

APPROVED
Head of the Management Department
A. M. Nykhalov
"01" *сентябрь* 2020 year

WORKING TRAINING PROGRAM OF ACADEMIC DISCIPLINE

Communicative management

073 " Management "

EL « Bachelor»

Faculty: Economics and management

The work program was approved at a meeting of the Department of Management.

Protocol from "09" 06.2020 year № 12

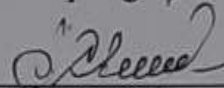
Head of the Department


(signature)

(Mykhailov A.N.)
(surname and initials)

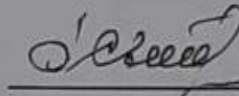
Confirmed:

Guarantor of educational and professional program


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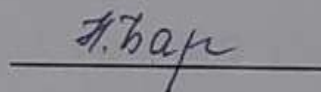
(Strochenko N.I.)
(surname and initials)

Dean of the Faculty of Economics
and Management



(Strochenko N.I.)

Methodist of the Department
of education quality,
licensing and accreditation



(N. Baranik)

Registered in the electronic data base: _____ 21.07 _____ 20 20 year
date

1. Description of educational discipline

Name of indicators	Industry knowledge training direction, education and qualification level	Description of educational discipline
		full-time students
Number of credits – 3	Industry Knowledge - Management and administration	Elective
	073 “Management”	
Module - 2		Year of training:
Content modules: 3		2020-2021
Total hours - 90		Course
		4
		Semester
		8th
Weekly hours for full-time study: classroom – 2.44; independent work of the student – 2.56	Educational and qualification level: bachelor	Lectures
		20 hours
		Practical classes
		10 hours
		Independent work
		60 hours
		Individual tasks
		Type of control:
		exam

Ratio of number of hours of classroom training for independent and individual work are:
for full-time students - 1/1 (44/46)

2. The purpose and objectives of discipline

The purpose of the discipline: the formation of professional knowledge and skills to effectively communicate with colleagues, customers and business partners and organizations.

Task of the discipline: learning theoretical principles, content, structure and tasks of communication management, learning techniques of psychological diagnostics as a prerequisite for effective communication in the management, mastering techniques and skills Professional Communication Specialists using verbal and non-verbal communication techniques and technologies, acquiring knowledge and skills in cross-cultural communication, professional use of modern communication technologies to building effective relationships with business partners, compliance with the rules of etiquette and culture of communication in a professional environment.

The study of the discipline " The study of the discipline "Communicative Management" involves the formation of students' competencies:

	Program competence	Code
	General	
1	Ability to think abstractly, analyze, synthesize, and establish relationships between socioeconomic phenomena and processes.	3K 1
2	Ability to apply conceptual and basic knowledge, understanding the subject area and the profession of manager.	3K 2.
3	Ability to work in a team and establish interpersonal interaction in solving professional problems.	3K 5.
4	Ability to learn and acquire modern knowledge.	3K 6.
	Professional (special)	
1	Ability to choose and use modern management tools	ΦK 5
2	Ability to create and organize effective communications in the management process	ΦK 8
3	Ability to form and demonstrate leadership qualities and behavioral skills	ΦK 10

2.3 Program learning outcomes

As a result of studying the discipline "Communicative management" the student must be able to demonstrate the following learning outcomes:

No	Program learning outcomes	Code
1	Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership	ΠPH 3
2	Demonstrate skills of interaction, leadership, teamwork	ΠPH 9
3	Communicate orally and in writing in state and foreign languages	ΠPH 13
4	Demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical	ΠPH 16

3. The program of educational discipline

(Methodological Council of the faculty «28» January 2019., protocol №3 ,
Methodological Council of the University on approbation)

Content module 1. Theoretical foundations of communication management

Topic 1. Theoretical foundations of communication management. Communication and a new interdisciplinary research areas that form the theory and practice of social communications. communication historical basis. The main categories and concepts communication. Preconditions and factors of communicative process. Models communicative process. The nature of communication forms, types, kinds and levels of communication. Context communication and the factors that shape it. Informal, role and business communication. General principles of communication. Professional and business communication. General principles of communication. Factors effective business and professional communication. Communication barriers and their types. The content and communication management task. The communicative impact. Methods communicative impact. Communicative competence manager. Structure of communicative competence manager.

Topic 2. Psychodiagnostics. Social perception as a prerequisite for successful interactive communication. The issue of decision and understanding the communication partner. The content and the basic concepts of psychological diagnostics. Methods of psychological diagnostics. Visual psychodiagnostics communication partner. Psychodiagnosis visual task and the main source of visual information about the properties of the human psyche. Evaluation of personal image rights. The first impression of the man. Evaluation of the factors affecting the first impression. Evaluation of the psychological characteristics of human constitution. Psychological evaluation of facial features, eyes, sight, movement, laughter, voice broadcasting rights. Psychological analysis of clients' businesses. Analysis of nonverbal behavior. Assessment of the emotional state of the communication partner. Diagnosis insincere behavior communication partner.

Content module 2. Types of communication in the communicative practice

Topic 3. Verbal communication in the communicative practice manager. The nature and content of verbal communication. The content and structure of verbal communicative act. Speech as the main form of communication activity manager. The concept of discourse and its shape. Types of professional discourse. Semiotics verbal communication. Public speaking. Oratory and rhetorical management. The structure of the conversation. Theory and Practice of proof and persuasion. Technology "small talk." Technology greetings. Methods and techniques of presentation. Business negotiations and meetings. Methodology and practice of business meetings and conferences. Methodology and practice of debate, controversy, telephone conversations, interviews. Speech Technology. The rules of effective listening. The problems in professional communication managers.

Topic 4. Nonverbal communication in the communicative practice manager. The essence and characteristics of non-verbal communication. Kinesics, proksymika, okulistka, taktylika, vokalika, lens and hronimika in communicative practice manager. The symbolism of color. Methodology and Practice nonverbal communication manager. Building business image company employee communication as a tool of influence. Composite image of a business manager. Appearance, behavior and trappings in shaping communicative style manager.

Content module 3. National stereotypes in the communication management

Topic 5. Intercultural Communication.

Concepts, problems and peculiarities of intercultural communication. The concept of culture in intercultural communication. The typology of cultures: Mono active, active and reactive field, collectivist and individualist, high context and low context, verbal and nonverbal. National stereotypes. Intercultural competence manager of its components. Features national styles of business communication in Europe and Anglo-America. Features national styles of business communication in Asia. Sign language in different cultures and countries.

Topic 6. Technology of communication management.

The nature of psychological manipulation in the context of communicative interaction manager. Causes of manipulative influence on human behavior. Methods and techniques of manipulation. Methods of neutralization, combat and protect against manipulation. Using the concept of transactional communication Eric Berne in the construction of communicative interaction. Tactics communication. Basic concepts of the theory and neuro-linguistic programming (NLP), problems and prospects of its application in the communication management. Suggestive techniques. Using NLP techniques in communicative practice manager. Communication using the Internet - technologies. Internet - dialogue. Electronic correspondence. Organization of Internet-conferences. Asynchronous and synchronous conference. The communication interaction through social networks. Communication capabilities IP- telephony and use enterprise manager.

Topic 7. Communicative culture and professional etiquette.

The concept and role of business and professional etiquette. Principles of professional and business etiquette. Greeting etiquette, presentation and answer questions. Psychological aspects of etiquette. Etiquette calls. Culture of Professional Communication. The components of communicative culture manager. Principles of communicative behavior manager.

The structure of educational discipline

Titles content modules and themes	Number of hours			
	Full-time education			
	Total	Including		
		L	P	Independent
1	2	3	4	5
Module 1 General office work				
Content module 1 Organization of work with documents				
Theme 1. Theoretical foundations of communication management	16	4	2	10
Theme 2. Psychodiagnostics	10	-	-	10
Total hours for content module 1	26	4	2	20
Content module 2 Types of communication in the communicative practice				
Theme 3. Verbal communication in the communicative practice manager.	16	4	2	10
Theme 4. Nonverbal communication in the communicative practice manager.	16	4	2	10
Total hours for content module 2	32	8	4	20
Total hours	58	12	6	40
Module 2: Practical Principles in the communication management				
Content module 3 National stereotypes in the communication management				
Theme 5 Intercultural Communication.	16	4	2	10
Theme 6 Technology communication management.	7	-	2	5
Theme 7 Culture of communication and professional etiquette.	9	4	-	5
Total hours for content module 3	32	8	4	20
Total hours		20	10	60
Total discipline hours	90	20	10	60

4. Themes and plan of lectures

N^o	Name and contents of modules and their elements	Hours
1	Theme 1. Theoretical foundations of communication management. 1. The content and objectives of management communication. 2. Professional and business communication. General principles of communication. 3. Communication barriers and their types. The communicative impact.	4
2	Theme 2. Verbal communication in the communicative practice manager. 1. The nature and content of verbal communication. 2. Business negotiations and meetings. Techniques and practices for their implementation. 3. Methodology and practice of debate, controversy, telephone conversations, interviews..	4
3	Theme 3 Nonverbal communication in the communicative practice manager 1. The essence and characteristics of non-verbal communication. 2. Components business image manager. 3. The appearance, manners and trappings in shaping communicative style manager.	4
4	Theme 4. Intercultural Communication. 1. Concept, problems and peculiarities of intercultural communication. 2. National stereotypes. 3. Intercultural Competence Manager of its components.	4
5	Theme 5 Culture of communication and professional etiquette. 1. The concept and role of business and professional etiquette. 2. Principles of professional and business etiquette. 3. Greeting etiquette, presentation and answer questions.	4
Total		20

6. Themes of practical classes

N^o	Name and contents of modules and their elements	Quantity of hours
1	Theme 1. Communication as part of the communication management	2
2	Theme 2. Verbal communication in the communicative practice manager.	2
3	Theme 3. nonverbal communication in the communicative practice manager.	2
4	Theme 4. Intercultural Communication	2
5	Theme 5 Technology communication management.	2
Total:		10

7. Independent work

N^o	Name and contents of modules and their elements	Quantity of hours
1	Theme 1. Theoretical foundations of communication management.	10
2	Theme 2 Psychodiagnostics.	10
3	Theme 3. Verbal communication in the communicative practice manager.	10
4	Theme 4. nonverbal communication in the communicative practice	10

	manager.	
5	Theme 5. Intercultural Communication.	10
6	Theme 6. Technology communication management.	5
7	Theme 7. Communicative culture and professional etiquette.	5
Total		60

8. Methods of teaching

- Organization and implementation of teaching and learning activities;
- Methods of stimulating learning activities;
- The methods of monitoring training

9. Methods of control

- Oral control;
- A written control;
- Test control;
- Practical test

10. Distribution points that get students

Current testing and independent work							Total for modules and independent	Attestation	Exam	Sum
Module 1 0-20 points				Module 2 0-20 points						
Content module 1		Content module 2		Content module 3						
T1	T2	T3	T4	T5	T6	T7	55 (40+ 15)	15	30	100
5	5	5	5	7	7	6				

11. Scale: national and ECTS

The sum of the points for all types of training activities	Score Of ECTS	Score from the national scale	
		for the examination, course project (work), practice	for classification
90 – 100	AND	Excellent	credited with
82-89	IN	Good	
74-81	C		
64-73	D		
60-63	E	Satisfactory	
35-59	FX	unsatisfactory with the possibility of re-Assembly	not counted with the possibility of re-Assembly
0-34	F	Unsatisfactory with the obligatory re-study of the discipline	You failed with obligatory studying of disciplines

12. The educational literature:

Main

1. Summary of lectures on the subject "Communication Management" for students of specialty 073 "Management", 074 "Public administration and administration" of full-time and distance forms of study- Sumy: SNAU, 2019 - 74 p.

2. Workbook "Communicative Management" to carry out the practical tasks for students 4-year field of study 073 "Management", 074 "Public administration" full-time and distance learning in agrarian higher educational institutions - Sumy: SNAU, 2019.- 33 p.

3. Communicative Management: Methodical recommendations for independent work for students of specialities 073 "Management" and 074 "Public management and Administration" of Full-time and Part-time forms of studying- Sumy: SNAU 2019.- 33 p.
4. Moodle -<https://cdn.snau.edu.ua/moodle/course/view.php?id=3217>
5. <http://mcom320.net/fulltextbook.pdf>

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