

ANNOTATION OF THE COURSE

«COMMUNICATION MANAGEMENT»

Educational programs: for all specialties of the faculty

Cycle: professional and practical training.

Status: elective course.

Academic year: 2021-2022 e.y., 2nd semester.

The purpose of the discipline – formation of students' a holistic view of the essence of communicative management and professional knowledge and skills for effective communication with colleagues, customers and business partners of enterprises and organizations.

Tasks of discipline – study of theoretical principles, content, structure and tasks of communicative management, mastering the methods of psychodiagnostics as a prerequisite for effective communication in the management process, mastering methods and practical skills of professional communication of management using verbal and nonverbal communication techniques and technologies, acquisition of knowledge and skills in intercultural communication , professional use of modern communication technologies to build effective relationships with business partners, compliance with etiquette and communication culture in a professional environment.

As a result of studying the discipline the student must

know:

- terminology for basic concepts of communicative management system;
- objects and subjects of communicative management;
- the principle of operation and components of communicative management;
- knowledge of the theory and practice of management decisions during the communication process;
- the essence of verbal and nonverbal communication;
- features of intercultural communications;
- communication management technologies
- the essence of communicative culture and professional ethics.

be able:

- communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity);
- use the basic elements of effective communication: source, message, audience, communication channels;
- plan the communication process and develop a communication plan;
- choose and use concepts, methods and tools to improve interpersonal communication;
- create and organize effective communications in the management process;
- apply the rules of communicative and professional etiquette;
- independently master new knowledge, use modern educational and research technologies in the field of communicative management.

CONTENT OF THE DISCIPLINE

Theme 1. Theoretical foundations of communicative management.

Theme 2. Psychodiagnostics.

Theme 3. Varieties of communication in communicative practice

Theme 4. Verbal communication in the communicative practice of the manager.

Theme 5. Nonverbal communication in the communicative practice of the manager.

Theme 6. Intercultural communication.

Theme 7. Technologies of communicative management.

Theme 8. Communicative culture and professional etiquette.

Theme 9. Methods of manipulation in business communications.

Teaching Staff:

Lecturer: PhD (Econ.), Associate Professor of Management Department Liudmyla Batsenko

Teacher of practical classes: PhD (Econ.), Associate Professor of Management Department
Liudmyla Batsenko

Duration: 5 ECTS credits, 15 weeks, 4 hours per week.

Assessment: current assessment - 2 Modules, final control - credit.