

Discipline	Optional discipline № 3.2 «Communications Management»
Degree of higher education	Master
Name of specialty / study programme	Management / Project management
Mode of study	Full-time
Year of studies, semester, duration	2 nd year, 3 rd semester, one-semester
Semester control	Pass/fail test
Number of hours (lectures and seminars), credits	150 (14/14), 5 credits
Language	Ukrainian or English
Department in charge	International Economic Relations and Project Management
Author of the discipline	Viktoriia Kukharyk
Short description	
Prerequisites	Required knowledge: business etiquette, management, marketing, foreign language level not lower than A2 (English)
What will be studied?	Basic provisions and characteristics of communications management, strategy, technologies and tools, mechanisms of communications management, communications technologies of personal and organizational brand building, management of internal and external communications systems, features of effective communicative process organization
Why is it interesting and should be learnt?	Business communication is a specific area of communication that takes place according to its own development rules and laws. Today, this issue is extremely relevant and follow from the practical tasks of business and other areas of business life. Mastering the skills of communication influence contributes to the formation of a positive image of the manager and helps to achieve goals.
What can be learnt? (study results)	The subject's learning will form knowledge how to manage the information interaction in various areas of activity. Students will get the skills of the methods of communications management, how to form a communication strategy effectively
How can the acquired knowledge and skills (competences) be used?	To work in a team in compliance with ethical norms; to initiate and formulate in practice new management ideas; to analyze and synthesize significant management problems and processes, to solve current problems of organization development.
Suggested readings	<ol style="list-style-type: none"> 1. Communication Handbook for the EU Agencies (in English). URL: https://europa.eu/european-union/sites/europaeu/files/docs/body/2013-12-10_communication_handbook_en.pdf 2. Communication Management Graduate Handbook (in English). URL: https://www.uab.edu/cas/communication/images/documents/Communications_Management_Graduate_Handbook_2016.pdf 3. Crisis Communications Handbook (in English). URL: https://www.msb.se/RibData/Filer/pdf/23992.pdf
Web-link to the description of the discipline	https://vnu.edu.ua/uk/faculties-and-institutes/fakultet-mizhnarodnikh-vidnosin

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