

Communication management



Degree of higher education - Bachelor
Specialty 073 Management
Educational-professional program «Management»
Year of study 4, semester 1
Full-time education
Number of ECTS credits - 4
The language of teaching - English

Course lecturer

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Course page in eLearn

https: <https://elearn.nubip.edu.ua/course/view.php?id=461>

COURSE DESCRIPTION

This course covers lessons on communicative competence, intercultural non verbal communication, barriers to communication, listening, communication rules and styles, interpersonal relational communication, persuasive communication, leadership, crisis communication and ethics in business communication.

COURSE DETAIL

S.No	Topic
1	Introduction
2	Definitions & Concepts
3	Communicative Competence - I
4	Communicative Competence - I
5	Communicative Competence - II
6	Intercultural Communication - I

12	Nonverbal Communication
13	Barriers to Communication
14	Barriers to Communication (Contd.)
15	Barriers to Communication (Contd.) & Listening
16	Listening (Contd.)
17	Communication Rules
18	Communication Style
19	Interpersonal Communication
20	Interpersonal Communication (Contd.)
21	Relational Communication
22	Relational Communication (Contd.)
23	Organizational Communication
24	Organizational Communication (Contd.)
25	Collaboration
26	Communication in Groups and Teams
27	Communication in Groups and Teams (Contd..1)
28	Communication in Groups and Teams (Contd..2)
29	Persuasive Communication
30	Persuasive Communication (Contd.)
31	Negotiation and Conflict Management

32	Negotiation and Conflict Management (Contd.)
33	Leadership
34	Written Communication in International Business
35	Role of Technology in international Business Communication
36	Moving to Another Culture
37	Re-entry
38	Crisis Communication
39	Ethics in Business Communication
40	Conclusion

A joint venture by [Національний університет біоресурсів і природокористування України \(nubip.edu.ua\)](http://nubip.edu.ua)

This subject will provide students with a good working knowledge of the theories, practices and key issues underpinning effective communication management.

Demonstrate an understanding of how to resource and manage a communications function.

Demonstrate an awareness of the role of the communications function within the wider organization.

Identify the required skills and capabilities to design and execute a communications programme.

Measure and evaluate the outcomes and impact of a communications activities within organizational context.

EVALUATION POLICY

<i>Deadline and recompilation policy:</i>	Practical works that are submitted in violation of deadlines without good reason are evaluated at a lower grade. Rearrangement of modules takes place with the permission of the lecturer if there are good reasons (for example, hospital).
<i>Academic Integrity Policy:</i>	Cheating during tests and examinations are forbidden (including using mobile phones and tablets). All written works are checked for plagiarism and are allowed to be defended with correct text borrowings not more than 20%.
<i>Visiting policy:</i>	Attendance is mandatory. For objective reasons (for example, illness, international internship) teaching can take place individually

STUDENT EVALUATION SCALE

Rating of the applicant of higher education,points	Evaluation results on national exams, tests
	Exam
90-100	excellent
74-89	good
60-73	satisfactorily
0-59	fail