

Metadata of the Course		
Blended Course «Communication Management»		
Title of institute, department	Institute of Humanities, Social Sciences & Technologies, Department of Management	
Major	080200 Management	
Course	Communication Management	
Study time allocation	Total	96 hrs
	Seminars	32 hrs
	Self-study	64 hrs
Credits	3	
Semester	2	
Final Assessment	Final test	
Mode of study	Full-time	
Annotation	<p>Programme Structure</p> <p>Typical Course Content Includes:</p> <p>Module 1. Essence of Communication Management</p> <p>1.1. The Definition of Communication Management</p> <p>1.2. Communication Models</p> <p>Module 2. Interpersonal Communication</p> <p>2.1. Elements of Face-to-face Communication</p> <p>2.2. Psychology of Stress and Conflict Communication</p> <p>2.3. Gender Peculiarities of Communication Process</p> <p>2.4. Psychology of International Business Communication Process</p> <p>2.5. Oral Communication at the Workplace</p> <p>2.6. Writing Correspondence</p> <p>Module 3. Internal Communication</p> <p>3.1.Types of Communication in Organization</p> <p>3.2. The Effectiveness of Business Communication: Barriers to Communication</p> <p>Module 4. External Communication</p> <p>4.1. PR Communication</p> <p>Module 5. The Features of Modern Communication System</p> <p>5.1. Modern Systems of Communication</p> <p>The Most Important Questions</p> <p>The Communication Management offers broad knowledge of communication in organisations and understanding of managing communication process both inside and outside organizations.</p> <p>This course will give students the knowledge, skills and competences in the Communication Management theory and practices and the ability to apply them in all types of contemporary organisations.</p> <p>In the course we pay special attention to the following questions:</p> <p>1) History of business communication. Business communication</p>	

	<p>as a part of effective management. Main features of business communication. The functions of business communication. Different definitions of communication process. Communicational act and communicational process. Elements of communication process: sender, receiver, message, channel, feedback, information and noise.</p> <p>2) Conflicts in organization. Traditional view of conflict. The human relations view of conflict. Interactionist view of conflict. Conflict and organizational performance. Conflict handling styles. Conflict consequences.</p> <p>3) Gender and sex. Female communication style. Male communication style. How communicate in man-woman communication.</p> <p>4) Communication in global business. General rules of business communication in multicultural organization. Hofstede model of different cultures and communication.</p> <p>5) Forms and types of business correspondence. Functions of written communication in business. Rules of e-mail using (structure, volume, time to answer). Effective report</p> <p>6) Functions of oral communication at the workplace. Forms of oral communication. Effective presentation. The meaning of negotiations. Win-win negotiations. Win-lose negotiations.</p> <p>7) Types of noises. Barriers connected with channel: physical distractions, semantic distractions. Barriers connected with sender and receiver: ability to communicate, motivation in communication, international communication style.</p> <p>By the end of the course students will develop an appreciation and understanding of the principles, concepts, purpose and practice of communication management in contemporary organisations.</p> <p>Knowledge, Skills and Competences Gained in this Course The course provides basis for effective managing communication process in contemporary organisations. And also will help to develop the organizational and managerial competencies required for effective management process.</p>
Key words	COMMUNICATION, MANAGMENET, CHANNELS OF COMMUNICATION, EFFECTIVE COMMUNICATION
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