

APPROVED

Rector of Educational Establishment
«Belarus State Economic University»

 A.V. Egorov

 2023

Registration № UD 5750-23 /account.

New Media and Communication in Management and Business

The curriculum of the establishment of higher education
in the academic discipline for the specialty
1-25 01 08 «Accounting, analysis and audit (by areas)»
(in English)

The curriculum is based on OSVO 1-25 01 08-2021 and on the educational plan for the specialty 1-25 01 08 «Accounting, analysis and audit (by areas)» (in English).

COMPILED BY:

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REVIEWERS:

RECOMMENDED FOR APPROVAL:

Department of Political Science of the Educational Establishment «Belarus State Economic University»

(Minutes № 6 dated 23.11.2023);

Scientific and Methodological Council of the Educational Establishment «Belarus State Economic University»

(Protocol № 4 dated 27.12.2023).

EXPLANATORY NOTE

The curriculum for the discipline "New Media and Communications in Management and Business" is designed for students of the speciality "Accounting, Analysis and Audit" at the first level of higher education within the cycle of specialisation disciplines. New Media and Communications in Management and Business is a scientific branch and academic discipline that studies the space of media communication and the channels, forms, technologies and actors operating in this space.

The objectives of the academic discipline "New Media and Communications in Management and Business" are the formation of a systematic understanding of the modern information space, its participants and their influence on the economic sphere of society, as well as the establishment of interaction between business and consumers of goods and services, using modern means of receiving and exchanging digital information.

Objectives of the course "New Media and Communications in Management and Business": to study classical and modern theories of communication; to consider the peculiarities of functioning of the information space of the Republic of Belarus; to reveal the possibilities of application of various means of Internet communication in the work of business structures; to ensure mastery of basic techniques of application of Internet platforms in establishing interaction between business and government agencies and clients; to provide an opportunity for further self-education in the field of network communication; to provide the possibility of further self-education in the field of network communication; to study the theory of communication in the Republic of Belarus.

This academic discipline organically complements the knowledge, skills and abilities obtained during the study of such disciplines as "Political Science", "Social Psychology", "Information Technology", "Philosophy", "Marketing".

As a result of studying the academic discipline "New Media and Communications in Management and Business" the following specialised competences are formed:

SC-1. Understand and apply modern means of communication and information resources in solving professional tasks and management and business.

SC-2. Understand and apply modern techniques of negotiating with stakeholders in political and economic processes.

As a result of studying the academic discipline "New Media and Communications in Management and Business" the student should:

to know:

- classical and modern theoretical and methodological approaches to understanding communication;
- the place and role of modern information technologies in political and administrative activity;
- peculiarities of application and approaches when working with different Internet platforms;

– specifics of the information space of the Republic of Belarus.

be able to:

- Conduct independent research on the information space;
- apply the acquired knowledge in order to effectively solve business problems;
- utilize the various tools provided by new media;
- Evaluate the effectiveness of the tools and forms of communication used;

Possess:

- methods of theoretical and applied research in the study of information space;
- skills in preparing scientific publications, proposals and analytical reports for business structures based on the results of research work;
- skills to formulate a strategy for establishing business communication with government agencies, existing and potential clients;
- basic techniques for using new media technologies.

As part of the educational process in the discipline "New Media and Communications in Management and Business" the student should acquire not only theoretical and practical knowledge, skills and abilities in the speciality, but also develop his/her value-personal, spiritual potential, form the qualities of a patriot and citizen, ready to actively participate in the economic, industrial, socio-cultural and public life of the country.

Form of higher education in the academic discipline "New Media and Communications in Management and Business": full-time (full-time), part-time, distance learning.

The total number of hours allocated to the study of the academic discipline "New Media and Communications in Management and Business" in accordance with the curriculum of the educational institution in the specialty "Accounting, Analysis and Audit" is 72 hours, including 36 classroom hours.

Distribution of classroom time by types of classes includes 16 hours of lectures and 20 hours of seminars/ The workload of the discipline is 2 credit units.

The form of the current certification is exam.

CONTENT OF EDUCATIONAL MATERIAL

Section 1. Concept and essence of communication.

Topic 1. The concept of "communication". The object and subject of communication theory. Laws and categories of communication theory. Methods and functions of communication theory.

Topic 2. Communicativism as a science. The main stages of development of communication theory. Development of the theory of communication. Theories of communication.

Topic 3. Structural models of communication. Types, forms and channels of communication. Subjects of communication. Communicative barriers.

Section 2: Levels of communication in management and business.

Topic 4. Interpersonal Communication. Internal communication in an organisation. Forms of business communication. Communication in small groups. Discussions in the decision-making process. Managerial conflicts and ways of their resolution.

Topic 5. Mass communication. Means, tools and forms of mass communication in business. Factors of building mass communication. Agenda and establishing communication with mass audience in business.

Section 3: Tools for establishing communication in business processes.

Topic 6. Marketing communications. Types of marketing research. Types of marketing communications. Branding. Integrated marketing communications.

Topic 7: New media as a medium for product promotion. Social networks and SMM. Content marketing and blogging. Contextual advertising. Corporate media. Viral marketing.

Topic 8. Concept and development of the concept of "Corporate Responsibility of Business". Social accounting, audit and reporting. Social responsibility of business. New media in GR-communication. Competition in the media environment. Media development trends in the world and the Republic of Belarus.

**Educational and methodological map of the academic discipline
"New Media and Communication in Management and Business"
for full-time higher education**

Section number, module	Section name, topic	Number of classroom hours							Form of control knowledge
		Lectures	Practical classes	Seminar classes	Laboratory classes	Number of hours SIW			
						Lec	Sem	Lab	
1	2	3	4	5	6	7	8	9	10
Section 1	The concept and essence of communication	6	6						Survey
Topic 1	The concept of "communication". Object and subject of the theory of communication. Laws and categories of communication theory. Methods and functions of communication theory.	2	2						Survey, test
Topic 2	Communicativism as a science. The main stages in the development of communication theory. The development of communication theory. Theories of communication.	2	2						Survey, test
Topic 3	Structural models of communication. Types, forms and channels of communication. Subjects of communication. Communicative barriers.	2	2						Survey, test
Section 2	Levels of communication in management and business	4	4						Survey, control work
Topic 4	Interpersonal communication. Internal communication in an organisation. Forms of business communication. Communication in small groups. Discussions in the decision-making process. Managerial conflicts and ways of their resolution.	2	2						Survey, test
Topic 5	Mass communication. Means, tools and forms of mass communication in business. Factors of building mass communication. Agenda and establishing communication with mass audience in business.	2	2						Survey, test
Section 3	Tools for establishing communication in business processes	6	10						Survey, control work
Topic 6	Marketing communications. Types of marketing research. Types of marketing communications. Branding. Integrated marketing communications.	2	4						Survey, test
Topic 7	New media as a medium for product promotion. Social networks and SMM. Content marketing and blogging. Contextual advertising. Corporate media. Viral marketing.	2	4						Survey, test
Topic 8	The concept and development of the concept of "Corporate Responsibility of Business". Social accounting, audit and reporting. Social responsibility of business. New media in GR-communication. Competition in the media environment. Media development trends in the world and the Republic of Belarus.	2	2						Survey, test
	Total hours	16	20						exam

Information and methodological part

Methodological recommendations for organizing and performing independent work of students in an academic discipline "New Media and Communications in Business and Management"

An important stage in mastering knowledge of an academic discipline is students' independent work. The recommended time budget for independent work is an average of 2-2.5 hours for a 2-hour classroom lesson.

The main directions of student's independent work are:

- familiarisation with the curriculum of the academic discipline;
- familiarisation with the list of recommended literature on the academic discipline, study and selection of the necessary basic and additional literature;
- review of the lecture material and special literature recommended by the teacher;
- preparation for seminars with the study of basic and additional literature;
- preparation for diagnostic forms of control (surveys, defence of the essay);
- preparing for the test.

List of recommended diagnostic tools

The following forms can be used to diagnose competences in the academic discipline "New Media and Communications in Business Management": oral, written, oral-written and technical.

The oral form of competence diagnostics includes surveys; reports at seminars, etc.

The written form of competence diagnostics includes tests, test papers, essays, reports, business games, etc.

The oral and written forms of competence diagnostics include presentations, homework reports with their oral defense, etc.

The technical form of competence diagnostics includes electronic tests, etc.

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PROTOCOL FOR APPROVAL OF THE EDUCATIONAL CURRICULUM

Name of the academic discipline with which approval is required	Departement name	Proposals for changes in the content of the curriculum higher education institution's academic discipline	The decision made by the departement that developed the curriculum (indicating the date and protocol number)
Analysis of business efficiency	Department of Accounting, Analysis and Audit in Industry	<p>No comments or suggestions</p> 	