



COURSE SYLLABUS
«CORPORATE CULTURE (TAUGHT IN ENGLISH)»
Programme Component: *Elective Course* (4 ECTS credits)

Educational and Professional Programme (EPP)	Faculty-wide elective course
Specialty	Faculty-wide elective course
Field of Study	Faculty-wide elective course
Level of Study	Bachelor's level / Master's level
Language of Instruction	English
Instructor Profile(s)	Iryna Horokholinska – Doctor of Philosophical Sciences, Associate Professor, Head of the Department of Philosophy and Cultural Studies https://philcult.chnu.edu.ua/spivrobotnyky/vykladachi/horokholinska-iryna-volodymyrivna/
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Moodle Course Page	https://moodle.chnu.edu.ua/course/view.php?id=1133
Consultation Hours	Monday, 1 p.m. – 3 p.m.

COURSE DESCRIPTION

The course «Corporate Culture» introduces students to the key principles, values, and practices that shape corporate culture in modern organizations. The course examines corporate culture as a system of organizational meanings, norms, and values that influence professional interaction, leadership practices, and communication within companies and institutions.

Particular attention is given to the philosophical, cultural, and ethical dimensions of corporate culture. Students explore the models and typologies of corporate culture, the role of symbols, rituals, and external expressions of organizational identity, as well as the importance of leadership and communication in shaping organizational environments.

The course also focuses on the ethical foundations of professional communication and interaction in business settings. It addresses issues such as professional etiquette, ethical partnership, and ethical decision-making in managerial practice through case-based analysis and discussion.

As an elective course, the discipline is designed to broaden students' understanding of organizational culture and to develop essential soft skills required for effective professional communication, collaboration, and responsible leadership. The knowledge and competencies gained in this course support students in building a constructive professional environment, navigating complex interpersonal situations, and making ethically responsible decisions in their future careers.

The aim of the course is to provide students with a comprehensive understanding of corporate culture as a system of organizational values and practices, to examine its models and structural components, and to explore the ethical principles that shape professional communication, interaction, and leadership within organizations. The course also aims to develop students' abilities to apply ethical reasoning and critical thinking when analyzing managerial situations and making responsible decisions in professional contexts.

COURSE CONTENT AND STRUCTURE

CONTENT MODULE 1. FOUNDATIONS OF CORPORATE CULTURE	
Topic 1	Corporate Culture as a System of Organizational Values and Meanings

Topic 2	Models and Typologies of Corporate Culture
Topic 3	Symbols, Rituals and External Expressions of Corporate Culture
Topic 4	Leadership and Organizational Communication in Shaping Corporate Culture
CONTENT MODULE 2. ETHICS AND VALUES IN CORPORATE CULTURE	
Topic 5	Ethics and Culture of Professional Communication
Topic 6	Ethics of Professional Interaction and Effective Partnership Models
Topic 7	Ethical Decision-Making and Managerial Integrity (Case Study Training)

EDUCATIONAL TECHNOLOGIES, TEACHING METHODS AND LEARNING FORMATS

During the study of this course, a range of innovative educational technologies is applied, including information and communication technologies, student-centered learning approaches, and project-based learning. The course combines traditional and interactive teaching and learning methods, such as visualization-based lectures, problem-oriented lectures, discussion seminars, dialogue seminars, collaborative seminars (co-working format), virtual excursion seminars, case study analysis, and independent research activities, among others.

ASSESSMENT METHODS AND EVALUATION

Continuous Assessment: oral and written questioning, tests, essays, creative assignments, project work, presentations, etc.

Final Assessment: pass/fail credit.

ASSESSMENT CRITERIA FOR LEARNING OUTCOMES

The assessment of students' learning outcomes is carried out in accordance with the European Credit Transfer and Accumulation System (ECTS) grading scale.

Successful completion of the course requires that students achieve the minimum threshold level of performance (points) for each of the planned learning outcomes.

ACADEMIC INTEGRITY POLICY

Compliance with the principles of academic integrity by all participants in the educational process while studying this course is regulated by the following documents:

- ✓ «The Code of Ethics of Yuriy Fedkovich Chernivtsi National University» https://www.chnu.edu.ua/media/jxdfs0zb/etychnyi-kodeks-chernivets_koho-natsionalnoho-universytetu.pdf ;
- ✓ «Regulations on the Detection and Prevention of Academic Plagiarism at Yurii Fedkovich Chernivtsi National University» <https://www.chnu.edu.ua/media/n5nbzwgb/polozhennia-chnu-pro-plahi-at-2023plusdodatky-31102023.pdf> .

INFORMATION RESOURCES

1. Corporate Culture Group: <https://corporateculture.co.uk/>
2. management.com.ua: <http://www.management.com.ua/>
3. Well Workplace Podcast: <https://podcastaddict.com/podcast/well-workplaces/3208576>
4. Cultural Partners: <https://culturepartners.com/>
5. Governance and Integrity International: <https://gi-international.com/>