LITERATURE AND INTERNET RESOURCES

### Methodological provision

1. Кухарик В. В. Особливості етикету дарування ділових подарунків у різних країнах. / В. В. Кухарик // Modern Economics. 2022. № 33(2022). С. 44-49. URL: <https://modecon.mnau.edu.ua/issue/33-2022/kukharyk.pdf> DOI: [https://doi.org/10.31521/modecon.V33\(2022\)-06](https://doi.org/10.31521/modecon.V33(2022)-06). (фахове видання України категорії «Б»)
2. Кухарик В. В. Провідні чинники крос-культурного переговорного процесу // В.В. Кухарик / Науковий простір: актуальні питання, досягнення та інновації: матеріали III Міжнародної наукової конференції, м. Хмельницький, 13 травня, 2022 р. / Міжнародний центр наукових досліджень. – Вінниця: Європейська наукова платформа, 2022. – с. 138-140.

3. Кухарик В. В. Крос-культурні аспекти ділових переговорів // В.В. Кухарик / Економіка, фінанси, облік та право: актуальні проблеми теорії та практики: збірник тез доповідей міжнародної науково-практичної конференції (Полтава, 14 травня 2022 р.): у 2 ч. Полтава: ЦФЕНД, 2022. Ч. 1. с. 10-11
4. Кухарик В. В. Крос-культурні комунікативні бар'єри у діловій комунікації // В.В. Кухарик / Економіка підприємства: вектори розвитку в умовах глобальних змін. Матеріали науковопрактичної конференції (м. Вінниця, 27-28 травня 2022 р.). – Херсон: Видавництво «Молодий вчений», 2022. – с. 5-8
5. Kukharyk Viktoriia. Acceleration of ICTs penetration in diplomacy as COVID-19 pandemic impact / V. Kukharyk // Current issues of science, prospects and challenges: collection of scientific papers «SCIENTIA» with Proceedings of the II International Scientific and Theoretical Conference (Vol. 1), June 10, 2022. Sydney, Australia: European Scientific Platform. – p. 68-69. DOI 10.36074/scientia-10.06.2022

#### **Mandatory**

1. Подворна О. Г. Дипломатичний протокол та етикет: навчальний посібник. Вид. 2-ге: перероб. та доп. Острого: Видавництво Національного університету «Острозька академія», 2020. 218 с.
2. Kissinger H. Diplomacy. New York : Simon and Schuster, 2019. 248 p. URL: <http://ijevanlib.ysu.am/wp-content/uploads/2020/05/1f6300e67784b164a9857efd25ed325b.pdf>
3. Manor I. The Digitalization of Public Diplomacy. New York : Palgrave Macmillan, 2019. 364 p.
4. Marshall C. Protocol: The Power of Diplomacy and How to Make It Work for You. London : Harper Collins, 2020. 448 p.

#### **Supplementary**

1. Vienna Convention on Diplomatic Relations. URL: [https://legal.un.org/ilc/texts/instruments/english/conventions/9\\_1\\_1961.pdf](https://legal.un.org/ilc/texts/instruments/english/conventions/9_1_1961.pdf)
2. Vienna Convention on Consular Relations. URL: [https://legal.un.org/ilc/texts/instruments/english/conventions/9\\_2\\_1963.pdf](https://legal.un.org/ilc/texts/instruments/english/conventions/9_2_1963.pdf)
3. Convention on Special Missions. URL: [https://legal.un.org/ilc/texts/instruments/english/conventions/9\\_3\\_1969.pdf](https://legal.un.org/ilc/texts/instruments/english/conventions/9_3_1969.pdf)
4. Vienna Convention on the Representation of States in their Relations with International Organizations of Universal Nature URL: [https://legal.un.org/ilc/texts/instruments/english/conventions/5\\_1\\_1975.pdf](https://legal.un.org/ilc/texts/instruments/english/conventions/5_1_1975.pdf)