(Ф 03.02 – 92)

NATIONAL AVIATION UNIVERSITY

Faculty of Economics and Business Administration

#### Management of Foreign Economic Activity of Enterprises Department

|  |  |
| --- | --- |
| AGREED  Acting Dean  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ S. Petrovska  «\_\_\_»\_\_\_\_\_\_\_\_\_\_\_\_2018 | APPROVED  Vice-Rector for Academics  and Educative Activity  \_\_\_\_\_\_\_\_\_\_\_\_\_Т. Ivanova  «\_\_\_»\_\_\_\_\_\_\_\_\_\_\_\_2018 |



# Quality Management System

**Course Training Program**

on

**"Communication Management"**

### Field of study: 07 «Management and Administration»

### Speciality: 073 «Management»

### Specializations: «Management of Foreign Economic Activity»

«Management of Organization and Administration

(by types of economic activities)»

Year of study – 2nd Semester – 3d

Lectures – 34 Graded Test – 3d semester

Practicals – 17

Self-study – 39

Total (hours/ECTS credits) – 90/3.0

Index ECB-6-073/16-2.3.2

Index ECB-6-073/16-2.2.2

### **QMS NAU CTP 11.02.03-01-2018**

The Course Training Program on “Communication Management” is based on Bachelor Extended Curriculum № ECB-6-073/16 for Speciality 073 “Management”, Specializations “Management of Foreign Economic Activity”, “Management of Organization and Administration (by types of economic activities)”, Syllabus for this Subject, Index CВ-6-073/16-2.3.2**,** CВ-6-073/16-2.2.2approved by the Rector \_\_\_\_\_\_\_\_\_\_\_\_ 2018, and correspondent normative documents.

Developed by:

Professor of

#### the Management of Foreign Economic

#### Activity of Enterprises Department \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ K. Razumova

Associate Professor

of the Management of Foreign Economic

Activity of Enterprises Department\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ V. Perederiy

Discussed and approved by the Graduate Department for the Speciality 073 “Management”, Specializations “Management of Foreign Economic Activity”, “Management of Organization and Administration (by types of economic activities)” – Management of Foreign Economic Activity of Enterprises Department, Minutes № \_\_\_\_\_ of \_\_\_\_\_\_\_\_\_\_\_\_\_\_2018.

##### Head of the Department \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ O.Ilienko

Discussed and approved by the Scientific-Methodological-Editorial Board of the Faculty of Economics and Business Administration, Minutes №\_\_\_ of "\_\_\_\_" \_\_\_\_\_\_\_ 2018.

Head of the SMEB \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ A. Tofanchuk

Director of the Center

of Advanced Technologies \_\_\_\_\_\_\_\_\_\_\_\_ V. Kazak

Document level – 3b

The planned term between the revisions – 1 year

**Registered copy №2**

**CONTENTS**

page

|  |  |
| --- | --- |
|  |  |
| **Introduction**........................................................................................................... | 4 |
| **2. Subject content**...................................................................................................... | 6 |
| 2.1. Training schedule of the subject......................................................................... | 6 |
| **3. Basic concepts of guidance on the subject**......................................................... | 9 |
| 3.1. List of references…………………………........................................................ | 9 |
| 3.2. List of basic guidance materials for the subject................................................. | 10 |
| **4. Rating System of knowledge and skills assessment**.......................................... | 10 |

**1.INTRODUCTION**

The Course Training Program of the subject “Communication Management” is developed on the basis of the “Guidelines for the development and execution of Syllabus and Course Training Program of subjects”, promulgated by order №37/роз dated 16.06.15.

Grading system of assessment (GSA) is an integral part of the work course training program providing assessment the quality of all kinds of auditorium educational work and self-study performed by a student, as well as acquired knowledge and skills through grading assessment of results of this work in the current, modular and semester control with transfer of the grades by multi-grade scale to the national grading scale and ECTS scale.

GSA provides for the use of module grades (current, test and total), as well as examination or graded test grade, total semester grade and total grade.

**2. SUBJECT CONTENT**

**2.1. Training schedule of the subject**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| № | Topic | Academic Hours | | | |
| All | Lectures | Practicals | Self-study |
| **3dSemester** | | | | | |
| **Module №1 "Theoretical and methodological principles of communicative management"** | | | | | |
| 1.1 | The essence and concept of information and communications in management | 11 | 2  2 | 2 | 5 |
| 1.2 | Channels, means and barriers of communication | 11 | 2  2 | 2 | 5 |
| 1.3 | Ensuring effective communications | 11 | 2  2 | 2 | 5 |
| 1.4 | Development of the technical basis of communications | 11 | 2  2 | 2 | 5 |
| 1.5 | Module test №1 | 3 | - | 1 | 2 |
| **Total for the module №1** | | **47** | **16** | **9** | **22** |
| **Module №2 "Perspectives of communicative management"** | | | | | |
| 2.1 | Communicative management and business communication | 11 | 2  2 | 2 | 5 |
| 2.2 | Communicative management and reputation communication | 11 | 2  2 | 2 | 5 |
| 2.3 | Manager as a subject of management activity in the information and communication process | 11 | 2  2 | 2 | 5 |
| 2.4 | Communicative management and information society. | 10 | 2  2 | 1 | 5 |
| 2.5 | Prospects of communication management in the information society | 7 | 2 | - | 5 |
| 2.6 | Module test №2 | 3 | - | 1 | 2 |
| **Total for the module №2** | | **53** | **18** | **8** | **17** |
| **Total for 3d semester** | | **90** | **34** | **17** | **39** |
| **Total for the subject** | | **90** | **34** | **17** | **39** |

**3. Basic concepts of guidance on the subject**

**3.1. List of references**

**Basic literature**

3.1.1. Бондаренко Н.В., Дубницкий В.И. Менеджмент – корпоративный, маркетинговый, информационный, антикризисный./ Справ.-инф. пособ. для специалистов, научных. работников и предпринимателей./ – Донецк.: ООО «Юго-Восток ЛТД», 2004. – 140 с.

3.1.2.Герчикова И.Н. Менеджмент: Учеб. для вузов. – 4-е изд. перераб. и доп. – М.:ЮНИТИ-ДАНА, 2005. – 799 с.

3.1.3. Зверинцев А.Б. Коммуникационный менеджмент – СПб. – 2005. –226 с.

3.1.4. Новак В.О. Інформаційне забезпечення менеджменту: Навч. посіб./ В.О.Новак, Л.Г.Макаренко, М.Г.Луцький.- К.: Кондор, 2006. – 462 с.

3.1.5. Осовська Г.В. Комунікації в менеджменті: Курс лекцій. – К.: Кондор, 2006. – 664 с.

3.1.6. Симионов Ю.Ф. Информационный менеджмент/ Ю.Ф.Симионов, В.В.Бормотов.- Ростов н/Д: Феникс, 2006. – 250 с.

**Additionalliterature**

3.1.7. Голубєв Р.О. Проблеми формування системи інформаційного забезпечення розвитку підприємництва // Економіка: проблеми теорії та практики. – 2004. - Вип.18. – с.19.

3.1.8. Власова Г.В., Лутовинова В.І., Титова Л.І. Аналітико-синтетична переробка інформації: Навч.посіб. – К.: ДАКККіМ, 2006. – 291 с.

3.1.9. Онищенко В.Д. Комунікаційне забезпечення підприємницької діяльності // Сучасні проблеми економіки підприємства. – 2006. - №8. – с.10.

3.1.10. Хміль Ф.І. Практикум з менеджменту організацій: Навч. посібник. – Львів: Магнолія плюс, 2004.-333с.

3.1.11 Шестопалов К.Р. Проблеми формування комунікацій в сучасній організації // Управління персоналом. – 2006. – №7. – с.12.

3.1.12. Коммуникационный менеджмент /Под.ред.проф. Шепеля В.М., М., 2004.–211 с.

**3.2. List of basic guidance materials for the subject**

|  |  |  |  |
| --- | --- | --- | --- |
| № | Name | Index of Topics where Guides are Used | Amount |
| 1. | Slides, posters | 1.1-1.4, 2.1-2.5 | 1 copy and electronic version |
| 3. | Module test №2 | 1.5, 2.6 | 1 copy and  electronic version |

**4. RATING SYSTEM OF KNOWLEDGE AND SKILLS ASSESSMENT**

4.1. Grading of different kinds of academic work performed by a student is done in accordance with Table 4.1.

Table 4.1

Grading of different kinds of academic activities performed by a student

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **3 semestr** | | | | | | |
| **Module №1** | | | **Module №2** | | | Мах  Grade |
| Kind of Academic Activities | Мах  Grade | | Kind of Academic Activities | Мах  Grade | |  |
| Answers on practicals  (4 values \*4 classes) | | 16  (total) | Answers on practicals  (3values \*4 classes) | | 16  (total) |  |
| Tests  (4 values \*2 classes) | | 12  (total) | Tests  (4 values \*4 classes) | | 16 |
| *For carrying out module test № 1, a student must receive not less than 16 values* | | | *For carrying out module test № 2, a student must receive not less than 19 values* | | |  |
| Module test №1 | **14** | | Module test №2 | **14** | |  |
| **Total for module №1**  **модулеммодулем №1** | **42** | | **Total for module №2** | **46** | |  |
| **Graded test** | | | | | | **12** |
| **Total 3 semester Grade** | | | | | | **100** |

4.2. The completed curricular activity is accounted if the student received a positive mark according to the national scale given in the table 4.2 below.

4.3. The Current Module Grade and the Module Test Grade together make up a Total Module Grade whose correspondence to the National Scale is shown in Table 4.3.

Table 4.2

Correspondence between the Grades and the National Scale

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Grades | | | | | National Scale |
| Answer on practicals | Tests | Module test 1 | Module test 2 |  | |
| 4 | 4 | 13-14 | 13-14 | Excellent | |
| 3 | 3 | 11-12 | 11-12 | Good | |
| 2,5 | 2,5 | 9-10 | 9-10 | Satisfactory | |
| under 2,5 | under 2,5 | under 9 | under 9 | Bad | |

4.4. The Semester Module Grade is calculated as the sum of the Total Module Grades. The correspondence between Semester Module Grade values and the National Scale is given in Table 4.4 and 4.5.

Table 4.3

Correspondence between the Total Module Grades and the National Scale

|  |  |  |
| --- | --- | --- |
| Module №1 | Module №2 | National Scale |
| 38-42 | 42-46 | Excellent |
| 32-37 | 35-41 | Good |
| 25-31 | 28-34 | Satisfactory |
| under 25 | under 28 | Bad |

4.5.Total Semester Grade in semester with differentiated test (with this discipline – in 4th semester), equals to the sum of The Semester Module Grade and the Differentiated test Grade established for each category of Semester Module Grades (***12 for “Excellent”, 10 for “Good, and 8 for “Satisfactory”***), which is transfered in grades of National Scale and grades ECTS (Table 4.6).

Table 4.4

Table 4.5

Correspondence between the Semester Grades and the National Scale

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Semester Grades | National Scale |  | Examination Grades | National Scale |
| 79-88 | Excellent |  | 12 | Excellent |
| 66-78 | Good |  | 10 | Good |
| 53-65 | Satisfactory |  | 8 | Satisfactory |
| under 53 | Bad |  |  |  |

4.6. The Total Semester Grades, National Scale grades and ECTS System grades is entered into the Examination Register and into a student’s record book.

Table 4.Correspondence of the Total Semester Grades to the National Scale and the ECTS System

|  |  |  |  |
| --- | --- | --- | --- |
| Total Semester Grades | National Scale | ECTS System | |
| ECTS Grade | Explanation |
| **90-100** | **Excellent** | **A** | **Excellent**  (excellent performance with insignificant shortcomings) |
| **82 – 89** | **Good** | **B** | **Very Good**  (p erformance above the average standard with few mistakes) |
| **75 – 81** | **C** | **Good**  (good performance altogether with a certain number of significant mistakes) |
| **67 – 74** | **Satisfactory** | **D** | **Satisfactory**  (performance meets the average standards) |
| **60 – 66** | **E** | **Sufficient**  (performance meets the minimal criteria) |
| **35 – 59** | **Bad** | **FX** | **Bad**  (bad performance; a second testing is required) |
| **1 – 34** | **F** | **Bad**  (very bad performance; a student shall retake the course) |

4.7. The Total Semester Grades, National Scale grades and ECTS System grades is entered into the Examination Register and into a student’s record book.

4.8. The Total Semester Grade is entered into the Examination Register and into a student’s record book in values, National Scale grades, and ECTS Scale grades, for example: ***92/Ex/А***, ***87/Good/В***, ***79/Good/С***, ***68/Sat/D***, ***65/Sat/Е***, etc.

4.9. The Total Grade is equaled the Total Semester Grade.

The Total Semester Grade is entered into the Diploma Supplement.

(Ф 03.02 – 01)

**АРКУШ ПОШИРЕННЯ ДОКУМЕНТА**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| №  прим. | Куди передано (підрозділ) | Дата  видачі | | П.І.Б. отримувача | | Підпис отримувача | | Примітки |
|  |  | |  | |  | |  |  |
|  |  | |  | |  | |  |  |
|  |  | |  | |  | |  |  |

(Ф 03.02 – 02)

**АРКУШ ОЗНАЙОМЛЕННЯ З ДОКУМЕНТОМ**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| № пор. | Прізвище ім'я по-батькові | Підпис ознайомленої особи | Дата ознайом-лення | Примітки |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

(Ф 03.02 – 04)

**АРКУШ РЕЄСТРАЦІЇ РЕВІЗІЇ**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| № пор. | Прізвище ім'я по-батькові | Дата ревізії | Підпис | Висновок щодо адекватності |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

(Ф 03.02 – 03)

**АРКУШ ОБЛІКУ ЗМІН**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| № зміни | № листа (сторінки) | | | | Підпис особи, яка  внесла зміну | Дата внесення зміни | Дата  введення зміни |
| Зміненого | Заміненого | Нового | Анульо-  ваного |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

(Ф 03.02 – 32)

**УЗГОДЖЕННЯ ЗМІН**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Підпис | Ініціали, прізвище | Посада | Дата |
| Розробник |  |  |  |  |
| Розробник |  |  |  |  |
| Узгоджено |  |  |  |  |
| Узгоджено |  |  |  |  |
| Узгоджено |  |  |  |  |