

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SUMY NATIONAL AGRARIAN UNIVERSITY

**Public Management and Administration Department**  
Faculty of Economics and Management

**MODULE SYLLABUS**

**Social Communications in Modern Business**

**(compulsory)**

**Implemented in the “*Administrative management*” Academic Program**

**Area of specialization 073 “*Management*”**

**at the second (master's) level of higher education**

Author:  **Kateryna DUDNYK assistant of Public Management and Administration Department**

|                                                                                       |                                                                                                                                                                |
|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Module syllabus agreed at the Public Management and Administration Department meeting | Protocol № 20 dated 03 June, 2025                                                                                                                              |
|                                                                                       | Head of Public Management and Administration Department<br> ( Alina BRYCHKO) |

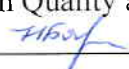
**Approved by:**

Guarantor of the Academic program  (Larysa KALACHEVSKA)

Dean of the Faculty  (Svitlana LUKASH)

Syllabus review (attached) is provided by:  (Tetyana KHARCHENKO)

 (Svitlana LUKASH)

Representative of the Department of Education Quality assurance, licensing and accreditation  ( Nadia Baranik )

Registered in electronic data base 19.06. 2025

| Academic year in which changes are made | The number of the appendix to the work program with a description of the changes | The changes have been reviewed and approved                     |                    |                                      |
|-----------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------|--------------------|--------------------------------------|
|                                         |                                                                                  | Date and number of the minutes of the meeting of the department | Head of Department | Guarantor of the educational program |
|                                         |                                                                                  |                                                                 |                    |                                      |
|                                         |                                                                                  |                                                                 |                    |                                      |
|                                         |                                                                                  |                                                                 |                    |                                      |
|                                         |                                                                                  |                                                                 |                    |                                      |

# 1. GENERAL INFORMATION ABOUT THE EDUCATIONAL COMPONENT

|     |                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |            |      |
|-----|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------|
| 1.  | Title                                                                         | Social communications in modern business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |      |
| 2.  | Faculty/Department                                                            | Economics and Management / Public Administration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |            |      |
| 3.  | Type (compulsory or optional)                                                 | compulsory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |      |
| 4.  | Program(s) to which module is attached (to be filled in for compulsory types) | 073 Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |            |      |
| 5.  | Module can be suggested for (to be filled in for optional types)              | Administrative management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |            |      |
| 6.  | Level of the National Qualifications Framework                                | 7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |            |      |
| 7.  | Semester and duration of module                                               | 2, 1-15 weeks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |            |      |
| 8.  | ECTS credits number                                                           | 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |            |      |
| 9.  | Total workload and time allotment                                             | Directed study                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |            |      |
|     |                                                                               | Lectures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Practicals | Labs |
|     |                                                                               | 24                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 24         | -    |
|     |                                                                               | 102                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |            |      |
| 10. | Language of instruction                                                       | English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |            |      |
| 11. | Module leader                                                                 | Kateryna DUDNYK assistant of Public Management and Administration Department                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |            |      |
| 12. | Module leader contact information                                             | Email: snauinterstud@gmail.com<br>SNAU, building of the Faculty of Economics and Management, aud. 310 e                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |            |      |
| 13. | Module description                                                            | The course contributes to students' personal development, enhances their literacy, and improves their professional communicative competence. Significant attention is devoted to the practical component, which is implemented through trainings, role-playing exercises, testing, discussions of various business scenarios, case study analysis, as well as the preparation and defense of individual written assignments. These assignments reflect students' original models or concepts for solving problems that arise in both direct and indirect business communication within the modern business environment. |            |      |
| 14. | Module aim                                                                    | is to enhance the communicative culture of second-level higher education students by fostering an understanding of successful interaction as a key to success and a foundation for building productive business relationships in the modern business environment                                                                                                                                                                                                                                                                                                                                                        |            |      |
| 15. | Module Dependencies (prerequisites, co-requisites, incompatible modules)      | The educational component is based on the study of such disciplines as conflictology and management psychology and is interconnected with other components of the educational program. The educational component serves as a foundation for professional internships and the preparation of a qualification (final) thesis.                                                                                                                                                                                                                                                                                             |            |      |
| 16. | The policy of academic integrity                                              | When performing practical work, writing essays and writing modular, attestation, test and examination papers, the student must follow the rules of academic integrity. Upon detection of facts of write-off or academic dishonesty, the work performed by the student is canceled.                                                                                                                                                                                                                                                                                                                                      |            |      |

|    |                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|----|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                | <p>The policy on academic integrity is based on the norms of the "Code of Academic Integrity of SNAU" and "Regulations on the Prevention and Detection of Academic Plagiarism in Sumy NAU" (approved by the Academic Council of SNAU № 6 of 26.12.2017),</p> <p>In particular, for violating the rules of academic integrity (in one form or another, provided by the Code) during the study of the OK, persons studying at the university may be held liable for such forms of:</p> <ul style="list-style-type: none"> <li>- re-assessment;</li> <li>- re-passing the training course;</li> <li>- warning;</li> <li>- reprimand;</li> <li>- deductions from the university; (Part 5 of Article 48 of the draft Law of Ukraine "On Education");</li> <li>- arrest or restriction of liberty, or imprisonment, with deprivation of the right to hold certain positions or engage in certain activities with a fine.</li> </ul> <p>Violations of the Code of Academic Integrity by any participant in the educational process (student or teacher) must be reported to the Academic Integrity Council in accordance with the procedure specified in the Code (Part 4).</p> |
| 17 | Link in Moodle | <a href="https://cdn.snau.edu.ua/moodle/course/view.php?id=5491">https://cdn.snau.edu.ua/moodle/course/view.php?id=5491</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

## 2. LEARNING OUTCOMES AND THEIR RELATIONSHIP WITH SOFTWARE

### LEARNING OUTCOMES

| MLOs:<br>On successful completion of the module the learner will be able to:                                                                                                                                                                                 | PLOs                                                                                                                                                         |                                                                                                                                                            |                                                                                                                                                                 | How assessed                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
|                                                                                                                                                                                                                                                              | PLOs 7<br>Organize and carry out effective communication within a team, with representatives of various professional groups, and in an international context | PLOs 10<br>Demonstrate leadership skills and the ability to work in a team, interact with people, and influence their behavior to solve professional tasks | PLOs 13<br>Be able to plan and implement informational, methodological, material, financial, and human resource support for an organization (or its department) |                                        |
| MLOs 1: understand the place of analysis and control in the management system of the enterprise, its essence, functions and main tasks                                                                                                                       | x                                                                                                                                                            | x                                                                                                                                                          |                                                                                                                                                                 | Multiple choice tests                  |
| MLOs 2: to know and understand a set of methods of management analysis                                                                                                                                                                                       |                                                                                                                                                              | x                                                                                                                                                          | x                                                                                                                                                               | Multiple choice tests, essay execution |
| MLOs 3: know modern methods of economic and managerial analysis                                                                                                                                                                                              | x                                                                                                                                                            | x                                                                                                                                                          |                                                                                                                                                                 | Multiple choice tests, essay execution |
| MLOs 4: understand the main economic processes occurring in the enterprise, accounting registers and forms of accounting, accounting for cash in the company's cash and current account, inventories and finished goods, fixed assets and intangible assets. | x                                                                                                                                                            | x                                                                                                                                                          | x                                                                                                                                                               | Multiple choice tests, essay execution |

### 3. PROGRAM OF THE COURSE

| Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Distribution of hours |    |    | Learningresources<br>B - basic,<br>A - additional |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----|----|---------------------------------------------------|
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Classroom work        |    | IW |                                                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | LC                    | PC |    |                                                   |
| <b>Topic 1. The Essence, Structure, and Types of Social Communication</b><br><b>1.The Science of Communication</b><br>1.1. The essence and general characteristics of the communication process<br>1.2. The purpose, principles, functions, and laws of social communication<br>1.3. Types of social communication<br>1.4. Elements of the communication process<br><b>2.Research in Social Communication</b><br>2.1. Communication as a process<br>2.2. General characteristics of communication<br>2.3. Nature, system, structure, and forms of social communication | 2                     | 2  | 12 | 1,4,7                                             |
| <b>Topic 2. Models and Technologies of Social Communication</b><br><b>1. Models of Social Communication</b><br>1.1. Linear models of communication<br>1.2. Non-linear models of communication<br><b>2. Technologies of Social Communication in Modern Business</b><br>2.1. Communication styles<br>2.2. Manipulation in communication<br>2.3. Managing the emotional component of the communication process<br><b>3. Peculiarities of Intercultural Business Communication</b><br>3.1. Cross-cultural management<br>3.2. Business culture                              | 4                     | 4  | 12 | 2,4,10                                            |
| <b>Topic 3. Social Communication in the Managerial Process of Modern Business</b><br><b>1.Social Communication in Modern Business</b><br>1.1. The Essence and Structure of Communication<br>1.2. Types of Interpersonal Communication<br>1.3. Communication Styles<br>1.4. Communication Positions<br><b>2.Ethics of Business Communication</b><br>2.1. Culture and Technique of Speech<br>2.2. Communicative Competence                                                                                                                                               | 2                     | 2  | 12 | 5,8,9                                             |
| <b>Topic 4. Organization of Communication and Interaction</b><br><b>1. Verbal and Nonverbal Means of Communication and Their Correlation in the Communicative Process</b><br>1.1. Language as a Means of Communication and Its Forms<br>1.2. Oral and Written Communication<br>1.3. Rules of Successful Communication and Argumentation<br><b>2. The Essence and Features of Nonverbal Communication</b><br>2.1. Main Components of Nonverbal Communication<br>2.2. Organization of Space and Time                                                                     | 2                     | 2  | 12 | 1,7                                               |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |    |    |    |         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|---------|
| <b>Topic 5. Communication in Organizations and the Formation of Corporate Culture</b><br><b>1.Communication as a Function of Organizational Management</b><br>1.1. Internal and External Environment of the Organization<br>1.2. Social Structure of Communication within the Organization<br>1.3. Types of Communication in the Organization<br><b>2.Principles of Forming Corporate Culture in the Organization</b><br>2.1. The Concept and Role of Corporate Culture in the Organization<br>2.2. Content of Corporate Culture<br>2.3. Stages of Corporate Culture Formation | 4  | 4  | 12 | 3,12,17 |
| <b>Theme 6. Business Communication as a Form of Business Interaction</b><br><b>1. Business Conversation as a Form of Business Communication</b><br>1.1. Essence, Purpose, and Phases of a Business Conversation<br>1.2. Business Meeting<br>1.3. Business Appointment<br><b>2.Business Communication Through Written Documents</b><br>2.1. Role of Written Documents in Business Communication<br>2.2. Business Correspondence<br>2.3. Rules for Writing Business Letters<br>2.4. Business Card                                                                                | 4  | 4  | 12 | 4,16,19 |
| <b>Topic 7. Business Negotiations as a Form of Business Communication</b><br>1.Strategies and Features of Negotiation Planning<br>2.Styles of Negotiation<br>3.Techniques of Conducting Negotiations<br>4.Phases of Negotiation<br>5.Recommendations for Conducting Business Negotiations<br>6.Protocol Aspects of Business Negotiations                                                                                                                                                                                                                                       | 2  | 2  | 6  | 5,21    |
| <b>Theme 8. The Impact of Media on Business Operations</b><br><b>1. Social Internet Communications</b><br>1.1. The Concept of Social Communications and Internet Services<br>1.2. Advantages and Disadvantages of Internet Services for E-Business<br>1.3. Features of the Classification of Social Internet Services<br><b>2. Responsibility in the Formation of Mass Information</b><br>2.1. Comparative Analysis of Theories of Social Communication<br>2.2. Mass Communication Technologies in Modern Business Practices                                                   | 4  | 4  | 12 | 14,19   |
| <b>TOTAL</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 24 | 24 | 90 |         |

#### 4. TEACHING AND LEARNING METHODS

| MLOs                                                                                                                                                                                                                 | Teaching methods (work to be carried out by the teacher during classes, consultations) | Teaching methods (what types of educational activities the student must perform independently) |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| MLOs 1: understand the role of communication in the management system of a modern enterprise, including its nature, structure, functions, and significance in business processes.                                    | lectures, practical classes, discussions, explanations and quick surveys               | Studying lecture material, preparing presentations                                             |
| MLOs 2: to know and understand various forms, styles, and types of interpersonal and business communication, including both verbal and nonverbal means.                                                              | Lecture, practical class, discussion, explanation, small group work, quick survey      | Studying lecture material, preparing to present practical tasks                                |
| MLOs 3: be able to apply modern communication techniques in organizational contexts, including business meetings, negotiations, written correspondence, and digital communication tools                              | Lecture, practical class, discussion, case method, quick survey                        | Studying lecture material, preparing to present practical tasks, preparing presentations       |
| MLOs 4: understand the ethical and cultural aspects of business communication, including the formation of corporate culture, principles of effective interaction, and the impact of media on business communication. | Lecture, practical class, discussion, explanation, quick survey                        | Elaboration of theoretical material, performance of calculation tasks, preparation of essays   |

#### 5. ASSESSMENT

##### 5.1.1. To assess the expected learning outcomes provided

| No | Methods of summative evaluation                                                             | Points / Weight in the overall score | Date of compilation               |
|----|---------------------------------------------------------------------------------------------|--------------------------------------|-----------------------------------|
| 1. | Essay, presentation                                                                         | 20/20%                               | Until the 13th week               |
| 2. | Individual work (individual calculation task, presentation)                                 | 10/10%                               | Up to 14-15 weeks                 |
| 4. | Testing                                                                                     | 15/15%                               | During the semester               |
| 5. | Exam (written answer to open-ended questions and performance of practical-calculation task) | 55/55%                               | According to the session schedule |

## 5.1.2. Evaluation criteria

| <b>Summative assessment method</b> | <b>Unsatisfactory</b>                                                | <b>Satisfactory</b>                                                                                                                           | <b>Good</b>                                                       | <b>Excellent</b>                                                                                                                    |
|------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Essay                              | <12 points                                                           | 12-15 points                                                                                                                                  | 15-18 points                                                      | 19-20 points                                                                                                                        |
|                                    | Task requirements not met                                            | Most requirements are met, but some components are missing or insufficiently disclosed, there is no analysis of other approaches to the issue | All requirements of the task are fulfilled                        | All requirements of the task are fulfilled, creativity, thoughtfulness is shown, own solution of a problem is offered               |
| Testing                            | < 9 points                                                           | 9-11 points                                                                                                                                   | 12-13 points                                                      | 14-15 points                                                                                                                        |
|                                    | provided the correct answer to less than 60% of the tasks            | provided the correct answer to 60% -74% of tasks                                                                                              | given the correct answer to 75% - 89% of tasks                    | provided the correct answer for 90% or more of the tasks                                                                            |
| Individual work                    | < 17 points                                                          | 17-23 points                                                                                                                                  | 14-30 points                                                      | 31-35 points                                                                                                                        |
|                                    | Task requirements not met                                            | Most of the requirements are met, but some components are missing or insufficiently disclosed                                                 | All requirements of the task are fulfilled                        | All the requirements of the task are fulfilled, creativity is demonstrated, the results are presented within the general discussion |
| Exam                               | 0-5 points                                                           | 5-15 points                                                                                                                                   | 15-27 points                                                      | 27-30 points                                                                                                                        |
|                                    | The student is not sufficiently oriented in the theoretical material | The student is not sufficiently oriented in the theoretical material, but some components are disclosed                                       | The student is sufficiently oriented in the theoretical material, | The student is well versed in the theoretical material                                                                              |

## 5. 2. Summative assessment:

To assess current learning progress and understand areas for further improvement

| <b>№</b> | <b>Elements of formative assessment</b>                                             | <b>Date</b>              |
|----------|-------------------------------------------------------------------------------------|--------------------------|
| 1        | Testing in (Kahoot / Quizizz)                                                       | at the end of each topic |
| 2        | Oral feedback from the teacher during classroom work                                | constantly               |
| 3        | Oral questioning during classes and feedback from the teacher during classroom work | constantly               |
| 4        | Conversation and discussion during classroom lectures                               | constantly               |
| 5        | Oral feedback from the teacher on the results of the IW                             | 14-15 weeks              |
| 6        | Discussion of reports on the topic of independent study of the discipline           | constantly               |
| 7        | Oral feedback from the teacher and students after the exam                          | 15 weeks                 |

### 5.3. Assessment scale operating at the University:

| The sum of points<br>for all types of<br>educational<br>activities | Score on a national scale                                        |                                                           |
|--------------------------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------|
|                                                                    | For exam, course project (work),<br>practice, qualification work | for offset                                                |
| 90 - 100                                                           | perfectly                                                        | credited                                                  |
| 82-89                                                              | fine                                                             |                                                           |
| 75-81                                                              |                                                                  |                                                           |
| 69-74                                                              | satisfactorily                                                   |                                                           |
| 60-68                                                              |                                                                  |                                                           |
| 35-59                                                              | unsatisfactory with the possibility<br>of reassembly             | not credited with the possibility of<br>re-assembly       |
| 0-34                                                               | unsatisfactory with mandatory re-<br>study of the discipline     | not enrolled with mandatory re-study<br>of the discipline |

## 6. LEARNING RESOURCES

### 6.1. Key resources

#### 6.1.1. Textbooks / manuals

1. Botvyna, N. V. *International Cultural Traditions: Language and Ethics of Business Communication*. Kyiv: ArtEk, 2008. 252 pp.
2. Gritsenko, T. B., Gritsenko, S. P., Ishchenko, T. D., Melnychuk, T. F., Chupryk, N. V., Anokhina, L. P. *Ethics of Business Communication* – textbook. Kyiv: Center for Educational Literature, 2007. 344 pp.
3. *Business Communication: Key Concepts and Forms*. Studopedia. Available at: [studopedia.org/10-159396.html](http://studopedia.org/10-159396.html)
4. Kovalynska, I. V. *Nonverbal Communication*. Kyiv: Education of Ukraine Publishing House, 2014. 289 pp.
5. *Communication*. Wikipedia (Ukrainian). Available at: [uk.wikipedia.org/wiki/ Conflicts, Negotiations, Stresses, and Communication](http://uk.wikipedia.org/wiki/Conflicts,_Negotiations,_Stresses,_and_Communication). Available at: [naub.ua.edu.ua/2010/osoblyvosti-manipulyatsiji](http://naub.ua.edu.ua/2010/osoblyvosti-manipulyatsiji) (on features of manipulating consciousness in the communication process)
6. Kosenko, Yu. V. *Foundations of Language Communication Theory*; textbook. Sumy: SumDU, 2011. 282 pp.
7. Kurevina, I. O. *Conflictology and Negotiation Theory*; textbook. Kyiv: Center for Educational Literature, 2012. 176 pp.
8. Lesko, O. Y., Prishchak, M. D., Ruzakova, H. H., Zaliubivska, O. B. *Ethics of Business Relationships*; textbook. Vinnytsia: Vinnytsia National Technical University, 2009. 187 pp.
9. *Intercultural Communication*. Wikipedia (Ukrainian). Available at: [uk.wikipedia.org/wiki/](http://uk.wikipedia.org/wiki/)
10. *Moral Culture of Communication*. Available in PDF via Kharkiv National University's website.
11. *Why Are Business Cards Needed?* Available at: [cikavosti.com/navishhopotribni-vizitni-kartki/](http://cikavosti.com/navishhopotribni-vizitni-kartki/)
12. *Features of Conducting Business Negotiations*. Available at: [posibnyky.vntu.edu.ua/et\\_st/p5-2.html](http://posibnyky.vntu.edu.ua/et_st/p5-2.html)
13. *Features of Manipulating Consciousness in the Communication Process*. Available at: [naub.ua.edu.ua/2010/osoblyvosti-manipulyatsiji](http://naub.ua.edu.ua/2010/osoblyvosti-manipulyatsiji).
14. *Features of Written Business Communication*. Available at: [www.dilovamova.org.ua/177.html](http://www.dilovamova.org.ua/177.html)
15. Petryk, V. M., Prysiazhniuk, M. M., Kompantseva, L. F., Skulysh, Ye. D., Boiko, O. D., Ostroukhiv, V. V. *Suggestive Technologies of Manipulative Influence*; 2nd ed. Kyiv: ZAT VIPOL, 2011. 248 pp.
16. Saitarly, I. A. *Culture of Interpersonal Relationships*; textbook. Kyiv: Akademvydav, 2007. 240 pp.
17. Skibitska, L. I. *Organization of the Manager's Work* [in Ukrainian]; textbook. Kyiv: Center for Educational Literature, 2009.
18. *Essence and Means of Nonverbal Communication*. Available at: [studentam.net.ua/content/view/3467/97/](http://studentam.net.ua/content/view/3467/97/)
19. *Interview Techniques and Methodology*. Available at: [nauditor.com.ua](http://nauditor.com.ua).
20. Chmut, T. K. *Ethics of Business Communication*; 4th ed. Kyiv: Vikar, 2004. 224 pp.
21. Shevchuk, S. V. *Ukrainian Language for Professional Purposes*. Kyiv: Alerta, 2011. 696 pp.

### 6.2. Additional resources

1. Bigel, K. S. Introduction to Financial Analysis. Open Touro Textbooks, 2022. URL: <https://touro scholar.touro.edu/cgi/viewcontent.cgi?article=1001&context=open textbooks>
2. White, G. I., Sondhi, A. C., Fried, D. The Analysis and Use of Financial Statements. Wiley, 2003. URL: <https://www.amazon.com/Analysis-Use-Financial-Statements/dp/0471375942/>

3. Bragg, S. M. Accounts Receivable Management Best Practices. Wiley, 2005. URL: <https://www.amazon.com/Accounts-Receivable-Management-Best-Practices/dp/0471716545>
4. Cornelissen, J. Corporate Communication: A Guide to Theory and Practice. 6th ed. SAGE Publications, 2020. URL: <https://contents.lspr.ac.id/2022/05/2004-Joep-Cornelissen-Corporate-Communication.pdf>
5. Floyd, K., Cardon, P. Business and Professional Communication, 2nd ed. McGraw-Hill Education, 2024. URL: <https://www.mheducation.com/highered/product/Business-and-Professional-Communication-Floyd.html>
6. McLean, S. Business Communication for Success. Open Textbook Library, University of Minnesota, 2015. URL: <https://open.umn.edu/opentextbooks/textbooks/8>
7. Hartley, P. Business Communication. Routledge, 2008. URL: <https://dcomm.org/wp-content/uploads/2019/05/Business-Communication-PDFDrive.com-.pdf>
8. Shannon, C. E. A Mathematical Theory of Communication. Bell System Technical Journal, 1948. URL: [https://en.wikipedia.org/wiki/A\\_Mathematical\\_Theory\\_of\\_Communication](https://en.wikipedia.org/wiki/A_Mathematical_Theory_of_Communication)
9. Doumont, J. Trees, Maps, and Theorems: Effective Communication for Rational Minds. Principiae, 2009. URL: <https://www.wired.com/2012/08/trees-maps-and-theorems/>

### **6.3 Computer Applications and soft**

1. Google Workspace (Docs, Slides, Forms) – for preparing and presenting communication tasks, sharing presentations, conducting express surveys, and collaborative work.
2. Moodle Distance Learning System, version 3.11 – for organizing and supporting distance learning: accessing lecture materials, submitting practical assignments, participating in forums and discussions.
3. Zoom Video Communications, Inc., version 5.6.1 – for conducting online lectures, discussions, and group communication training (if necessary).
4. Canva / Microsoft PowerPoint – for creating visual materials and presentations for business communication tasks and public speaking exercises.
5. Mentimeter / Google Forms – for interactive surveys, feedback collection, and quick assessment of communicative understanding during lessons.

### **6.4.Information resources:**

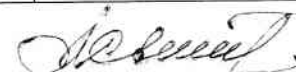
1. <https://www.businesscommunicationarticles.com>
2. <https://www.mindtools.com>
3. <https://hbr.org>
4. <https://www.sciencedirect.com>
5. <https://www.shrm>.
6. <https://open.umn.edu/opentextbooks>

**Work program review (syllabus)**

| Parameter by which the work program (syllabus) of the educational component is evaluated by the guarantor or a member of the project team | Yes | No | Comment |
|-------------------------------------------------------------------------------------------------------------------------------------------|-----|----|---------|
| Learning outcomes for the educational component correspond to the NQF                                                                     | +   |    |         |
| Learning outcomes for the educational component correspond to the stipulated PRN (for compulsory EC)                                      | +   |    |         |
| Learning outcomes in the educational component provide an opportunity to measure and assess the level of their achievement                | +   |    |         |

Member of the project group of the AP "Administrative management"

Svitlana LUKASH



| The parameter by which the working program (syllabus) of the educational component is evaluated by the teacher of the relevant department                                          | Yes | No | Comment |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|---------|
| Learning outcomes for the educational component correspond to the NQF                                                                                                              | +   |    |         |
| Learning outcomes for the educational component correspond to the NQF                                                                                                              | +   |    |         |
| Learning outcomes by educational component provide an opportunity to measure and assess the level of their achievement                                                             | +   |    |         |
| Learning outcomes relate to the competencies of students, not the content of the discipline (contain knowledge, skills, abilities, not topics of the curriculum of the discipline) | +   |    |         |
| The content of the EC is formed in accordance with the structural and logical scheme                                                                                               | +   |    |         |
| Learning activity (teaching and learning methods) allows students to achieve the expected learning outcomes                                                                        | +   |    |         |
| The educational component involves learning through research that is appropriate and sufficient for the appropriate level of higher education                                      | +   |    |         |
| The assessment strategy within the educational component is in line with the policy of the University / faculty                                                                    | +   |    |         |
| The provided assessment methods allow to assess the degree of achievement of learning outcomes in the educational component                                                        | +   |    |         |
| The workload of students is adequate to the volume of the educational component                                                                                                    | +   |    |         |
| Recommended learning resources are sufficient to achieve learning outcomes                                                                                                         | +   |    |         |
| The literature is relevant                                                                                                                                                         | +   |    |         |
| The list of educational resources contains the necessary software products to achieve learning outcomes                                                                            | +   |    |         |

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