

# OUTLINES OF BUSINESS AND PUBLIC COMMUNICATION IN PROFESSIONAL ACTIVITIES

## ANNOTATION TO THE CURRICULUM OF THE INSTITUTION OF HIGHER EDUCATION FOR SPECIALTIES:

1-25 01 04 "FINANCE AND CREDIT"  
1-27 01 01 "ECONOMICS AND ORGANIZATION OF PRODUCTION"  
1-25 01 07 "ECONOMICS AND MANAGEMENT AT THE ENTERPRISE"  
1-27 02 01 "TRANSPORT LOGISTICS"  
1-28 01 02 "ELECTRONIC MARKETING"

	Form of education				
	Full-time (daytime)		Part-time		Part-time reduced
Speciality	1-25 01 07 1-27 01 01 1-27 02 01	1- 25 01 04 1-28 01 02	1- 27 02 01	1-28 01 02	1-25 01 04 1-27 01 01
Year	2	2	4	2	2
Semester	4	4	7	4	4
Lectures, hours	18	16	4	4	4
Practical (seminar) classes, hours	16	18	4	2	4
Credit, semester	4	4	7	4	4
Classroom hours per academic discipline	34	34	8	6	8
Independent work, hours	38	38	64	66	64
Total hours per academic discipline / credit units	72/2				

### 1. Short description of discipline

In the process of studying the discipline, students will get an idea of the three sides of communication; effective communication; individual characteristics that affect the effectiveness of communication; successful public and business communication.

### 2. Learning outcomes

#### Students should know:

- the structure of communication, verbal and non-verbal sides;
- features of building various forms of business communication;
- the importance of individual and personal characteristics for the implementation of effective communication;
- rules for the preparation and implementation of public speech;
- ways to prevent and resolve conflict communication;
- methodology for conducting commercial negotiations, business conversations, meetings, telephone conversations and receiving visitors;
- ethics of office relationships;

#### be able to:

- use the acquired knowledge in the practice of business and public communication;
- competently form the image of a business person;
- act ethically in situations of business and interpersonal communication;

#### own:

- the skills of organizing and conducting speeches, business meetings, conversations, meetings;
- methods of influencing participants in communication, methods of persuading the interlocutor and arguing one's point of view;
- the ability to resolve conflicts, build relationships and ethical behavior.

### 3. Formed competencies

<b>For specialty 1-27 01 01 "Economics and organization of production"</b>	
AC-9	Know the specifics and patterns of development of world cultures
<b>For the specialty 1-25 01 04 "Finance and Credit"</b>	
AC-12	Possess a scientifically based understanding of the origins of the formation, development and current status of urban space, identify the features of the impact of historically conditioned reality, administrative, legal, mental, cultural and other aspects of life
<b>For specialty 1-25 01 07 "Economics and management at the enterprise"</b>	
AC-13	Apply forms, techniques, methods and laws of intellectual cognitive activity, justify your position logically and reasonably
AC-14	Analyze and make decisions on social, ethical problems that arise in professional activities
SC-1	Work in a team, observe and develop the norms of business communication, master the skills of interpersonal and group communication and business etiquette
<b>For specialty 1-27 02 01 "Transport logistics"</b>	
AC-8	Know the specifics and patterns of development of world cultures
<b>For the specialty 1-28 01 02 "Electronic Marketing"</b>	
AC-14	Analyze the influence of the development of philosophical thought on modern science and technology

**4. Requirements and forms of current and intermediate certification:** oral and written questioning, abstract defense, essay, test.