

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY NATIONAL AGRARIAN UNIVERSITY
Faculty of Economics and Management
Public Management and Administration Department

MODULE SYLLABUS

EC 4 Social Communications in Modern Business

(elective component)

Speciality	Management
Educational program	Organizational management and administration
Level of higher education	the second (master's)

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Module syllabus agreed at the Public Management and Administration Department meeting	Protocol №19 dated May 11 2026
	Head of Public Management and Administration Department <u>Alina BRYCHKO</u> Alina BRYCHKO

Approved by:

Guarantor of the Academic program Alvina ORIEKHOVA

Dean of the Faculty Svitlana LUKASH

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

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

Registered in electronic data base 04.06. 2026

Syllabus review data:

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	Faculty of Economics and Management / Public Management and Administration Department			
3.	Type (compulsory or elective)	elective			
4.	Program(s) to which module is attached (to be filled in for compulsory types)				
5.	Module can be suggested for (to be filled in for optional types)	Educational program «Organizational management and administration», second level of higher education, specialty D3 «Management»			
6.	Level of the National Qualifications Framework	NQF of Ukraine – level 7, FQ-EHEA – second cycle, EQF-LLL – level 7			
7.	Semester and duration of module	The discipline is taught in the 3d semester, 12 weeks			
8.	ECTS credits number	5 credits (150 hours)			
9.	Total workload and time allotment	Directed study			Self-directed study
		Lc	Practicals	Labs	
		24	24	-	102
10.	Language of instruction	English			
11.	Module leader	Alina Brychko PhD, Associate Professor of Public Management and Administration Department			
12.	Module leader contact information	Email: alina.brychko@snau.edu.ua SNAU, building of the Faculty of Economics and Management, aud. 310 e			
13.	Module description	The discipline "Social Communications in Modern Business" will contribute to the personal growth of students, increase their literacy and improve professional communicative competence. Considerable attention in studying the course is paid to the practical component, which is provided by conducting trainings, role-playing games, testing, discussions of various business situations, solving case problems, as well as by preparing and defending individual written works that represent their own models or concepts for solving problems that arise during direct and indirect business communication in modern business.			
14.	Module aim	is to improve the communicative culture of second-level higher education students, which involves understanding successful interaction as a key to success and a platform for implementing productive business relationships in modern business.			
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	The policy on academic integrity at Sumy National Agrarian University is determined by the documents presented on the page: https://snau.edu.ua/viddil-zabezpechennya-yakosti-osviti/zabezpechennya-yakosti-osviti/akademichna-dobrochesnist/ Academic integrity of higher education applicants is an important condition for mastering the results of training in the discipline and obtaining an appropriate assessment in the current and final controls. In the event of a violation of academic integrity by a higher education applicant (cheating, plagiarism, fabrication), the work is assessed as unsatisfactory and must be performed again. At the same time, the teacher reserves the right to change the topic of the assignment. For violation of academic integrity, education applicants may be held to the following academic responsibility: - re-taking the assessment (test, exam, credit, etc.); - re-taking the relevant educational component of the educational program. Retaking the credit is possible with the permission of the Vice-Rector for Scientific, Pedagogical and Educational Work if there are valid reasons (for example, sick leave).
17	Link in Moodle	https://cdn.snau.edu.ua/moodle/course/view.php?id=
18	Keywords	Social communications, communication models, technologies, manipulations, cross-culture, ethics, speech techniques, corporate culture, verbal communications, non-verbal communications, business meetings, business correspondence, negotiations, modern business.

2. LEARNING OUTCOMES AND THEIR RELATIONSHIP WITH SOFTWARE

LEARNING OUTCOMES

MLOs: On successful completion of the module the learner will be able to:	How assessed
MLOs 1: understand the place of analysis and control in the management system of the enterprise, its essence, functions and main tasks	Multiple choice tests
MLOs 2: to know and understand a set of methods of management analysis	Multiple choice tests, essay execution
MLOs 3: know modern methods of economic and managerial analysis	Multiple choice tests
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.	Multiple choice tests, essay execution

3. PROGRAM OF THE COURSE

Topics	Distribution of hours			Learningresources B - basic, A - additional
	Classroom work		IW	
	LC	PC		
Topic 1. SOCIAL COMMUNICATIONS IN THE MODERN WORLD 1. Social communications as a prerequisite for social life 2. Historical stages of development of social communications 3. Social communications in the "Galaxy of the Internet"	2/2	2/2	9	1,4,7
Topic 2. FORMATION AND EVOLUTION OF MASS COMMUNICATIONS 1. From oral speech to print 2. From the press to the press 3. From radio to radio broadcasting 4. From television to video content 5. Mass media today how to talk about mass media: terminological and logical conclusions	2/-	2/-	12	1,2,4,10
Topic 3. INTERNET COMMUNICATIONS IN THE NETWORK SOCIETY 1. The concept of a social network. Features of social network analysis 2. Network society 3. The essence of Internet communication and its types 4. Methods of Internet communication 5. Advantages and threats of Internet communication	2/-	2/-	12	1,5,8,9
Topic 4. INTERCULTURAL COMMUNICATION 1. Actualization of intercultural communication. History of the subject 2. Typologies of cultures in the aspect of intercultural communication 3. Barriers in intercultural communication 4. Intercultural conflicts and ways to overcome them 5. The influence of social media on intercultural communication 6. Cases and collisions of intercultural communication: reflection in texts	2/-	2/-	12	1,7
Topic 5. POLITICAL COMMUNICATIONS IN THE DIGITAL AGE 1. Features and functions of political communications 2. Elements of political communications 3. Political communications under the influence of digital technologies	2/-	2/-	12	1,4,7
Topic 6. BUSINESS COMMUNICATIONS IN THE DIGITAL SOCIETY 1. Business communications: main features 2. Types of business communications 3. Main forms of business information exchange 4. Digital tools of business communications 5. Principles of effective leadership communications	2/2	2/2	9	1,2,4,10

Topic 7. MODERN SCIENTIFIC COMMUNICATIONS 1. Scientific communications: essence, functions, types 2. Evolution of forms of scientific communications in the history of science 3. Scientific communications in the information society 4. Problems of communication of science and society	2/-	2/-	12	1,5,8,9
Topic 8. COMMUNICATIVE SUPPORT OF HIGHER EDUCATION 1. University as a space of scientific and pedagogical communications 2. External communications of higher education institutions 3. University brand promotion: practical experience 4. Communicative capacity of a higher education institution in a digital society	2/-	2/-	12	1,7, 11
Topic 9. ADVERTISING AS A SPECIAL COMMUNICATIVE PRACTICE 1. The essence of advertising. Types, functions and principles of advertising 2. Features of advertising as a social institution 3. Advertising as a pragmatic communicative practice 4. Advertising in the conditions of digitalization: development trends 5. Advertising technologies as a digital communicative practice	2/-	2/-	12	1,4,7
Topic 10. PR-COMMUNICATION TECHNOLOGIES 1. Public relations as a special form of social communications 2. Definition and functions of public relations 3. Public relations technologies 4. Assessment of the effectiveness and efficiency of PR-communications	2/-	2/-	12	1,2,4,10
Topic 11. STRATEGIC COMMUNICATIONS 1. Strategy and strategic communications. New ideas and conceptual approaches 2. Development factors and potential of strategic communications 3. Strategic communication channels and work with new sources of information 4. Strategic communications at the state and international levels. Communicative strategy for the development of a territorial community	2/2	2/2	10	1,5,8,9
Topic 12. SOCIAL COMMUNICATIONS AND MANIPULATION OF PUBLIC CONSCIOUSNESS 1. Theory, structure, methods of manipulative influence 2. Propaganda as manipulative communication 3. Information wars against the background of Internet communications. Anti-fake news methodology and counter-propaganda	2/2	2/2	10	1,7, 11
TOTAL	24	24	102	

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.	Verbal: discussion, explanation, express survey Visual: - demonstration (multimedia file) Interactive learning technologies	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.	Verbal: discussion, explanation, express survey Visual: - demonstration (multimedia file) Interactive learning technologies	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	Verbal: discussion, explanation, express survey Visual: - demonstration (multimedia file) Interactive learning technologies	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.	Verbal: discussion, explanation, express survey Visual: - demonstration (multimedia file) Interactive learning technologies	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.	Multiple Choice Test	25/25%	6 weeks;
2.	Multiple Choice Test	25/25%	12 weeks
4.	Essay	20/20%	11-12 weeks
5.	Individual work (presentation)	30/30%	12 weeks

5.1.2. Evaluation criteria

Summative assessment method	Unsatisfactory	Satisfactory	Good	Excellent
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	< 16 points	16-20 points	21-23 points	24-25 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	24-28 points	29-30 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
Testing	< 16 points	16-20 points	21-23 points	24-25 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

5.2. Formative assessment

Formative exercises are designed to enable students to develop particular aspects of their learning, prior to summative assessments. Formative exercises are designed to help students use feedback and self-reflection to manage and develop their learning so that they can see how to improve their work.

No	Formative Assessment elements	Date
1.	Testing	week 6, week 12
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.	Discussion of reports on the topic of independent study of the discipline	constantly
6.	Oral feedback from the teacher and students after the credit	12 weeks

Self-assessment can be used both an element of formative and summative assessment.

5.3. Total number of EC points and rating scale

The sum of pointsfor all types of educational activities	Score on a national scale	
	For exam, course project (work), practice, qualification work	for offset
90 - 100	excellent	credited
82-89	good	
75-81		
69-74		
60-68	satisfactorily	
35-59	unsatisfactorily, repeated passing is possible	not credited, repeated passing is possible
0-34	unsatisfactorily, repeated discipline’s studying is needed	not credited, repeated discipline’s studying is needed

6. LEARNING RESOURCES

6.1. Key resources

6.1.1. Textbooks / manuals

1. Cohen J., Schmidt E. The New Digital World. How Technology Changes the State, Business, and Our Lives. Kyiv, 2021.
2. Meyer E. Cultural Map. Barriers to Intercultural Communication in Business. Kyiv, 2020. 224 p.
3. Witman K. M., Kormych A. I. Video Blogs as an Innovative Means of Political Communication. Current Problems of Politics. 2021. Issue 68. P. 52–57.
4. Kuznyak O. V. The Place of Digital and Internet Technologies in Information Support for Political Parties. Library Science. Document Science. Informology. 2020. No. 3. P. 65–73. URL: <https://journals.urau.ua/bdi/article/view/224276>
5. Skybun O. Zh. Transformation of Traditional Political Institutions and Processes Under the Influence of the New Digital Reality. Regional Studies. 2020. No. 23. P. 65–70. URL: http://nbuv.gov.ua/UJRN/regst_2020_23_14
6. Steblina N. O. Components of digitalization of politics: digital forum, digital capital and structure of digital opportunities. Politicus: scientific journal. 2020. No. 5. P. 126–132.
7. Goncharuk N. O. Psychology of business communications. Kyiv, 2020.
8. Kravchuk M. A. Social media and business communications. Kyiv, 2023.
9. Korzh M. V. Business communications in the modern world. Kyiv, 2021.
10. Kravchuk M. A. Social media and business communications. Kyiv, 2023.
11. Oliynyk O. P. Information technologies in business communications. Kharkiv, 2022.

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. 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>
3. 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>
4. Orihuela Jose Luis. The 10 new paradigms of communication in the digital age. URL: <http://medium.com/@jlori/the-10-new-paradigms-of-communication-in-the-digital-age-7b7cc9cb4bfb>
5. Gasset J. O. y. Revolt of the masses. Routledge, Chapman & Hall, Incorporated, 2023.
6. Loubere P. History of communication technology. Taylor & Francis Group, 2021.
7. Unwin P. S., Tucker D. H. History of publishing – early printing, guttenberg, incunabula. *Encyclopedia Britannica*. URL: <https://www.britannica.com/topic/publishing/The-age-of-early-printing-1450-1550>
8. Search Engine Market Share Worldwide November 2022. StatCounter GlobalStats. URL: <https://gs.statcounter.com/search-engine-market-share>
9. Liu, Shuang, Volcic, Zala, Gallois, Cindy. Introducing Intercultural Communication. Global Cultures and Contexts. Sage, 2023. 368 p.
10. Bynner J., Heinz W. R. Youth prospects in the digital society: Identities and inequalities in an unravelling Europe. London, 2021. 178 p.
11. Elishar-Malka V., Ariel Y., Weimann G. Rethinking political communication in the digital sphere. *The Journal of International Communication*, 26 (2), 190–210. URL: <https://doi.org/10.1080/13216597.2020.1771397>
12. Orihuela Jose Luis. The 10 new paradigms of communication in the digital age. URL: <https://medium.com/@jlori/the-10-new-paradigms-of-communication-in-the-digital-age-7b7cc9cb4bfb>
13. Klinger U., Kreiss D., Mutsvairo B. Platforms, Power, and Politics: An Introduction to Political Communication in the Digital Age. Cambridge, 2024. 288 p.
14. Larrosa-Fuentes J. S. Political Talk, Conversation, Discussion, Debate, or Deliberation?

An Interpersonal Political Communication Definition and Typology. *Global Media Journal México*. 2020. Vol. 17, № 33. URL: <https://rio.tamtu.edu/gmj/vol17/iss33/1>

15. Oparaugo B. Media and Politics: Political Communication in the Digital Age. *International Journal of Multidisciplinary Research and Explorer (IJMRE)*. 2021. P. 14–23. DOI: <http://dx.doi.org/10.2139/ssrn.3780554>

16. 29. Perloff R. M. The Dynamics of Political Communication: Media and Politics in a Digital Age. N. Y., 2021. 524 p. DOI: <https://doi.org/10.4324/9780429298851>

17. Bovee C. L., Thill J. V. Business Communication Today. Boston, 2022.

18. Cardon P.W. Business Communication: Developing Leaders for a Networked World. N. Y., 2020.

19. Guffey M. E., Loewy D. Essentials of Business Communication. Boston, 2021.

20. Kreps G. L. Communication in Organizations. London, 2021.

21. Lehman C. M., DuFrene D. D. Business Communication. Mason, 2021.

22. Lesikar R. V., Flatley M. E., Rentz K., Lentz P. Business Communication: Making Connections in a Digital World. N. Y., 2021.

23. Locker K. O., Kienzler D. S. Business and Administrative Communication. N. Y., 2021.

24. Newman A., Ober S. Communicating in Business. Boston, 2021.

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>