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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN
FEDERATION
FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF HIGHER
EDUCATION

**"MOSCOW POLYTECHNIC UNIVERSITY"
(MOSCOW POLYTECHNIC UNIVERSITY)**

Faculty of Economics and Management



OPERATIONAL PROGRAM OF THE DISCIPLINE
Internal Corporate Communications
Direction of training/specialty
42.04.01 Advertising and public relations
Profile/specialization
Innovative Marketing in Advertising
Qualification
master

Forms of study
part-time

Moscow, 2021

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1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline "Internal Corporate Communications" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 38.03.01 "Economics".

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

□ study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline "Internal Corporate Communications" is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
UC-2. Able to manage the project at all stages of its life cycle	IUC-2.1. Develops the concept of project management at all stages of its life cycle within the framework of the designated problem: formulates the goal and ways to achieve, tasks and ways to solve them, substantiates the relevance, significance, expected results and possible areas of their application. IUC-2.2. Develops a project implementation plan in accordance with the existing conditions, necessary resources, possible risks and the distribution of areas of responsibility of project participants. IUC-2.3. Monitors the implementation of the project at all stages of its life cycle, makes the necessary changes to the project implementation plan taking into account the quantitative and qualitative parameters of the achieved interim results.
UC-3. Able to organize and manage the work of the team, developing a team strategy to achieve the goal	IUC-3.1. Demonstrates the managerial competence necessary to form a team and guide its work based on the developed cooperation strategy. IUC-3.2. Plans, organizes, motivates, evaluates and corrects joint activities to achieve the set goal, taking into account the interests, behavioral characteristics and opinions of its members. IUC-3.3. Applies methods, methods and strategies for optimizing the socio-psychological climate in the team, conflict prevention and resolution, training technologies and the development of professional and communicative competence of team members.

2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".
The study of the discipline is based on the following disciplines, practical training:

- Cross-Cultural Analysis in Professional Activity

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Effectiveness of Advertising and Public Relations;
- Current Problems of Management in the Field of Advertising and Public Rela;
- Advertising Technologies in Business Communication;
- Marketing research;
- Innovative Marketing
- Pre-graduate practice.

3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

3.1 Types of educational work and labor intensity

3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			1	-
1.	Classroom classes	32	32	-
	including:			
1.1	Lectures	16	16	-
1.2	Seminars/practical classes	16	16	-
1.3	Laboratory classes	-	-	-
2.	Independent work	76	76	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	30	30	-
2.2	Preparing for testing	23	23	-
2.3	Independent task solving	23	23	-
	Intermediate certification			
	test/ dif. test/ exam		test	-
	Total	108	108	-

3.2 Thematic plan for the study of the discipline (according to the forms of training)

3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour				
		Total	Classroom work			Independent work
			Lectures	practical classes	Laboratory classes	

1.	Topic 1. The system of internal corporate communications	8	4	4	-	-	12
2.	Topic 2. An attractive corporate brand for employees	25	4	4	-	-	12
3.	Topic 3. Formation of corporate culture	25	4	4	-	-	12
4.	Topic 4. Fundamentals of corporate identity	25	2	2	-	-	12
5.	Topic 5. Communication between the Board of Directors and the company's management	25	2	2	-	-	28
	Итого	108	16	16	-	-	76

3.3 Content of the discipline

Topic 1. The system of internal corporate communications

Modern standards of internal corporate communications management.

Organization of the internal corporate information space as a communication space. Corporate publications, website and Intranet as channels of internal communication. Development of information activity of employees. Organization of feedback in the system of internal corporate communications. Organization of collective discussion of current issues and company strategy

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Topic 2. Corporate brand attractive for employees

Methods of building an attractive corporate for employees and the labor market image. Formation of the internal business reputation of the company. Overcoming situations that threaten the internal corporate reputation. Formation of collective ideas of employees about the mission and strategy of the company. Technology of information campaign for employees. Criteria for the effectiveness of corporate events (events).

Methods of building an attractive corporate image for employees and the labor market . Formation of the internal business reputation of the company. Overcoming situations that threaten the internal corporate reputation. Formation of collective employees' perceptions of the company's mission and strategy. Technology of information campaign for employees. Criteria for the effectiveness of corporate events (events).

Topic 3. Formation of corporate culture

The place of the corporate code in the system of corporate communications. Functions of the Corporate Code. The history of the development of corporate ethics. Development of corporate values and rules of conduct. The procedure for the development and implementation of the Corporate Code.

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Topic 4. Fundamentals of corporate identity

Emotional ties of an employee with the company. A complex of feelings and attitudes of corporate identity. Methods and stages of corporate identity formation. Typical violations of corporate identity and how to overcome them. Development and implementation PR? corporate identity development campaigns.

Topic 5. Communication between the Board of Directors and the company's management

Efficiency of interaction between the Board of Directors and the company's management. Correction of the areas of responsibility of the board of Directors and management of the company. Effective and constructive holding of meetings and meetings as forms of communication. Information support of meetings. Management of the change of power.

3.4. Topics of seminars/practical and laboratory classes

3.4.1 Seminars/practical classes

Topic 1. The system of internal corporate communications

Perform a theoretical study and prepare a report on the topic

Modern standards of internal corporate communications management. Organization of the internal corporate information space as a communication space. Corporate publications, website and Intranet as channels of internal communication. Development of information activity of employees. Organization of feedback in the system of internal corporate communications. Organization of collective discussion of current issues and company strategy

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The place of the corporate code in the system of corporate communications. Functions of the Corporate Code. The history of the development of corporate ethics. Development of corporate values and rules of conduct. The procedure for the development and implementation of the Corporate Code.

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Topic 4. Fundamentals of corporate identity

Perform a theoretical study and prepare a report on the topic

Emotional ties of an employee with the company. A complex of feelings and attitudes of corporate identity. Methods and stages of corporate identity formation. Typical violations of corporate identity and how to overcome them. Development and implementation PR? corporate identity development campaigns.

Topic 5. Communication between the Board of Directors and the company's management

Perform a theoretical study and prepare a report on the topic

Efficiency of interaction between the Board of Directors and the company's management. Correction of the areas

of responsibility of the board of Directors and management of the company. Effective and constructive holding of meetings and meetings as forms of communication.

Information support of meetings. Management of the change of power.

Topic 1. The system of internal corporate communications discussion, sample questions:

Communication models: action, interaction, process. The main stages of the communication process in the organization. Direct communication in communication. Communicator: individual and institutional aspects of activity. Types, forms and styles of the communicator. Communicative space.

Topic 2. Corporate brand attractive to employees , business game , sample questions:

The communication policy of the organization and the main principles of its implementation. Informational interaction with mass media, consumers, suppliers, competitors,

state regulatory bodies, local self-government, political groups, committees, etc. Tools and activities in relations with the internal and external public, target and key audiences.

Topic 3. Formation of corporate culture

business game, sample questions:

Communication between management levels and divisions of mi. Communication channels.

Informational, administrative, technical interaction of subjects

managerial activity. Various methods of communication influence:

methods of persuasion and suggestion, infection and imitation in communication, single-channel and

multi-channel, formal and informal communications. Features

of the communication management in the selection, admission, adaptation of personnel, professional development, promotion, dismissal of employees. Work with personnel in crisis situations, conflict resolution in work collectives.

Topic 4. Fundamentals of corporate identity

discussion, sample questions:

Self-motivation by realizing the goals of the organization, understanding their role in achieving

these goals, directing their efforts to fulfill their responsibilities. Self-knowledge and self-development of personnel as a result of the external and internal communication strategy of the organization.

Topic 5. Communication between the Board of Directors and the management of the company discussion, sample questions:

Improving professionalism in communication management. Self

-organization of communications based on a unified system of values as a result of formation, study and

optimization of the communicative structure. Development of a

flexible communication strategy for each contact audience. Classification ?tough? and ?soft? organizations

of communication space management.

.3.4.2. Laboratory classes

Laboratory classes in the discipline are not provided for in the curriculum.

3.5. Topics of course projects (term papers)

The course project (term paper) on the discipline is not provided for in the curriculum.

4 Educational, methodological and informational support

4.1 Regulatory documents and GOST standards

Normative documents and GOST standards are not used in the study of the discipline.

4.2 Basic literature

Main literature 1. Emikh N.A. Cultural paradigm of modern education: Philosophical and anthropological foundations [Electronic resource] / Emikh N.A. - M. : Logos, 2020. -

2. Babynina T.F. Methodology and methodology of psychological and pedagogical research [Electronic resource]: seminar and laboratory classes on the course. Textbook for students of the Faculty of preschool education / Babynina T.F.— Electron. text data.— Naberezhnye Chelny:

Naberezhnye Chelny Institute of Socio-Pedagogical Technologies and Resources, 2019.— 100 p.— Access mode: <http://www.iprbookshop.ru/29881> .

3. Algazina N.V. Preparation and defense of the final qualifying work of the master (master's thesis) [Electronic resource]: educational and methodological manual/ Algazina N.V., Prudovskaya O.Yu.- Electron. text data.— Omsk: Omsk State Institute of Service, 2022.— 103 p.— Access mode: <http://www.iprbookshop.ru/32790> .

4. Pedagogical theories and systems: studies. The manual/ author-compiled by E.N.Seliverstova, L.I. Bogomolova, E.Y. Rogacheva; under the general editorship of E.N. Seliverstova, - Vladimir: VISU, 2021. (VISU Library)

4.3 Additional literature

Fundamentals of scientific work and methodology of dissertation research [Electronic resource]: monograph/ G.I. Andrev [et al.].— Electron. text data.— M.: Finance and Statistics, 2012.— 296 p.— Access mode: <http://www.iprbookshop.ru/12439>

Galaktionova L.V. Educational and methodological foundations of the preparation of the final qualifying work [Electronic resource]: textbook for students/ Galaktionova L.V., Rusanov A.M., Vasilchenko A.V.— Electron. text data.— Orenburg: Orenburg State University, EBS DIA, 2014.— 98 p.— Access mode: <http://www.iprbookshop.ru/33662> .

4.4 Electronic educational resources

1. Electronic educational resources in this discipline are in the process of development.

4.5 Licensed and freely distributed software

1. Microsoft Office suite programs (Word, Excel, PowerPoint)

4.6 Modern professional databases and information reference systems

1. SPS "ConsultantPlus: Non-commercial Internet version". - URL: <http://www.consultant.ru/online/> (accessed: 02/16/2021). - Access mode: free.

5 Material and technical support

1. Lecture hall.
2. An audience for practical classes.
3. Computer class with Internet access.
4. An audience for group and individual consultations, ongoing monitoring and interim certification.
5. An audience for independent work.
6. Library, reading room.

6 Methodological recommendations

6.1 Methodological recommendations for the teacher on the organization of training

Methodological recommendations for the teacher on the organization of training

This section of this work program is intended for novice teachers and practitioners who do not have teaching experience.

The discipline Internal Corporate Communications forms the competence of the students of the CC-1. In the conditions of designing educational systems based on the principles of the competence approach, there has been a conceptual change in the role of the teacher, who, along with the traditional role of the knowledge carrier, performs the function of the organizer of the student's research work, consultant in the procedures for selecting, processing and interpreting information necessary for practical action and further development, which must necessarily be taken into account when conducting lectures and practical classes in the discipline " Internal Corporate Communications "

The teaching of theoretical (lecture) material on the discipline " Internal Corporate Communications " is carried out on the basis of interdisciplinary integration and clear interdisciplinary connections within the framework of the educational program and curriculum.

The detailed content of individual topics of the discipline " Internal Corporate Communications " is considered in paragraph 3.3 of the work program.

Approximate variants of tasks and test tasks for the current control and a list of questions for the exam in the discipline are presented as part of the FOS for the discipline in paragraph 7 of this work program.

The list of basic and additional literature, databases and information reference systems required in the course of teaching the discipline " Internal Corporate Communications " is given in paragraph 4 of this work program.

6.2 Methodological guidelines for students on the development of the discipline

Obtaining in-depth knowledge of the discipline is achieved through the active independent work of students. It is advisable to use the allocated hours to get acquainted with the educational and scientific literature on the problems of the discipline, the analysis of scientific concepts.

Within the framework of the discipline, various forms of monitoring the level of achievement by students of the declared indicators of competence development are provided.

Forms of current control – the activity of work in practical classes, testing.

The form of intermediate control in the discipline is an exam, during which the level of achievement of the declared indicators of competence development by students is assessed.

Methodological guidelines for the development of the discipline.

Lectures are conducted in accordance with the content of this work program and are a presentation of the theoretical foundations of the discipline.

Attending lectures is mandatory.

Taking notes of the lecture material is allowed both in writing and by computer.

Regular repetition of lecture notes for each section in preparation for the current forms of certification in the discipline is one of the most important types of independent work of the student during the semester, necessary for high-quality preparation for intermediate certification in the discipline.

Conducting practical classes in the discipline "Internal Corporate Communications" is carried out in the following forms:

– a survey based on materials reviewed at lectures and studied independently according to the recommended literature;

– analysis and discussion of issues on topics, problem solving.

Attendance of practical classes and active participation in them is mandatory.

Preparation for practical classes necessarily includes the study of lecture notes and recommended literature for an adequate understanding of the conditions and method of performing tasks planned by the teacher for a specific practical lesson.

Methodological guidelines for performing various forms of extracurricular independent work
The study of the main and additional literature on the discipline is carried out on a regular basis in the context of each topic to prepare for the intermediate certification in the discipline "Internal Corporate Communications". The list of the main and additional literature on the discipline is given in paragraph 4 of this work program.

Methodological guidelines for preparation for intermediate certification

Intermediate certification in the discipline "Internal Corporate Communications" takes place in the form of an exam. An approximate list of questions for the exam in the discipline "Internal Corporate Communications" and the criteria for evaluating the student's response for the purpose of evaluating the achievement of the stated indicators of competence formation are given as part of the FOS for the discipline in paragraph 7 of this work program.

The student is allowed to intermediate certification in the discipline, regardless of the results of the current progress control.

7 Evaluation Funds Fund

7.1 Methods of monitoring and evaluating learning outcomes

Code and name of competencies	Indicators of competence achievement
UC-2. Able to manage the project at all stages of its life cycle	<p>IUC-2.1. Develops the concept of project management at all stages of its life cycle within the framework of the designated problem: formulates the goal and ways to achieve, tasks and ways to solve them, substantiates the relevance, significance, expected results and possible areas of their application.</p> <p>IUC-2.2. Develops a project implementation plan in accordance with the existing conditions, necessary resources, possible risks and the distribution of areas of responsibility of project participants.</p> <p>IUC-2.3. Monitors the implementation of the project at all stages of its life cycle, makes the necessary changes to the project implementation plan taking into account the quantitative and qualitative parameters of the achieved interim results.</p>
UC-3. Able to organize and manage the work of the team, developing a team strategy to achieve the goal	<p>IUC-3.1. Demonstrates the managerial competence necessary to form a team and guide its work based on the developed cooperation strategy.</p> <p>IUC-3.2. Plans, organizes, motivates, evaluates and corrects joint activities to achieve the set goal, taking into account the interests, behavioral characteristics and opinions of its members.</p> <p>IUC-3.3. Applies methods, methods and strategies for optimizing the socio-psychological climate in the team, conflict prevention and resolution, training technologies and the development of professional and communicative competence of team members.</p>

7.2 Шкала и критерии оценивания результатов обучения

7.2.1. Criteria for evaluating the answer to the exam

(formation of competence of the UC-2 .UC-3 , indicators of the IUC-2.1, IUC-2.2. IUC-3.1, IUC-3.2)

"5" (excellent): the student demonstrates excellent theoretical knowledge, practical skills, knows the terms, makes reasoned conclusions and generalizations, gives examples, shows fluency in monologue speech and the ability to quickly respond to clarifying questions.

"4" (good): the student demonstrates good theoretical knowledge, practical skills, knows the terms, makes reasoned conclusions and generalizations, gives examples, shows fluency in monologue speech, but at the same time makes insignificant mistakes that he quickly corrects independently or

with minor correction by the teacher.

"3" (satisfactory): the student demonstrates satisfactory theoretical knowledge, shows poorly formed skills in analyzing phenomena and processes, insufficient ability to draw reasoned conclusions and give examples, shows insufficient fluency in monologue speech, terms, logic and consistency of presentation, makes mistakes that can be corrected only when corrected by a teacher.

"2" (unsatisfactory): the student demonstrates ignorance of the theoretical foundations of the subject, lack of practical skills, does not know how to draw reasoned conclusions and give examples, shows poor command of monologue speech, does not know the terms, shows a lack of logic and consistency of presentation, makes mistakes that cannot be corrected when corrected by the teacher, refuses to answer additional questions.

7.2.2. Criteria for evaluating the student's work in practical classes

(formation of competence of the UC-2 .UC-3 , indicators of the IUC-2.1, IUC-2.2. IUC-3.1, IUC-3.2)

"5" (excellent): all the tasks provided for in the practical training plan were completed, the student answered all control questions clearly and without errors, actively worked in practical classes.

"4" (good): all the tasks provided for in the practical training plan were completed, the student answered all the control questions with the teacher's corrective remarks, worked quite actively in practical classes.

"3" (satisfactory): all tasks provided for in the practical training plan were completed with the teacher's comments; the student answered all control questions with comments.

"2" (unsatisfactory): the student did not complete or incorrectly completed the practical tasks provided for in the practical training plan; the student answered the control questions with errors or did not answer the control questions.

7.2.3. Criteria for evaluating test results

(formation of competence of the UC-2 .UC-3 , indicators of the IUC-2.1, IUC-2.2. IUC-3.1, IUC-3.2)

The test is evaluated according to the percentage of correct answers given by the student to the test questions.

The standard scale of compliance of test results with the assigned score:

- "excellent" - over 85% of correct answers;
 - "good" - from 70.1% to 85% correct answers;
 - "satisfactory" - from 55.1% to 70% of correct answers;
- from 0 to 55% of correct answers – "unsatisfactory"

"5" (excellent): the test taker demonstrates excellent theoretical knowledge, knows the terms and has the ability to quickly respond to test questions.

"4" (good): the test taker demonstrates good theoretical knowledge, knows most of the terms and has the ability to respond quickly to test questions.

"3" (satisfactory): the test taker demonstrates satisfactory theoretical knowledge, owns the basic terms and concepts.

"2" (unsatisfactory): the test taker has no theoretical knowledge, he does not know the terminology and reacts slowly to the test questions.

7.3 Evaluation tools

7.3.1. Current control

(formation of competence of the UC-2 .UC-3 , indicators of the IUC-2.1, IUC-2.2. IUC-3.1, IUC-3.2)

Examples of tasks to solve in practical classes:

Tasks for mandatory execution:

Question No. 1. The management decision-making process in American organizations consists of the following stages: Type of response: Many of many

Answer options:

1. Diagnosis of the problem
2. Formulation of restrictions and criteria for decision-making
3. Identification of alternatives
4. Evaluation of alternatives
5. Choosing an alternative
6. planning

Question No. 2. By territorial origin and place of wide adaptation , the four main models of management of companies and personnel of these companies are the most common:

Answer options:

1. American, Japanese, European and Russian
2. American, Chinese, European and Russian
3. American, Japanese, European and German
4. French, Japanese, European and Russian

Question No. 3. The National Management model is the answer options:

1. the totality of managerial relations in a typical enterprise of a country
2. the discipline in which various national management models are considered, studied and compared
3. the totality of ideas, geographical, political, religious, mental features of a particular region of the world, country
4. the totality of ideas underlying the management of the organization

Question No. 4. Highlight several characteristics that define the characteristics of American workers:

Answer type: Many of many

Answer options:

1. 1) efficiency;
2. 2) organizational skills;
3. 3) mobility;
4. 4) equality.
5. 5) all are correct

Question №5 . _____ this is the activation of professional and communicative skills of employees, determined by the synergistic effect of intercultural interaction.

Answer options:

1. Motivation
2. Individualism
3. Family
4. Mobbing

Examples of test tasks:

Task 1. Imagine that you have just been hired by a small company engaged in cargo transportation. You have no work experience and want to demonstrate to the director your knowledge in the field of strategic planning. From the conversations of colleagues, you know that the director of the company considers strategic planning an insufficiently effective method of managing

small companies and prefers to act on the situation, relying mainly on intuition. You are determined to change his mind. Write a memo about the use of strategic planning in small companies

Task 2. Below are examples of corporate goals of three well-known companies.

Select strategic ones from them.

Which group do the other goals belong to? Briefly explain your opinion.

1. McDonald's

1.1. Achieve 100% customer satisfaction

2. Rubbrmaid

2.1. Increase annual sales from \$1 billion to \$2 billion in 5 years

2.2. Enter a new market every one and a half to two years.

2.3. Ensure that 30% of total sales are accounted for by products put into production over the past 5 years.

2.4. Ensuring the lowest costs with the highest product quality among all manufacturers in the industry.

2.5. Achieve an average annual growth rate of 15% in terms of sales volume, profit and income on shares.

3. McCormick & Company

3.1. Achieve a 20% level of income on shares.

3.2. Bring annual sales growth to 10%.

3.3. Maintain the average annual growth rate of income on shares at the level of 15%.

3.4. Maintain the indicator "debt to total capital" at the level of up to 40%.

3.5. Allocate 25-30% of net income for the payment of dividends.

3.6. Pursue a policy of acquiring other companies that could complement current activities and increase overall revenues.

3.7. Eliminate those areas of activity that do not or cannot bring the corresponding income or do not fit into the company's strategy.

Task 3: You were appointed head of the department where you worked as a young employee. Some people remember those times and address you by "you" and by name.

What you will do:

a) face to face, ask each of them to address you by "you" and by first name,

b) express this request at the first meeting,

c) keep this privilege for veterans, resolutely suppressing such familiarity for the rest.

Task 4: The essence _____ determinism consists in the fact that the production technology, the level of technological development determine the management system.

Answer options:

1. Scientific

2. American

3. Administrative

4. Technological

Task 5: The need to study comparative management is caused by the answer options:

1. the processes of globalization, increasing staff mobility, internationalization of business

2. the growing number of joint ventures, the demand for domestic specialists, the need to improve the professional level

3. integrative processes in the global economy, improving the quality of life of citizens, the desire of employees to self-actualize 4. the possibility of professional and official growth, the expansion of contacts, the interpenetration of national business cultures

Task 6: Make a program for monitoring the manifestation of cognitive activity of adolescents in the classroom. Prepare a report on the results of the observation. Complete the report on the results of the study.

Task 7: Prepare a questionnaire to identify significant values in the lives of teenagers (high school students, students). Conduct a survey. Analyze the results of the survey.

Task 8: Select a set of tests that allow you to determine emotional well-being (the level of development of communication abilities, research skills) schoolchildren. Conduct testing. Prepare an information report on the results of the testing.

Task 9: Make a program and a plan for studying the experience of organizing a scientific society of students, a theater studio, a choral collective of one of the schools of the city.

Task 10: Prepare a project presentation on one of the proposed topics:

- "How to defend a master's thesis in pedagogy";
- "How to write a scientific article based on the results of a completed pedagogical research";
- "How to prepare for participation in a scientific conference";
- "How to write abstracts of the report".

Test 2

1. Finish sentence

1.1 Question, task, requiring resolution, research.arch.

1.2 Concise formulation of the research problem.

1.3 A process or phenomenon that generates a problematic situation.

1.4 A separate aspect of the object, the point of view from which the object is viewed -.

1.5 A scientific assumption put forward to explain any phenomena.

1.6 A way to solve the research problem.

1.7 Presentation of the results of the study.

7.3.2. Interim certification

(formation of competence of the UC-2 .UC-3 , indicators of the IUC-2.1, IUC-2.2. IUC-3.1, IUC-3.2)

Exam questions

1. 1. Subject and object of communication management.
2. 2. The main types of communication.
3. 3. Communication management and communication policy of the organization.
4. 4. The place and role of communication management in the development

- of the collective and personality.
5. 5. Goals, objectives and functions of communication management.
 6. 6. The main stages of the communication process in the organization.
 7. 7. Feedback in communication.
 8. 8. Communicator, message, audience as components of communication environment.
 9. 9. Communication space.
 10. 10. Organization of communication space management.
 11. 11. The communicative structure of the organization.
 12. 12. Types, forms and styles of communication of the communicator.
 13. 13. Forms and methods of organizational communications, their role in communication management.
 14. 14. Specifics of communications in state and municipal public authorities.
 15. 15. Types of communication at the group and interpersonal level in the organization.
 16. 16. Methods of persuasion and suggestion, mechanisms of infection and intimidation in communication.
 17. 17. Techniques and methods of working with key and target audiences in communication management.
 18. 18. Formal and informal communication.
 19. 19. Communication management and personnel of the organization. The importance of communication management in the selection, when needed, adaptation of frames.
 20. 20. Communication management in crisis and conflict situations.
 21. 21. Communication management and corporate culture.
 22. 22. The concept and types of communication barriers.
 23. 23. Ways to overcome communication barriers in business communication.
 24. 24. Social, psychological, ethical and cultural differences between people as the basis of communication barriers.
 25. 25. National character and its reflection in communication management.
 26. 26. Motivational resource of communication management.
 27. 27. The staff of the organization. Means of intra-organizational communications. PR and personnel management.
 28. 28. Communication management and interaction with target audiences: investors, shareholders, consumers, clients.
 29. 29. Self-management in the communicative space of the organization.
 30. 30. Communication management and personnel of the organization.
 31. The importance of communication management in improving qualifications, dismissal of employees.