

Assessment tools for midterm assessment

“Professional Image”

Curriculum	31.05.01
Specialty	General Medecine
Form of education	Full-time
Designer Department	Pathophysiology and general pathology
Graduate Department	Internal Diseases

Sample tasks

Term 1

1. Image of a business person.
2. The importance of image for the formation of a business person's reputation.
3. The appearance of a business person according to the norms of business etiquette.
4. Types of business dress code.
5. Formation of the image of a modern doctor.
6. Professional image of a doctor.
7. Nonverbal communication.
8. Professional requirements for image.
9. Doctor's image and etiquette.
10. Business communication culture.
11. Public speaking: reports, messages, greetings.
12. The art of eloquence.
13. Doctor's speech etiquette.
14. Business conversation.
15. Business meeting.
16. The art of business negotiations.
17. Business protocol: essence, characteristics, meaning.
18. Discussions, debates, debates.
19. The influence of informal relationships on team performance.
20. The problem of leadership in a team. Types of leaders.
21. Social and psychological characteristics of the work group.
22. The role of the leader in the formation of the team.
23. Personality as a subject of management. Leader and manager.
24. The effectiveness of work teams. Advantages and disadvantages of teams.
25. Classifications of psychotypes of personalities.
26. Temperament and business qualities of individuals.
27. Formation of effective teams.
28. Managing team activities. Team leadership.
29. Conflict situations: causes of conflict, conflict resolution.
30. Conflict resolution in a medical team.

31. Types of behavior of conflict participants and strategies for resolving it. Types of “difficult people” and “conflict personalities”.
32. Interpersonal conflicts in the medical workforce.
33. The main causes of conflict between doctor and patient.
34. Conflict situations in the medical team and ways to resolve them.
35. Causes of conflicts between doctor and nurse. Subordination and relationship with doctors.
36. Office etiquette.
37. Netiquette.
38. Greetings, introductions, introductions in a business environment.
39. Business correspondence etiquette. Structure and formatting of a business letter. Language and style of business correspondence.
40. Business card: history of origin, design rules, delivery rules.
41. Etiquette for official and informal events. Diplomatic reception.
42. Rules for formatting a resume.
43. What is an interview? Types of interviews.

Sample tasks for credit

1. Imageology. Definition, subject of study, basic concepts.
2. Expand the concept of “image”. Name the main components of the image.
3. Characteristics of the main types of image: habitual, kinetic, mental, communicative, environmental.
4. “I-concept” in the structure of individual image.
5. Basic principles of creating a business image. Stages of image formation.
6. Kinetic image: kinesics, proxemics, takesics, para- and extralinguistics, prosody.
7. Image makers. Principles and mechanisms of the imaging process.
8. Personal imageology. Individual image.
9. Professional image. Image as part of professional success.
10. Formable and spontaneous image. Main characteristics of the image management process.
11. Dress code. Basic requirements for creating a business image using clothing, accessories and makeup.
12. Characteristics of the concept of “communication”. Structure of communication. Communication functions. Ethics of professional communication.
13. Doctor's speech culture.
14. Business protocol: essence, characteristics, meaning.
15. Business conversation as the main form of business communication.
16. Strategy and tactics of business negotiations. Negotiation technology.
17. Business meeting culture.
18. Definition of a team, typology of teams.
19. Formation and activities of teams in the organization.
20. Main characteristics of the team. Stages of team development.
21. Social group, its structure. Small group.
22. Informal structure of the working group.
23. Business communication and team psychology.
24. Personality as a subject of management. Leader and manager.
25. Typology of conflicts. Causes of conflicts.
26. Behavior strategies in conflict situations. Rules of behavior in conflicts.
27. Telephone etiquette. Features and difficulties of business communication over the phone.

28. Classification of types of business correspondence. Business correspondence standards. Rules for writing an email.
29. Name the existing types of techniques. Organization of receptions and rules of behavior at them.
30. Types of resumes. Main sections of a resume.
31. Stages of interviews. Preparing for an interview.

Sample tasks for credit

1. Define the difference between the concepts of “image”, “opinion”, “reputation”, “authority”.
2. Prepare a message on the topic: “My professional image.”
3. Prepare a short report on the topic “Stages of image formation.”
4. Present a model of a leader's image, describe its main elements.
5. Formulate and present the image characteristics of one of the students in your group.
6. Describe your ideas about the positive and negative image of a person, taking into account all the characteristics and components of a personal image.
7. Formulate your ideas about the image of a leader, based on the characteristics and components of the personal image.
8. Identify differences between groups and teams.
9. Compare an effective and ineffective (pseudo-) team.
10. Describe the four steps to creating an effective work team.
11. Imagine the classic approach to the distribution of roles between team members
R.M. Belbina.
12. Prepare a set of rules that an employee of the organization must follow in order to create a positive image.
13. Make recommendations for conducting telephone conversations or negotiations.
14. Complete one of the following types of documents: business letter, order, instruction, memo, email, resume.
15. Draw up a program for the formation/correction of your own business image, taking into account your future professional activities.