

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
VASYL STEFANYK PRECARPATHIAN NATIONAL UNIVERSITY**



Faculty of Economics

Department of Management and Marketing

**SYLLABUS OF THE DISCIPLINE
COMMUNICATION MANAGEMENT**

Educational program	<u>Management of foreign economic activity</u> <u>Management of organisations and administration</u> <u>Marketing</u>
Specialty	<u>073 Management</u>
Field of knowledge	<u>07 Management and administration</u>

Approved at the conference of the department
Minutes No. 3 from "09" November 2024

1. General information

Title of the discipline	Communication management
Lecturer	Zvarych Olena Ph.D. in Economics
Lecturers contact number	+38(050)3737875
Lecturers E-mail	olena.zvarych@pnu.edu.ua
Discipline format	Full-time, part-time
Amount of credits	3 ECTS
Link to the distance learning site	https://d-learn.pnu.edu.ua
Consultations	Consultations according to the consultation schedule

2. Annotation to the course

Effective communication is crucial in the professional activities of future management specialists, including those in foreign economic affairs. Managers at all levels rely on efficient information exchange to tackle both strategic and tactical challenges in their organizations. The success of business communication largely depends on fostering an environment of mutual understanding, trust, and collaboration, which enhances the likelihood of achieving interaction goals. Consequently, the study of "Communicative Management" is an essential component of managerial training. This course equips future professionals with the skills to analyze and address communication barriers, conduct business discussions, negotiate effectively, and apply professional communication techniques. These competencies are systematically developed throughout all stages of the learning process.

3. The purpose and objectives of the course

The objective of this course is to equip students with a solid theoretical foundation in managerial communications while developing their practical skills in organizing business meetings, negotiations, and professional interactions, as well as shaping a business professional's image.

Upon completing the "**Communication Management**" course, students should have a clear understanding of:

- The concept, types, and significance of communication in management;
- The key elements of the communication process;
- Common communication barriers and their classifications;
- Methods of managerial communicative influence.
- Effectively articulate, listen, and interpret messages;
- Prepare for and successfully engage in negotiations.
- Choose appropriate strategies, methods, and technologies to effectively manage and influence social conflicts;
- Organize and conduct a business reception.

4. Competencies

Program competencies

GC6. Ability to communicate in the state language both orally and in writing. GC7. Ability to communicate in a foreign language.

GC6. The ability to act socially responsibly and consciously.

GC11. Ability to create and organize effective communications in the management process. GC14. Understand the principles of psychology and use them in professional activities.

SC 18. Understand the structure, form and procedure for concluding foreign economic agreements (contracts) and their support.

Program learning outcomes

PRN3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.

PRN5. Describe the content of the functional areas of the organization.

PRN8. Apply management methods to ensure the effectiveness of the organization.

PRN11. Demonstrate skills of situation analysis and communication in various areas of the organization

PRN13. Communicate orally and in writing in state and foreign languages.

PRN15. Demonstrate the ability to act socially responsibly and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturalism.

PRN 20. Be able to negotiate with contractors, identify and allocate costs, risks and responsibilities of the parties, enter into model contracts and monitor their implementation.

5. Organization of course learning

Total mount – 90 h			
			Total number of hours
lectures			20
seminars			20
Independent work			50
Course information			
Semester	Specialty	Year of study	Normative / selective
8	073 Management	4	selective

Course topics			
Theme, plan	Total number of hours		
	lectures	seminars	Independent work
Topic 1. Communication	2	2	5
Topic 2. Process and types of communications	2	2	5
Topic 3. Business strategies	2	2	5
Topic 4. Difficulties and barriers to communication	2	2	5
Topic 5. Language activity: meaning, content, understanding	2	2	6
Topic 6. Business style and manners of discussion	2	2	6
Topic 7. Business communication	2	2	6
Topic 8. Commercial negotiations	3	3	6
Topic 9. Features of negotiations with representatives of different cultures	3	3	6
Total:	20	20	50

6. Course evaluation system

General course evaluation system	<p>100 points - 50 points during the semester and 50 points for the exam.</p> <p>"Excellent" - the student demonstrates complete and in-depth knowledge of the material, a reliable level of development of skills, correct and reasonable formulation of practical conclusions, provides a complete reasonable solution of examples and problems, analyzes causal relationships; fluent in scientific terms;</p> <p>"Good" - the student demonstrates complete knowledge of</p>
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	<p>the material, but allows minor omissions of factual material, is able to apply it to solve specific examples and problems, in some cases vaguely formulates generally correct answers, makes some minor mistakes and inaccuracies in solutions;</p> <p>"Satisfactory" - the student has most of the factual material, but does not teach it consistently and logically, allows significant gaps in the answer, does not always know how to properly apply the acquired knowledge to solve specific examples and problems, vaguely and sometimes incorrectly formulates basic allegations and causation;</p> <p>"Unsatisfactory" - the student does not have a sufficient level of necessary knowledge, skills, abilities, scientific terms.</p>
<p>Requirements for individual work</p>	<p>The student performs individual work, which is to develop and submit their own plan of the negotiation process, which is an admission to the test or provides a certificate of completion of the course, which covers the negotiation process on the platforms Coursera, Prometheus, etc. students in the learning process, identifying the degree of mastery of the theoretical provisions of the course. The individual assignment must be submitted for review 1 week before the end of the semester and defended and evaluated at 10 points (max)</p>
<p>Seminars</p>	<p>The practical lesson is held in order to form students' skills in the subject, solve problems, check and evaluate them. The purpose and structure of practical classes is a chain that connects theoretical training and teaching practice in the discipline, as well as provides prior control students' knowledge. The grade for the practical lesson is taken into account when setting the final grade for the discipline. This form gives the student the opportunity to receive a maximum of 30 points during the semester</p>
<p>Independent work</p>	<p>Independent work of students is the main means of mastering educational material in free time from classroom classes. The study time allotted for independent work of students is regulated by the working curriculum and is respectively 50 hours. Independent work involves the study of educational, scientific and reference literature. The recommended element of this student work is record keeping (electronic version or presentation is also allowed). This approach promotes better assimilation of the actual material, makes it possible to save it in a user-friendly form. The level of student performance of independent work is taken into account when setting the final grade for the content modules of the discipline and is estimated at 10 points (max)</p>

Conditions of admission to the final control	<ul style="list-style-type: none"> – evaluation for answers and testing during classroom classes (30 points); – assessment for individual (presentation) work (10 points); – score for independent work (10 points).
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7. Course policy

- independent performance of educational tasks, tasks of current and final control of learning outcomes (for persons with special educational needs this requirement is applied taking into account their individual needs and opportunities);
- links to sources of information in the case of the use of ideas, developments, statements, information;
 - providing reliable information about the results of their own educational (scientific, creative) activities, used research methods and sources of information. Assimilation of the missed topic of the lecture for a good reason is checked during the final control. The omission of the lecture for a disrespectful reason is completed by the student in accordance with the requirements of the department, established at the meeting of the department (interview, abstract, etc.). Missed practical classes, regardless of the reason for the omission, the student works according to the schedule of consultations. Current "2" academic groups.

8. Recommended literature

1. Васильченко М.І. Комуникативний менеджмент: навчальний посібник / М.І. Васильченко, В.В. Гришко. – Полтава: ПолтНТУ, 2018. – 208 с.
2. Осовська Г.В. Комунікації в менеджменті: / Г.В. Осовська. – Київ : Кондор, 2011. – 218 с.
3. Paul Argenti. *Corporate Communication* (8th Edition). McGraw-Hill Education, 2020. Ця книга пропонує глибокий аналіз стратегічних аспектів корпоративної комунікації, включаючи управління репутацією та кризовими ситуаціями.
4. Deborah Barrett. *Leadership Communication* (5th Edition). McGraw-Hill Education, 2018. У цьому виданні розглядаються ключові навички лідерської комунікації, необхідні для ефективного управління та впливу на організацію.
5. Ralph Tench, Stephen Waddington. *Exploring Public Relations and Management Communication* (5th Edition). Pearson, 2021.
6. Joep Cornelissen. *Corporate Communication: A Guide to Theory and Practice* (6th Edition). SAGE Publications Ltd, 2020.
7. Joep Cornelissen. *Corporate Communication: A Guide to Theory and Practice* (6th Edition). SAGE Publications Ltd, 2020.

Lecturer: Zvarych Olena

