

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
International Communications and Political Analysis Department
International Relations Faculty

SYLLABUS
of a normative academic component
APPLIED INFORMATION AND COMMUNICATION TECHNOLOGIES

BACHELOR Training

Specialty 291 «International Relations, Public Communications and Regional Studies»

Educational and professional programme «International Information and Public Communications»

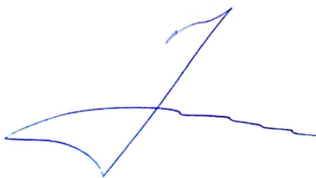
The syllabus of the academic component Applied Information and Communication Technologies, Education Level Bachelor, Field of Knowledge 29 International Relations, Specialty 291 International Relations, Public Communications and Regional Studies, Educational and professional programme International Information and Public Communications.

Developer:

**Candidate of Geographical Sciences,
Associate Professor of the International
Communications and Political Analysis
Department, Serhii Fedoniuk**

Approved

by the Guarantor of Education and Professional Programme:



Serhii Fedoniuk

The syllabus of the academic component *International Information and Public Communications* was approved at the meeting of the International Communications and Political Analysis Department Protocol No. 1 as of September 01, 2023

Acting Head of the Department:



Yevhenia Vozniuk

I. THE DESCRIPTION OF ACADEMIC COMPONENT

Indicator Name	Field of knowledge, educational and professional programme / education and research program, education level	Characteristics of academic component
Full-time form of education	29 International Relations, Specialty 291 International Relations, Public Communications and Regional Studies, International Information and Public Communications, Bachelor	Normative
Number of hours / credits 120 / 4		Year of study: III
		Semester: 6th
		Lectures : 20 hours
		Practical classes (seminars) 20 hours
		Laboratory works 20 hours
		Independent work 52 hours
Individual Student's Work: yes	Consultations 8 hours	
Form of control: exam	Form of control: exam	
Language of study:		English

II. INFORMATION ABOUT THE INSTRUCTOR

Name Serhii Fedoniuk

Scientific Degree Candidate of Geographical Sciences

Academic Title Associate Professor

Title Associate Professor of the International Communications and Political Analysis Department

Contacts sergii.fedoniuk@vnu.edu.ua

Days Classes according to the schedule (<http://194.44.187.20/cgi-bin/timetable.cgi>)

III. DESCRIPTION OF THE ACADEMIC COMPONENT

1. Abstract

The AC “Applied Information and Communication Technologies” is designed to develop the competencies required for the effective use of modern information and communication technologies in professional activities for information and analytical work, forecasting, communication, and management. It involves the formation of practical abilities and skills in the use of technologies that can be applied in the fields of information and analytical activities, public relations and management. Focused on studying current and promising solutions based on online access and cloud computing.

Prerequisites: basic skills in the use of modern information and communication technologies at the level of personal access, understanding of the basics of information and analytical work and management are required.

2. The goal and tasks of the educational component.

The goal of the course is the formation of competencies for the effective use of modern information and communication technologies in professional activities for information and analytical work, forecasting, communication, as well as management.

The main tasks of the course are the study and mastering of technologies for information and analytical activities, public relations and management, the study of current and promising solutions based on online access and cloud computing.

3. Learning outcomes (competencies)

	Effects	Criterion code
General Competencies (GC)	Knowledge and understanding of the subject area and professional activity.	GC4
	Ability to generate new ideas (creativity).	GC6
	Ability to apply knowledge in practical situations.	GC7
	Ability to think abstractly, analyze and synthesize.	GC8
	Ability to use information and communication technologies.	GC9
	Ability to communicate in the state language both orally and in writing.	GC10
	Ability to search, process and analyze information from various sources.	GC12
Special (professional) Competencies (SC)	Ability to identify features and trends of development, to understand the nature, dynamics, principles of organization of international relations, public communications and / or regional studies.	SC1
	Ability to analyze international processes in various contexts, including political, security, legal, economic, social, cultural and information ones.	SC2
	Ability to solve complex specialized problems and problems in the field of international relations, foreign policy, public communications, regional research.	SCK4
	Ability to analyze the structure and dynamics of international public communications, to identify their impact on the international system, state and public institutions.	SC10
	Ability to carry out communication and information-analytical activities in the field of international relations (in the Ukrainian and foreign languages).	SC12
	Ability to analyze the activities of international non-state actors and transnational relations.	SC13
Learning Outcomes (LO)	To know and understand the nature of international relations and regional development, the evolution, the state of theoretical studies of international relations and world politics, as well as the nature and sources of the policies of states in the international arena and the activities of other participants in international relations.	LO 01
	To know and understand the nature and dynamics of international security, to understand the features of its provision at the global, regional and national level, to know the nature and approaches to solving international and internationalized conflicts.	LO 02
	To know the nature of international cooperation, the nature of interaction between international actors, the ratio of state and non-state actors in world politics.	LO 03
	To know the principles, mechanisms and processes of ensuring the foreign policy of states, the interaction between foreign and domestic policies, the definition and implementation of the national interests of states on the international arena, the process of forming and implementing foreign policy decisions.	LO 04

To know the nature and mechanisms of international communications.	LO 05
To know the nature and character of interactions of individual countries and regions at the global, regional and local levels.	LO 06
To carry out a description and analysis of the international situation, to collect from various sources the necessary information about international and foreign political events and processes.	LO 07
To collect, process and analyze large amounts of information on the state of international relations, foreign policy of Ukraine and other states, regional systems, international communications.	LO 08
To research the problems of international relations, regional development, foreign policy, international communications, using modern political, economic and legal theories and concepts, scientific methods and interdisciplinary approaches, to present research results, to provide appropriate recommendations.	LO 09
To fluently communicate in the state and foreign languages at the professional level required for professional discussion, preparation of analytical and research documents.	LO 10
To carry out an applied analysis of international relations, foreign policy of Ukraine and other states, international processes and the international situation in accordance with the objectives, prepare information and analytical.	LO 11
To conduct a professional discussion on issues of international relations, international communications, regional studies, foreign policy, to argue their position, to respect opponents and their views.	LO 13
To use modern digital technologies, specialized software, databases and information systems to solve complex specialized problems in the field of international relations, public communications and/or regional studies.	LO 14
To understand and defend the national interests of Ukraine in international activities.	LO 16
To have the skills of self-determination of educational goals and learning, finding educational resources necessary for their achievement.	LO 17

4. Structure of the academic component

Name of the content module and topic	Total	Lectures	Seminars	Laboratory classes	Independent	Consultations	Form of control / Grades
Content module 1. Technologies of Information and Analytical Work and Forecasting							
Topic 1. Technologies of Information Collection	11	2	2	2	5		DS, TR, 4
Topic 2. Technologies of Information Processing	12	2	2	2	5	1	DS, TR, 4
Topic 3. Technologies of	12	2	2	2	5	1	DS, TR, 4

Forecasting							
Total for Module 1	35	6	6	6	15	2	12
Content module 2. Technologies for Communication							
Topic 4. Technologies of Social Communication	12	2	2	2	5	1	DS, TR, 4
Topic 5. Technologies of Content Creation	11	2	2	2	5		DS, TR, 4
Topic 6. Technologies of Web-presentation	12	2	2	2	5	1	DS, TR, 4
Total for Module 2	38	6	6	6	15	2	12
Content module 3. Technologies of Management							
Topic 7. Cloud Computing	12	2	2	2	5	1	DS, 4
Topic 8. Technologies of Knowledge Management	12	2	2	2	5	1	TR, SGW, 4
Topic 9. Creation of the Organisation's Virtual Space	13	2	2	2	6	1	DS, TR, 4
Topic 10. Organisation of the Work Porcess	13	2	2	2	6	1	TR, 4
Total for Module 3	47	8	8	8	22	4	16
Total hours / Grades	120	20	20	20	52	8	40

Control methods: DS – discussion, DB – debate, T – tests, TR – training, PM/CM – problems/cases management, IST/ISW – individual task/individual work of the student, SGW – work in small groups, MTP/TP – module test paper/test paper, Ab – abstract, analytical note, analytical essay, analysis of the work, P - presentation.

5. Tasks for independent work.

Content Modules and Topics	Hours
Content module 1. Technologies of Information and Analytical Work and Forecasting Topic 1. Technologies of Information Collection <i>Questions for independent preparation and discussion</i> 1. Search engines and technologies 2. Receiving information from social networks 3. Open source intelligence (OSINT) 4. Collaborative OSINT methods, crowdsourcing 5. Sources of information <i>Practical task</i> - - Work with visual and textual documents to obtain information.	4
Topic 2. Technologies of Information Processing <i>Questions for independent preparation and discussion</i> 1. Analysis of social media sites. Applications 2. Analysis of textual content 3. Analysis of visual content 4. Online analysis tools 5. Verification of information from the network 6. Artificial intelligence models for analysis of graphic, audio and video data	5

<p>7. Information analysis using the ChatGPT text analysis model <i>Practical task</i> - - Online document analysis.</p>	
<p>Topic 3. Technologies of Forecasting. <i>Questions for independent preparation and discussion</i> 1. Applications and methodology 2. Forecasting in International Futures (IFs) 2.1. IFs forecast directions 2.2. Forecasting the international policy of IFs 2.3. Scenarios for forecasting IFs <i>Practical task</i> - Online forecasting (according to the specified criteria)</p>	6
<p>Content module 2. Technologies for Communication</p>	
<p>Topic 4. Technologies of Social Communication <i>Questions for independent preparation and discussion</i> 1. Principles of organization and possibilities of social networks 2. Development of social networks and interaction with institutional mass media 3. Social networks for strategic communications 3.1. Social networks for PR communication 3.2. Social networks for public diplomacy <i>Practical task</i> - Development of a communication plan using social networks</p>	5
<p>Topic 5. Technologies of Content Creation <i>Questions for independent preparation and discussion</i> 1. Data processing 2. Creation of visual content 3. Creation of infographics 4. Creation of presentations 5. Creation of printing materials <i>Practical task</i> - Creation of content according to the specified criteria</p>	5
<p>Topic 6. Technologies of Web-presentation <i>Questions for independent preparation and discussion</i> 1. Systems for creating and managing web content 2. Wordpress content management system 3. Cloud content management systems: SharePoint 4. Web presentations: Sway 5. Basics of web design <i>Practical task</i> - Development of a website (web presentation) in accordance with the specified criteria</p>	5
<p>Content module 3. Technologies of Management</p>	
<p>Topic 7. Cloud Computing <i>Questions for independent preparation and discussion</i> 1. Technologies based on cloud computing 2. Cloud computing technologies for collaborative systems 3. Models of mass cooperation 4. Application of collaborative models on an international scale 5. Basic cloud services <i>Practical task</i></p>	5

<p>- Development of the concept of a collaborative project of an international scale</p> <p>Topic 8. Technologies of Knowledge Management</p> <p><i>Questions for independent preparation and discussion</i></p> <ol style="list-style-type: none"> 1. The concept of knowledge management. Development of the concept of knowledge management 2. The concept of knowledge. Types of knowledge. Knowledge management system 3. Knowledge engineering 4. Ontological engineering. Protégé 5. Applied technologies of knowledge management <p><i>Practical task</i></p> <p>- Development of an expert system model in accordance with the specified criteria / Creation of an ontology in accordance with the specified criteria</p>	5
<p>Topic 9. Creation of the Organisation's Virtual Space</p> <p><i>Questions for independent preparation and discussion</i></p> <ol style="list-style-type: none"> 1. Microsoft 365 (MS365) as a basis for building the organization's virtual environment 2. MS365 applications 3. Formation of the resource management system 4. Formation of the corporate communication system 5. Organization of teamwork <p><i>Practical task</i></p> <p>- Creation of the MSTeams team and development of the virtual environment</p>	6
<p>Topic 10. Organisation of the Work Porcess</p> <p><i>Questions for independent preparation and discussion</i></p> <ol style="list-style-type: none"> 1. Work in MSTeams. Components for work organization 2. MS365 planning and control technologies 3. Integration of planning, communication and control tools in MSTeams 4. Working with documents in MS365 5. Communication with the external environment in MS365 <p><i>Practical task</i></p> <ul style="list-style-type: none"> - Development of the concept of work process organization in MS365 in accordance with the given criteria 	6
Total hours	52

5. Tasks for practical and laboratory works are in a separate PRACTICUM

IV. EVALUATION POLICY

Attendance and/or participation: attendance and active participation is a graded component of the graded course, remote online participation of the student is allowed provided he has the appropriate technical means - in this case, an online meeting is held in the MSTeams team. In order to assess activity in classes, the presence of students in classes and their activity are recorded, with the possibility of taking into account the relevant indicators of the Insights component (course teams in MS Teams).

Academic integrity and cooperation: violation of copyright regulations is not allowed, if plagiarism is detected, the student's written work is not evaluated. Group work is encouraged with the presentation of its results in the "Space for collaboration" section of the electronic notebook for the class (course teams in MS Teams).

Students with disabilities: can participate remotely (online) based on personal application.

Statement on the state of health of students: in case of deterioration of health, he/she can take remote online participation in classes on the basis of a personal written request (by e-mail or in the posts of the MS Teams team).

Mobile devices: The use of mobile devices is encouraged - a BYOD (Bring Your Own Device) approach is used.

Delays in execution: allowed if there are compelling circumstances that prevented timely presentation, which is documented (for example, a doctor's certificate).

Re-evaluation: allowed on the basis of a justified written request of the student (by e-mail or in the posts of the MSTEams), but no later than within one week after the main evaluation.

Attendance and/or Participation Policy: Attendance and active participation is an assessed component of the course

V. FINAL CONTROL

The final control in the form of an exam is regulated by the Regulation on the current and final assessment of knowledge of students of higher education of Lesya Ukrainka Volyn National University (https://ed.vnu.edu.ua/wp-content/uploads/2023/09/2023_Polozh_pro_otzin_%D0%A0%D0%B5%D0%B4_%D1%80%D0%B5%D0%B4%D0%9C%D0%95%D0%94.pdf).

The maximum number of points that a student can score for the current educational activity in the educational component is 40 points, the final semester grade is determined as the sum of the current semester and exam grades in points. The examination grade is determined in points based on the results of the examination tasks, on a scale from 0 to 60.

During the final inspection, the applicant of higher education receives:

- 50-60 points, if he/she gives a full, comprehensive answer to the questions, freely using the concepts and terms provided for study, successfully solves situational tasks, gives his/her own examples, gives the correct answer to the additional tasks, applying knowledge at the same time, acquired while studying other academic disciplines provided for by the bachelor's training program under the educational and professional program «International Information and Public Communications»;

- 38-49 points, if the student's answer to all questions is complete, but generally has a reproductive character and contains a small number of insignificant shortcomings;

- 26-37 points, if the answer is generally complete, but there are significant shortcomings in certain questions;

- 14-25 points, if there is no answer to individual questions;

- 1-13 points, if the answer to some questions is fragmentary, and to others - absent;

- 0 points if there is no answer.

VI. GRADING SCALE

Scores	Linguistic Grade	ECTS Grading Scale	
		Grade	Definition
90-100	Excellent	A	outstanding performance
82-89	Very good	B	above the average standard
75-81	Good	C	generally sound work
67-74	Satisfactory	D	not bad
60-66	Sufficiently	E	performance meets the minimum criteria
1-59	Fail	Fx	needed to retake

VI. RECOMMENDED LITERATURE

Basic

1. Холод Олександр. *Комунікаційні технології*. Київ: Центр учбової літератури, 2023. 212 с.
2. Мирошниченко Володимир. *Використання сучасних інформаційних технологій: формування мультимедійної компетентності*. Київ: Центр учбової літератури, 2023. 296 с.
3. *Алгоритми і структури даних: лабораторний практикум для студентів напряму підготовки «Телекомунікації і радіотехніка»* / КПІ ім. Ігоря Сікорського ; уклад.: М. А. Скулиш, С. В. Суліма. Київ : КПІ ім. Ігоря Сікорського, 2021. 109 с. URL: https://ela.kpi.ua/jspui/bitstream/123456789/41789/1/LabPrakt_Prykladne-prohramuvannia.pdf
4. Федонюк С. В. *Технології менеджменту знань і відкрите співробітництво* : навч. посіб. 2-е вид., переробл. та доп. Луцьк : Вежа-Друк, 2023. 1 електрон. опт. диск (CD-ROM). Об'єм даних 3,65 Мб.
5. Федонюк С. В. *Прикладні інформаційно-комунікаційні технології: практикум для студентів-міжнародників*. Луцьк: Волин. нац. ун-т ім. Лесі Українки, 2023.
6. Інструкція користування ChatPT URL: <https://openai.com/blog/chatgpt>.

Supplementary

1. *Web-технології та Web-дизайн: застосування мови HTML для створення електронних ресурсів*. Бородкіна І.Л., Бородкін Г.О., Ліра ДО, 2020. 212 с.
2. Федонюк Сергій. Комунікація відкритого співробітництва для університету. Інноваційний університет і лідерство: проекти і мікропроекти - IV. Варшава : Fundacja "Instytut Artes Liberales", 2020. - 464 с. - С. 177-188.
3. Федонюк С. В. Підстави менеджменту знань в умовах глобального масового співробітництва *Науковий вісник Східноєвропейського національного університету імені Лесі Українки*. Серія : Міжнародні відносини. Луцьк : Східноєвроп. нац. ун-т ім. Лесі Українки. 2017. № 6 (355). С. 83–89.
4. Федонюк С. В. Масове співробітництво в хмарних проєктах електронного навчання. Інформаційні технології в культурі, мистецтві, освіті, науці, економіці та бізнесі: матеріали VI Міжнародної науково-практичної конференції. / М-во освіти і науки України; Київ. нац. ун-т культури і мистецтв. Київ : Видавничий центр КНУКіМ, 2021. С. 291–293.