

Code: F3, „Business Communications and Public Relations”

ECTS credits: 3	Number of hours per week: 2+1+0
Forms of assessments: Pass / Failed	Types of assessment: Pass / Failed
Department, providing instruction on the discipline: Section: <i>INDUSTRIAL MANAGEMENT</i> <i>FACULTY OF MECHANICAL ENGINEERING AND TECHNOLOGIES</i>	

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Annotation: The subject is optional in the course of specialty education. It aims to introduce students to the modern theory of business telecommunication. The thematic program of the lecture course has been developed in accordance with the content of this course in the world and national academic practice. The lecture course includes 15 themes that aim at mastering the theoretical foundations of the full cycle of the communication process - its content, structure, models, strategies, tactical solutions, and the implementation cycle. Particular attention is paid to the basic communication techniques - verbal, non-verbal and electronic communication. The seminars include the topics that require the formation of practical skills for professional communication in solving specific practical problems. Case studies and tests have been developed, which are the basis for business negotiations, workshops and teamwork.

The ongoing assessment is formed after repeated checks of real practical skills for rapid, accurate and ethical communication in different business situations

Main issues of the syllabus content:

- Formalization and modeling of the communication process
- Communication networks and communication climate in business organizations.
- Verbal communications.
- Non-verbal communications
- Electronic communications.
- International Business Communications and Protocol.
- Essence and evolution in the development of public relations.
- Stages and strategies for realizing public relations.
- The specificity of public relations in different organizations.
- Public Relations Consultants
- Professional qualifications and job responsibilities of the public relations practitioner

Content presentation:

Lecture and Seminars