

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 an 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; con t roll 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 1

### Structure of the discipline credits

No cf.	The name of the topic	The number of teaching hours for selfpreparation
1	2	3
1.1	The essence and concept of information and communication in management	5
1.2	Channels, tools and barriers to communication	7
1.3	Ensuring effective communication	7
1.4	Development of technical base of communications	7
1.5	Modular control work # 1	1
<b>Total for module # 1</b>		<b>27</b>
2.1	Communication management and business communications	2
2.2	Communication management and reputation communications	2
2.3	Manager as a subject of managerial activity in the information and communication process	2
2.4	Communicative management and information society. Communications and media. Communication effectiveness of the media	2
2.5	Perspectives of communication management in the information society	3
2.6	Modular control work # 2	1
<b>Total for module # 2</b>		<b>12</b>
<b>In 3 semesters</b>		12
<b>Total for the discipline</b>		<b>39</b>

## 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 pi d 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).

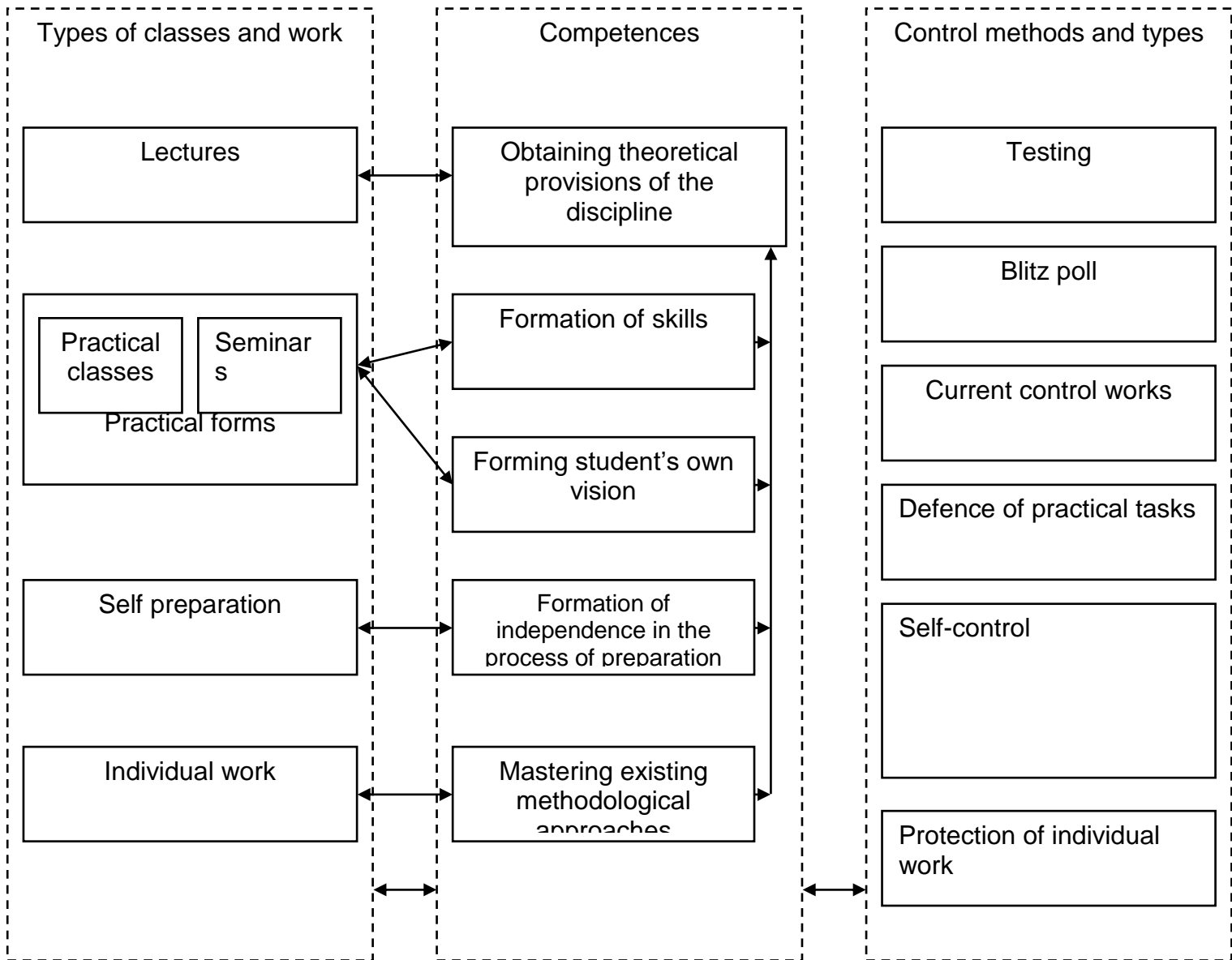


Fig. 1. Components of the discipline

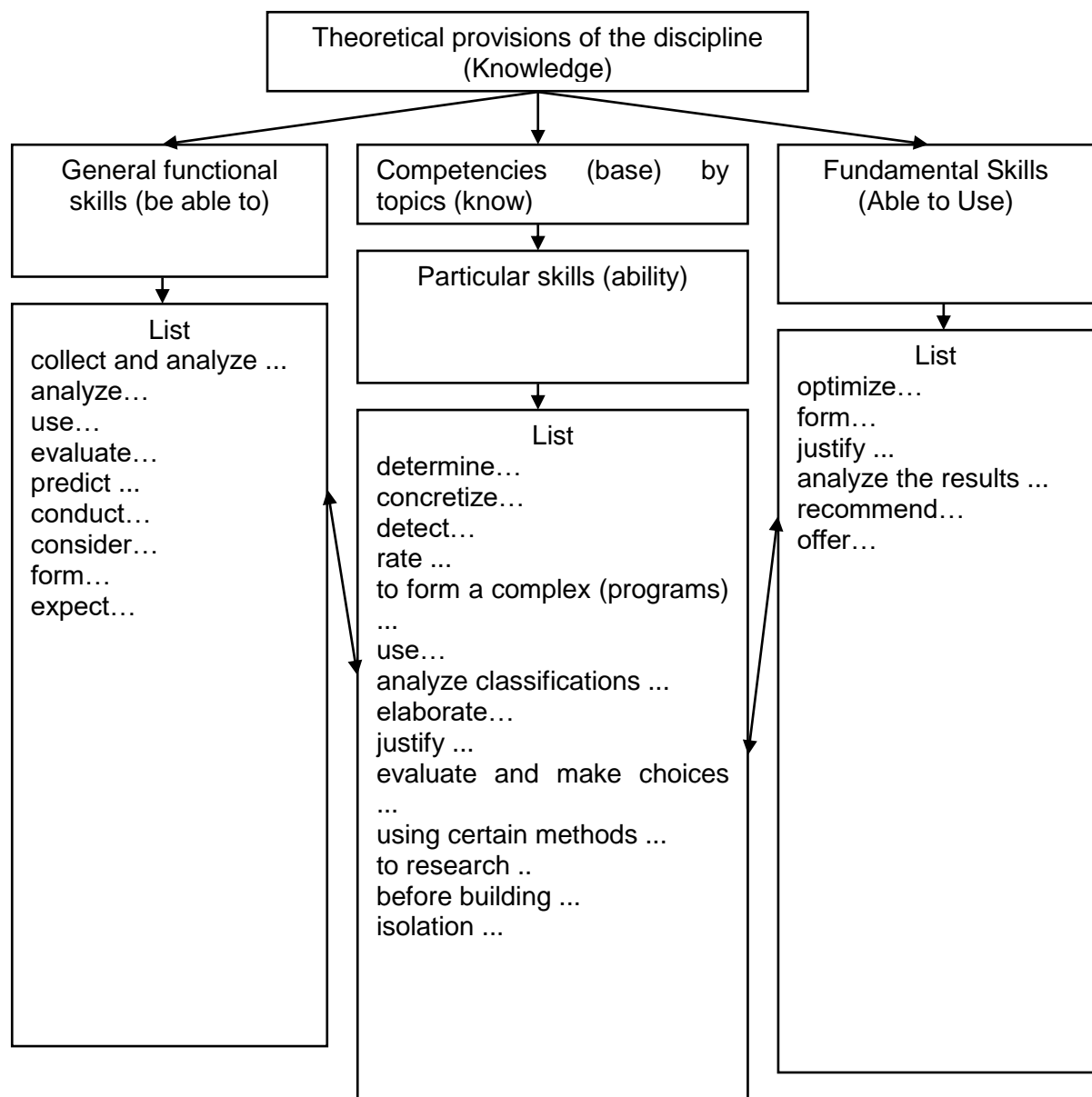


Fig. 2. Theoretical provisions of the discipline

### 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

$$Ot = \frac{M}{N} \cdot 11, \quad (1)$$

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.

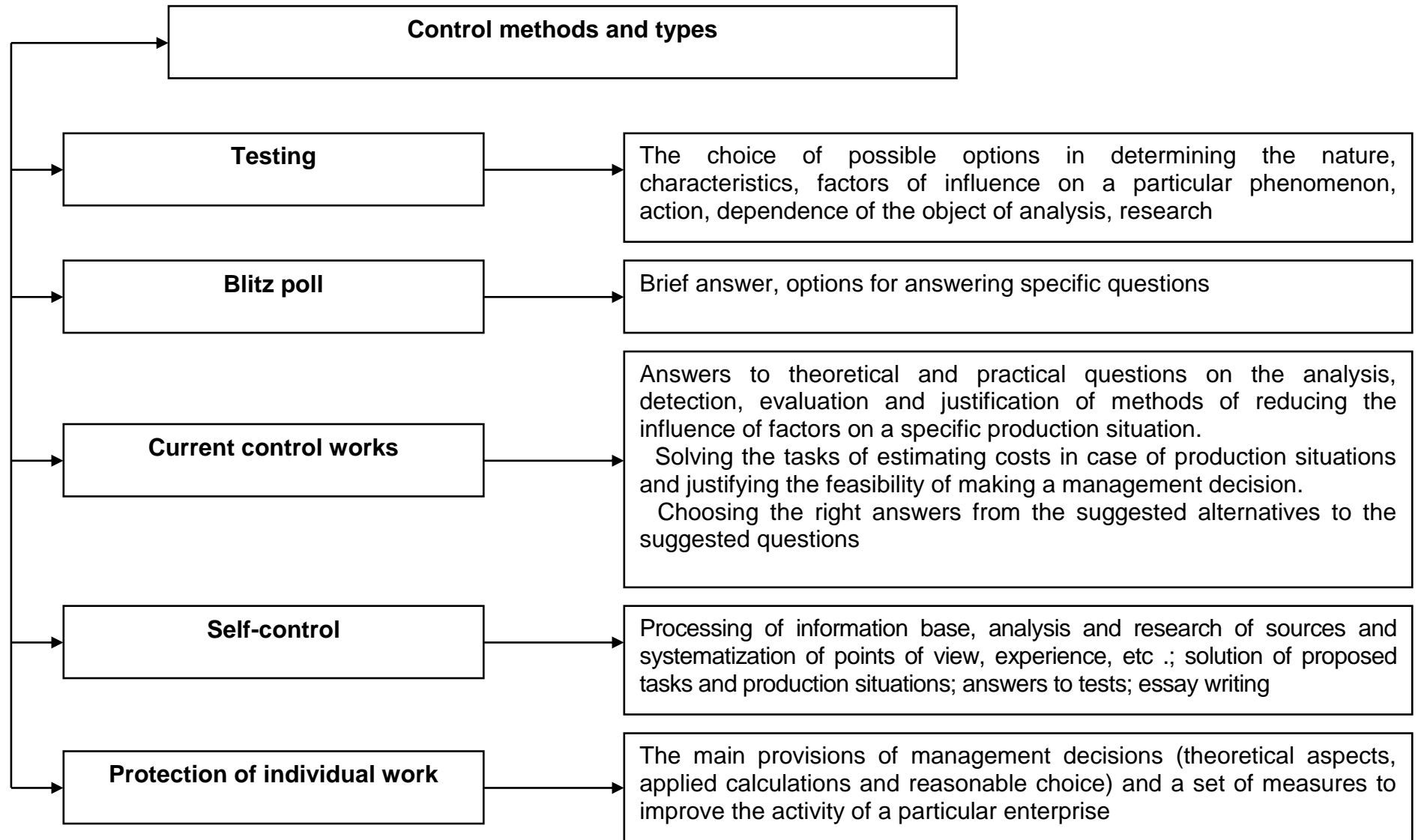


Fig. 3. Proposed methods and types of control

## **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.
22. Consumer loyalty and its classification.
23. The nature of conflicts, their types and methods of resolution.
24. Procedure for selection, evaluation and placement of specialists.
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.