

# 1. CONTENTS OF DISCIPLINE

## 1.1. 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>