

Approved by
Deputy Rector for Academic Affairs

_____ E. V. Konovalova

15 June 2023 г., Record №5

Professional Image Syllabus

Department **Pathophysiology and General Pathology**

Curriculum s310501-ЛечДелоИн-23-1.plx
Specialty 31.05.01 General Medicine

Qualification **General Practitioner**

Form of education **Full-time**

Total (in credits) **2**

Total academic hours 72
including:
Classes 32
Self-study 40
Control hours 0

Control:
Credit, 1th term

Course outline in terms

Academic year (Term)	1 (1.1)		Total	
	Cur	Syl	Cur	Syl
Weeks	17 2/6			
Types of classes	Cur	Syl	Cur	Syl
Lectures	16	16	16	16
Practical	16	16	16	16
Total contact	32	32	32	32
Contact	32	32	32	32
Self-study	40	40	40	40
Control hours			0	0
Total	72	72	72	72

The Syllabus is compiled by:

PhD in Biological Sciences (Biology), Senior Lecturer, Kavushevskaya N.S

The Syllabus

Professional Image

Developed in accordance with Federal State Educational Standard:

Federal State Educational Standard of higher education in the specialty 31.05.01 General medicine (Order of the Ministry of Education and Science of the Russian Federation on 12.08. 2020 № 988

Based on the Curriculum:

31.05.01 GENERAL MEDICINE

Specialization: General Medicine

Approved by the Academic Council of Surgut State University, 15.06.2023 Record № 5.

The Syllabus was approved by the department

Pathophysiology and General Pathology

Head of Department, Doctor of Medical Sciences, Professor Kovalenko L.V

1. COURSE OBJECTIVES	
1.1	The aim of the course is to study the physician's professional image, to form and develop the competencies that will allow performing the professional activities, taking into account the basics of business communication, the ethical norms and rules of business etiquette and the effective methods of business communication.problems;
1.2	The objectives of the discipline are: to study the basic regulatory requirements for behavior in business environment; to practice the etiquette standards' implementation in business sphere; to form the skills for applying the theoretical knowledge into practice; to provide students with psychological and social skills that are necessary in the future effective activity for creating and correcting the professional image, as wellas for forming a holistic view of the doctor's professional image

2. COURSE OVERVIEW	
Course code (in curriculum)	Б1.О.04.02
2.1 Assumed background:	
2.1.1	Russian
2.1.2	Latin Language
2.2 Post-requisite courses and practice:	
2.2.1	Psychology and Pedagogics

3. COMPETENCES UPON COMPLETION OF THE COURSE (MODULE)	
UC-3.1 Determines his/her role in the team based on the strategy of cooperation to achieve the goal	
UC-3.2 Considers the behavior of other team members while implementing his/her role in the team	
UC-3.3 Analyzes the possible consequences of personal actions and plans his/her actions to achieve the pre-planned	
UC-6.1 Determines the tasks of self-development and professional growth, distributes them into long-, medium- and short-term with the relevance and determination of the necessary resources for their implementation	
UC-6.2 Evaluates the requirements of the labor market and educational services for professional growth	

By the end of the course students must:

3.1	Know:
	the components of a business person's image and the ways of its formation; the components of a business person's image and the ways of its formation; the causes of conflicts in business sphere, their models of development and the strategies of behavior in conflict situations; non-verbal communication; features of speech culture; the main characteristics of the working group, the informal structure of the working group, the main types of leadership styles; the basic properties and types of temperament; the diplomatic protocol, etiquette of business negotiations, meetings, telephone conversations; the rules for writing an e-mails and business letters; features of the resume and business card; the models of a doctor and a patient interaction; the features of the doctor's communication with seriously ill and dying patients and their relatives; the features of the doctor's communication with young patients and their parents; the modern technologies for the patients' enlightenment; the basic models of a doctor-patient relationship; the main approaches, theories, methods and forms of motivation aimed at preserving and strengtheningone's health and the health of others; the basic laws and psychological mechanisms of interpersonal perception, interaction and effective communication between a doctor and a patient; the basic concepts of argumentation theory, the laws and rules of persuasive influence in the process ofcommunication between a doctor and a patient;
3.2	Be able to:
	to form the own image and to choose the adequate models of self-presentation; to establish a positive contact, observing the requirements of official etiquette and diplomatic protocol; to be able to classify conflicts, to prevent them in a timely manner and to resolve them effectively; to understand the non-verbal language and to use it effectively during communication process;
3.3	Have skills of:
	efficient self-feeding methods and techniques; behavior in diverse situations during business communication.

4. STRUCTURE AND CONTENTS OF THE COURSE (MODULE)

Class Code	Topics /Class type	Term / Academic year	Academic hours	Competences	Literature	Interactive
Section 1. Introduction to imageology						
1.1	Fundamentals of Imageology. Place of imageology among social sciences /Lec/	1	2	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
1.2	Image and its components. Image functions /Pr/	1	2	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
1.3	Image and its components. Image functions /Self-study/	1	5	UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
1.4	Professional image of a doctor. Formation of the image of a modern doctor /Lec/	1	2	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
1.5	Individual image. Corporate image. Personal business image /Pr/	1	2	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
1.6	Kinetic image. Verbal image /Self-study/	1	5	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	

Section 2. Business Communication						
2.1	Business communication /Lec/	1	4	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
2.2	Speech culture of a business person /Pr/	1		UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
2.3	Public performances /Self-study/	1		UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
2.4	Psychological personality types /Pr/	1		UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
2.5	Features of communication in the team , communication and team psychology /Self- study/	1		UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
Section 3. Official etiquette						
3.1	Official etiquette /Lec/	1	2	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
3.2	Business ethics and etiquette /Pr/	1	2	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
3.3	Greetings, presentations, dating /Self-study/	1	5	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
3.4	Official meetings and communication /Lec/	1	2	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	

3.5	Etiquette of telephone conversations /Pr/	1	2	UC-3.1 UC-3.2 UC-3.3 UC-6.1	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
3.6	Requisites of a business letter. Etiquette on the Internet /Self-study/	1	5	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
3.7	Official meetings /Lec/	1	2	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
3.8	Official meetings. Organization and holding of conferences /Pr/	1	2	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
3.9	Meetings and communication with visitors /Self-study/	1	5	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4.	
3.10	Interview /Lec/	1	2	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
3.11	Summary. Business card. Recruitment. Interview /Pr/	1	2	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4.1.	
3.12	The rules of the interview /Self-study/	1	5	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	
3.13	Credit	1	0	UC-3.1 UC-3.2 UC-3.3 UC-6.1 UC-6.2	L1.1 L1.2 L1.3 L2.1 L2.2 L2.3 L3.1 E1 E2 E3 E4	Oral quiz tests

5. ASSESSMENT TOOLS				
5.1. Assessment tools for midterm assessment				
Presented by a single document				
5.2. Assessment tools for diagnostic testing				
Presented by a single document				
6.COURSE (MODULE) RESOURCES				
6.1. Recommended Literature				
6.1.1. Core				
	Authors	Title	Publish., year	Quantity
L 1.1	Ushakova N.V., Strizhova A.F	Imidzhelogiya (3-e izdanie)	uchebnoe posobie Moskva: Dashkov i K, Aj Pi Er Media, 2017,, electronic resource	2
L 1.2	Borozdina G. V., Kormnova N. A	Psihologiya i etika delovogo obshcheniya: Uchebnik i praktikum dlya vuzov	M: YUrajt, 2022, elektronnyj resurs, electronic	2
L 1.3	Loginova A. K.	Imidzhelogiya	Sankt-Peterburg: Lan', 2022, elektronnyj resurs	2
6.1.2. Supplementary				
	Authors	Title	Publish., year	Quantity
L 2.1	Lavrinenko V. N., CHernyshova L. I.	Psihologiya i etika delovogo obshcheniya: Uchebnik i praktikum dlya vuzov	Moskva: YUrajt, 2020, electronic resource	1
L 2.2	Svencickij A. L	Organizacionnaya psihologiya: Uchebnik dlya vuzov	M.: YUrajt, 2019, electronic resource	2
L 2.3	Kovalenko E. I	Imidzh v professii: uchebno-metodicheskoe posobie	Surgut: Izdatel'skij centr SurGU, 2022, electronic resource	1
6.1.3. Methodical development				
	Authors	Title	Publish., year	Quantity
L 3.1	Kovalenko E. I.	Imidzh v professii: metodicheskie rekomendacii dlya samostoyatel'noj podgotovki studentov k prakticheskim zanyatiyam	Surgut: Izdatel'skij centr SurGU, 2019, elektronnyj resurs	1
6.2. Internet resources				
E 1	Kvesko S.B. Imidzhelogiya https://smolsoc.ru/images/referat/a4201.pdf			
E 2	Lapygin YU.N. Postroenie upravlencheskoj komandy https://studref.com/305709/menedzhment/postroenie_upravlencheskoj_komandy			
E 3	Pugachev V.P. Upravlenie personalom organizacii https://studme.org/345355/menedzhment/upravlenie_personalom_organizatsii			
E 4	Lavrinenko V.N. Delovaya etika i etiket https://studme.org/111646/etika_i_estetika/delovaya_etika_i_etike			
6.3.1 Software				
6.3.1.1	Operational system Microsoft, applied programs pack Microsoft Office			
6.3.2 Information Referral systems				

6.3.2.1	http://www.garant.ru "Garant"
6.3.2.2	http://www.consultant.ru "Consultant Plus"

7. MATERIAL AND TECHNICAL SUPPORT OF DISCIPLINE (MODULE)

7.1	Classrooms for practical classes, group and individual consultations, monitoring and intermediate certification are equipped with: typical classroom furniture, technical teaching aids, employees for the presentation of educational information.
-----	---