

**NATIONAL AVIATION UNIVERSITY**  
Educational and Scientific Institute of Economics and Management  
Department of management of foreign economic activity of enterprises

AGREED

Director of ESIEM

\_\_\_\_\_ S. Petrovska  
« \_\_\_ » \_\_\_\_\_ 2017y.

APPROVED

Vice-rector of the educational  
and disciplinary work

\_\_\_\_\_ T. Ivanova  
« \_\_\_ » \_\_\_\_\_ 2017y.



Quality Management System  
**WORKING EDUCATIONAL PROGRAM**  
of educational discipline  
**"Communicative management"**

Branch of Knowledge: 07 «Management and administration»

Specialty: 073 «Management»

Specialization: «Management of organizations and administration  
(by types of economic activity)»

Specialization: «Management of external economic activity»

Year – 2

Semester – 3

Lectures - 34

Differentiated test – 3 semester

Practical - 17

Individual work – 39

Total (hours/credits ECTS) – 90/3.0

Index ПБ-6-073/16-2.2.2

Index ПБ-6-073/16-2.3.2



Система менеджменту якості.  
Робоча навчальна програма  
навчальної дисципліни  
«Комунікативний менеджмент»

Шифр  
документа

СМЯ НАУ  
РНП 11.02.03 – 01-2017

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WEP of discipline " Communicative management" is developed on basis of working educational plan № РБ-6-073/16 of training of specialists of «Bachelor» scientific degree in specialty 073 «Management» and specializations «Management of organizations and administration (by type of economic activity)» and «Management of external economic activity» and educational program of this discipline, Index НБ-6-073/16-2.2.4, НБ-6-073/16-2.3.4 approved by the rector «\_\_» \_\_\_\_\_ 2017y., and appropriate regulatory documents.

Working educational program developed by:

professor of department of management  
of external economic activity of enterprises \_\_\_\_\_ K. Rasumova

Working educational program was discussed and approved at the meeting of graduation department of 073 «Management» specialty and specializations «Management of organizations and administration (by types of economic activity)» and «Management of external economic activity» – department of management of external economic activity of enterprises, record № \_\_ since «\_\_» \_\_\_\_\_ 2017y.

Head of department \_\_\_\_\_ O. Ilyenko

Working educational program was discussed and approved at meeting of scientific-methodical and editorial council of ESIEM, record №\_\_ since «\_\_» \_\_\_\_\_ 2017y.

Head of SMEC \_\_\_\_\_ A.Tofanchuk

Level of document – 3b

Planned deadline between audits – 1 year

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## 1. INTRODUCTION

The working educational program is developed on the basis of the discipline program "Communicative management" and "Methodical instructions for the development and design of educational and educational work program disciplines", put into action by the order since 16.06.15 №37/роз.


Rating system of evaluation (RSE) is a vital part of the working education plan and envisages the definition of the quality of the student's performance of all types of classroom and independent educational work and the level of knowledge and skills acquired by him by evaluating the results of this work in the balls during the current, module and semester control work, with the following transfer of marks from multi-scale scale to the national scale and ECTS scale.

RSE suggests use of module rating (current, control, summary), as well as examination or accounting, final semester and final rating ratings.

## 2. CONTENTS OF DISCIPLINE

### 2.1. Thematic plan of discipline

№	Name (of thematic section)	Amount of educational sessions (hrs.)			
		Total	Lectons	Practical	IWS
1	2	3	4	5	6
<b>3 semester</b>					
<b>Module №1 "Theoretical and methodological principles of communicative management"</b>					
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 the effectiveness of communications	11	2 2	2	5
1.4	Development of the technical basis of communications	11	2 2	2	5
1.5	Module control work №1	3	-	1	2
<b>Total for Module №1</b>		<b>47</b>	<b>16</b>	<b>9</b>	<b>22</b>
<b>Module №2 «Perspectives of communicative management»</b>					
2.1	Communication management and business communication	11	2 2	2	5
2.2	Communication 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	Communication management and information society. Communications and media. Communication efficiency of the media	10	2 2	1	5
2.5	Prospects of communication management in the information society	7	2	-	5
2.6	Module control work №2	3	-	1	2
<b>Total for Module №2</b>		<b>53</b>	<b>18</b>	<b>8</b>	<b>17</b>
<b>Total for 3 semester</b>		<b>90</b>	<b>34</b>	<b>17</b>	<b>39</b>
<b>Total for academic discipline</b>		<b>90</b>	<b>34</b>	<b>17</b>	<b>39</b>

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### 3. EDUCATIONAL AND METHODOLOGICAL MATERIALS ON DISCIPLINE

#### 3.1. List of recommended sources

##### Main recommended sources

3.1.1. Bondarenko N.V., Dubnitsky V.I. Management - corporate, marketing, informational, anti-crisis./ Handbook-informational manual for specialists, scientific workers and entrepreneurs./ – Donetsk.: Ltd.«Юро-Восток ЛТД», 2004. – 140 p.

3.1.2. Gerchikova I.N. Management: Textbook for universities. - 4th publishing outfit remade and supplemented. – UNITY-DANA, 2005. – 799 p.

3.1.3. Zverintsev A.B. Communication management – St. Petersburg. – 2005. –226 p.

3.1.4. Novak V.O. Information provision of management: educational textbook./ V.O.Novak, L.G. Makarenko, M.G. Lutsky.- CONDOR, 2006. – 462 p.

3.1.5. Osovskaya G.V. Communication in Management: Course of lectures. –CONDOR, 2006. – 664 p.

3.1.6. Simionov Y.F. Information Management / Y.F.Simionov, V.V.Bormotov .- Rostov na Donu: Fenix, 2006. – 250 p.

##### Additional recommended sources

3.1.7. Golubev R.O. Problems of formation of the system of information support for the development of entrepreneurship // Economics: problems of theory and practice. – 2004. – publication 18. – p.19.

3.1.8. Vlasova G.V., Lutovynova V.I., Tytova L.I. Analytical and synthetic information processing: educational textbook. – DAKKKiM, 2006. – 291 p.

3.1.9. Onyschenko V.D. Communication support for entrepreneurial activity // Modern problems of the enterprise economy. – 2006. - №8. – p.10.

3.1.10. Khmil F.I. Practical work on management of organizations educational textbook. –Lviv: Magnolia plus, 2004.-333p.

3.1.11 Shestopalov K.R. Problems of formation of communications in the modern organization //Personnel management. – 2006. – №7. – p.12.

3.1.12. Communication management /Editor Prof. Shepel V.M., M., 2004.–211 p.

#### 3.2. List of visual and other teaching textbooks, methodical materials for technical means of training


№	Name	The code for the thematic plan	Amount
1.	Slides, posters	1.1-1.4, 2.1-2.5	1 copy.
2.	Set of tasks for modular control work №1, №2	1.5, 2.6	e-version

### 4. RATING SYSTEM OF EVALUATION OF STUDENTS ACQUIRED KNOWLEDGE AND SKILLS

4.1. Evaluation of certain types of executive school of educational work is carried out in accordance with the Table 4.1.

Table 4.1

3 semester				
Module №1		Module №2		Max amount of balls
Type of educational work	Max amount of points	Type of educational work	Max amount of points	
Answers on practical classes (46.*4 class.)	16 (total)	Answers on practical classes (46.*4 class.)	16 (total)	
Answers on test tasks (46.*2 class.)	12 (total)	Answers on test tasks (46.*4 class.)	16 (total)	

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<i>For admission the carrying out the of modular control №1 student must score at least 16 points.</i>		<i>For admission to the carrying out the modular control work №2 the student must score at least 19 points.</i>		
Carrying out modular control work №1	<b>14</b>	Carrying out modular control work №2	<b>14</b>	
<b>Total after Module №1</b>	<b>42</b>	<b>Total after Module №2</b>	<b>46</b>	
<b>Semester differential grade</b>				<b>12</b>
<b>Total for 3<sup>rd</sup> semester</b>				<b>100</b>

4.2. The completed types of educational work are credited to the student if he received a positive rating for them (table 4.2).

4.3. The sum of rating grades received by the student for certain types of completed educational work is the current modular rating, which is entered into the data of module control (table 4.3).

Table 4.2

Conformity of rating grades for certain types of educational work in balls is estimated on a national scale

Rating score in points			Rating in national scale
Responses at practical classes	Answers to test tasks	Carrying out modular control work №1, №2	
4	4	13-14	Excellent
3	3	11-12	Good
2,5	2,5	9-10	Satisfactorily
Less than 2,5	Less than 2,5	Less than 9	Unsatisfactorily

4.4. The sum of the current and control modular rating grades is the final modular rating (tab.4.3), which, in points and national scale, is recorded in the module control report.

Table 4.3

Accordance to the final modular ratings in points is estimated on a national scale

Module №1	Module №2	Score by a national scale
38-42	42-46	Excellent
32-37	35-41	Good
25-31	28-34	Satisfactorily
Less than 25	Less than 28	Unsatisfactorily

4.5. The sum of the final modular rating grades in points is the final grade modular rating, which is converted into a national scale score (table 4.4).

Table 4.4


Table 4.5

Accordance to the final semester modular rating in points is estimated on a national scale

Score in points	Score in a national scale
79-88	Excellent
66-78	Good
53-65	Satisfactorily
Less than 53	Unsatisfactorily

Accordance to the grade rating in points is estimated on a national scale

Score in points	Score in a national scale
12	Excellent
10	Good
8	Satisfactorily
-	-

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4.6 The sum of the final semester modular and grade rating grades in points is the final semester rating, which is converted into national scale and ECTS scale (table. 4.6).

Table 4.6


Accordance to the final semester rating in points in  
National Scale and ECTS Scale

Score in points	Score in a national scale	Score in ECTS	
		Score	Explanation
90-100	<b>Excellent</b>	<b>A</b>	<b>Excellent</b> (excellent execution only with a small number of errors)
82-89	<b>Good</b>	<b>B</b>	<b>Very Good</b> (above average with several mistakes)
75-81		<b>C</b>	<b>Good</b> (in general, correct execution with a certain number of significant errors)
67-74	<b>Satisfactorily</b>	<b>D</b>	<b>Satisfactorily</b> (not bad, but with a lot of errors)
60-66		<b>E</b>	<b>Sufficient</b> (execution meets the minimum criteria)
35-59	<b>Unsatisfactorily</b>	<b>FX</b>	<b>Unsatisfactorily</b> (with the possibility of reworking)
1-34		<b>F</b>	<b>Unsatisfactorily</b> (with a compulsory repeating of course)

4.7. The final semester rating in points, according to the national scale and the ECTS scale is entered into the examination report, the curriculum and the student's record book.

4.8. The final semester rating score is entered into the student's book and student card, for example: *92/Відм./А, 87/Добре/В, 79/Добре/С, 68/Задов./D, 65/Задов./Е*, etc.

4.9. The final rating score from the discipline is equal to the final semester rating score.  
The indicated summary rating from the discipline is entered in the Annex to the diploma.

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№ Of change	№ sheet (page)				Signature of the person who has made a change	Date of change	Date of the change implementation
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	Signature	Initials, surname	Position	Date
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