Formation of a highly skilled specialist requires independence and independence in conducting analyzes, researches, solution of production sieves in the state and ability to justify the choice in real production and organizational conditions of enterprise management.

Fixing the theoretical foundations of the discipline "Communication Management" through one of the effective forms of training - is an independent work of students for teaching lecture material and solving practical problems. These three components will contribute to: anchoring the theoretical and practical aspects of communication management; mastering complex skills, knowledge, analysis, evaluation, selection of appropriate justification variants; the formation of research and analytical outlook and the ability to effectively use it in practice.

The purpose of individual work - the formation of autonomy in the solution of the problems (or questions) to promote creativity and individual approach to select the most reasonable variants.

Successful completion of independent work requires a certain counter at Liu and therefore proposed list for self-control and tests of the course.

Independent work in the course "Communicative Management" contains:

1) fulfillment of relevant tasks (solving problems and situations) explaining the decision and writing in writing and substantiating the conclusions of the decision based on the variant choice;

2) an individual task involves carrying out the calculation of communicative attractiveness of the enterprise and adjusting to the external and external environment of the entity.

The educational process according to the program of the discipline "Communicative management" is carried out in the following forms: lectures and practical classes; individual and independent work of students; control events.

The student's study of the discipline takes place through consistent and thorough study of the training modules. Educational module - a relatively independent unit separate discipline, which logically combines several elements of training course content and relations. The structure of the discipline credits is given in table. 1.
<table>
<thead>
<tr>
<th>No cf.</th>
<th>The name of the topic</th>
<th>The number of teaching hours for selfpreparation</th>
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<tr>
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<tr>
<td>1.1</td>
<td>The essence and concept of information and communication in management</td>
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<td>1.2</td>
<td>Channels, tools and barriers to communication</td>
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<td>1.3</td>
<td>Ensuring effective communication</td>
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<td>1.4</td>
<td>Development of technical base of communications</td>
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<tr>
<td>1.5</td>
<td>Modular control work # 1</td>
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<td><strong>Total for module # 1</strong></td>
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<tr>
<td>2.1</td>
<td>Communication management and business communications</td>
<td>2</td>
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<tr>
<td>2.2</td>
<td>Communication management and reputation communications</td>
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<td>2.3</td>
<td>Manager as a subject of managerial activity in the information and communication process</td>
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<td>Communicative management and information society. Communications and media. Communication effectiveness of the media</td>
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<td>Perspectives of communication management in the information society</td>
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<td><strong>In 3 semesters</strong></td>
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<td></td>
<td><strong>Total for the discipline</strong></td>
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</table>
1. Terms

The essence and necessity of independent work is as follows (Figs. 1, 2):
1. Obtaining theoretical positions discipline (lections).
2. The consolidation of the theoretical aspects of this discipline regarding:
   2.1. Building skills and justification for the selection and management decision based on the choice of alternatives (practical classes).
   2.2. Forming his own vision based on analysis and research of the main problems for potential sources of information database (seminar classes).
3. Formation of independence in the process of preparation for the discipline (independent work):
   3.1. The ability to synthesize and organize their own point of view, experience and own research and prove he is from entrepreneurs in the development (formation) and decision he and Shen.
   3.2. The ability to conduct relevant calculations based on our own or existing approaches and determine the effectiveness of administrative decision or acceptance of the project.
4. Acquiring existing methodological approaches (or actually develop them) and related calculations (individual work):
   4.1. Within a specified field of study separate problem is searched literature and other sources, their classification, justification or supply of the most appropriate definition or assessment. On this basis, the analysis reports pided enterprises', are the main trends and priorities defined in its development. In addition, based on theoretical knowledge, numerical data substantiate the directions of further development of the enterprise and recommendations to improve its operations.

As a result of solving the proposed tasks, students acquire the competencies (Fig. 1 and Fig. 2).
Fig. 1. Components of the discipline
**Fig. 2. Theoretical provisions of the discipline**

**Types and methods of control**

1. Testing. One of the control methods is testing, which is aimed at selecting possible options in the process, determining the nature of the characteristic, factors (factors) influence on a particular phenomenon, action, dependence, etc. Tests are offered on all topics (open, closed, on relevance, situational). The tests are in the guidelines and on the site.

   Test scores are determined by expression

   \[
   Ot = \frac{M}{N} \cdot 11, \tag{1}
   \]

   Where \(M\) is the number of correct answers; 
   \(N\) is the total number of correct answers.

   This method of control can be used in the current, final control during the study of this discipline.
2. A blitz poll is a shortened answer (in terms of action) to a specific question. 
3. Current control works include:
   1) answers to theoretical and practical questions regarding the analysis, 
    identification, evaluation and justification of methods of reducing the impact of 
    risks on a specific production situation;
   2) solving the problems of estimation of losses in case of production 
    situations and substantiation of the feasibility of making a management decision;
   3) selecting one or more correct answers from the proposed alternatives to the 
    questions raised (innovation, investment and specific situation).
4. Protection of practical tasks. After making the appropriate calculations for 
   each practical assignment (or situation) based on the goal and a reasonable choice 
   of the best option (the conclusion is reached), the student defends his teacher. This 
   protection includes: knowledge of calculations; theoretical aspects; substantiation 
   of the choice made on the basis of the metric system.
5. Self-control based on self-preparation. At independent work on preparation 
   for practical classes, current module control, credit, examination the student must 
   independently:
   1) to find sources of information on this discipline (on specific issues);
   2) develop appropriate sources, systematize and generalize the issues under 
      study to prepare for all types of controls;
   3) solve the proposed tasks and production situations on the basis of a 
      methodological approach, which will be determined by the student independently;
   4) answer the tests on all topics;
   5) write essays (list of topics offered) on the basis of research of information 
      sources.
6. The protection of individual work is as follows:
   1) on the basis of the individual work performed, the student reports the main 
      provisions of the calculations made and a reasonable choice regarding the task;
   2) the report presents the student's own point of view on mastering the 
      recommended methodical approach to solving a specified problem (a specific 
      problem of an individual entity, project or solution of a production situation);
   3) the student may be offered a methodical approach to solving a particular 
      problem and comparing it with the recommended approach.
Fig. 3. Proposed methods and types of control

Control methods and types

Testing
The choice of possible options in determining the nature, characteristics, factors of influence on a particular phenomenon, action, dependence of the object of analysis, research

Blitz poll
Brief answer, options for answering specific questions

Current control works
Answers to theoretical and practical questions on the analysis, detection, evaluation and justification of methods of reducing the influence of factors on a specific production situation.
Solving the tasks of estimating costs in case of production situations and justifying the feasibility of making a management decision.
Choosing the right answers from the suggested alternatives to the suggested questions

Self-control
Processing of information base, analysis and research of sources and systematization of points of view, experience, etc.; solution of proposed tasks and production situations; answers to tests; essay writing

Protection of individual work
The main provisions of management decisions (theoretical aspects, applied calculations and reasonable choice) and a set of measures to improve the activity of a particular enterprise
2. Tasks for independent work of students

2.1. Self-diagnosis checklist questions

1. To justify advantages and disadvantages of written communications.
2. To reveal the essence of informal communications.
3. Explain the types of communication chains of informal communications.
4. To reveal the components of effective perception of the message by the addressee.
5. To reveal the essence of the concept of communication and model of communication process.
6. Explain the components of formal communications.
7. Expand the classification of information used in management.
8. Outline the basic requirements for information.
9. Methods of improving interpersonal communication.
10. The main stages of the communication planning process.
11. Factors affecting the communication process.
12. Technical controls.
13. The nature of the documents and their classification.
14. Creating Automated Jobs
15. Requirements for official documents.
16. Internal and external business environment of business communications.
17. Describe the key indicators of business communications.
18. Name the stages of advertising planning.
19. Describe the tasks and methods of sales promotion.
20. The essence of reputation, its components and factors.
21. The nature of the risks and their types.
23. The nature of conflicts, their types and methods of resolution.
25. The main activities of the manager.
26. Ethics of the manager.
27. Open interaction with public authorities through social networks.
28. Expand the structure of the e-government implementation program.
29. Discover the essence of the concept of "blog" and its functions.
30. Explain the differences between Web 1.0 and Web 2.0.