

Educational Establishment «Belarus State Economic University»

APPROVED

Rector of Educational Establishment
«Belarus State Economic University»

A.V.Egorov

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Registration № UD 5451-23 /account.

Modern Political Communications 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:

N.Y.Veremeev, Assistant Professor of the Department of Political Science of the Educational Establishment «Belarus State Economic University», Candidate of Sciences (Political Science).

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 "Modern political communications in management and business" is designed for students of the speciality 1-25 01 08 "Accounting, analysis and audit" at the first level of higher education within the cycle of specialisation disciplines. Modern political communications in management and business is a scientific branch and academic discipline that studies the channels, forms and technologies of interaction between business and political subjects.

The objectives of the academic discipline "Modern Political Communications in Management and Business" are to form in students a systematic understanding of the channels, technologies and means of establishing interaction between business and political subjects, peculiarities of communication activities of various subjects and channels.

Objectives of the academic discipline "Modern Political Communications in Management and Business":

- Examine classical and contemporary theories of political communication;
- consider the peculiarities of the functioning of various channels and forms of political communication;
- to reveal the possibilities of using various means of communication in establishing interaction between business, government agencies and civil society;
- to ensure mastery of basic techniques of application of tools for building communication between business and political actors;
- provide opportunities for further self-education in the field of political communication.

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 "Modern political 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 business management.

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

As a result of studying the academic discipline "Modern political communications in management and business" the student should:

to know:

- classical and modern theoretical and methodological approaches to understanding political communication;
- the place and role of modern channels and forms of political communication in management and business;
- peculiarities of application and approaches when working with different channels and forms of political communication;
- 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 management and business problems;
- use various tools of political communication;
- Evaluate the effectiveness of the applied tools and forms of political communication;

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 of forming a strategy for establishing communication between business and government agencies and civil society structures;
- basic techniques of applying political communication technologies.

As part of the educational process in this discipline, the student must 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 social life of the country.

Form of higher education in the academic discipline "New Media and Communications in Management and Business": regular (full-time) 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 1-25 01 08 "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 interim certification is exam in the 1th semester.

CONTENT OF EDUCATIONAL MATERIAL

Section 1. Concept and essence of political communication

Topic 1. Concepts of "communication" and "political communication". Object and subject of the theory of political communication. Levels of information and communication processes. Methods of political communication theory.

Topic 2. Communicativism as a science. The main stages of development of political communication theory. Micro-level theories of political communication. Macro-level theories of political communication.

Topic 3. Structural models of political communication. Types, forms and channels of political communication. Subjects of political communication. Barriers and noises in political communication.

Section 2: Political Communications in the Formation of Public Opinion

Topic 4. The concept and essence of public opinion. Mechanisms of public opinion formation. Diagnostics and monitoring of public opinion as an element of political communication.

Topic 5. Political PR: concept, functions and essence. Types of political PR. Information PR-technologies and traditional marketing. Activities of PR-structures in the Republic of Belarus.

Section 3: Forms and tools of political communication in establishing interaction between business and the state and civil society

Topic 6. Negotiation Process. Rhetoric techniques in the negotiation process. Peculiarities of conflict management in relations between business and government.

Topic 7: Network tools for establishing interaction between business, government and society. E-democracy and e-government.

Topic 8. GR-communication. Lobbyism. Public advisory councils as a form of interaction between government and business. Collective and individual appeals in the communication activities of business and government bodies. The role of public associations in establishing interaction between business and the state.

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

Section number, module	Section name, topic	Number of classroom hours							Bibliography	Form of control knowledge
		Lectures	Practical classes	Seminar classes	Laboratory	Number of hours SIW				
						Lec	Sem	Lab		
1	2	3	4	5	6	7	8	9		10
Section 1	The concept of political communication	6	6							Survey
Topic 1	The concepts of "communication" and "political communication". Object and subject of the theory of political communication. Levels of information and communication processes. Methods of political communication theory.	2	2						[1]; [2]; [3]; [15]; [18]; [19]	Survey, test
Topic 2	Communicativism and political communicativism as a science. The main stages of development of political communication theory. Micro-level theories of political communication. Macro-level theories of political communication.	2	2						[4]; [6]; [12]; [15]; [16]; [23]	Survey, test
Topic 3	Structural models of political communication. Types, forms and channels of political communication. Subjects of political communication. Barriers and noises in political communication.	2	2						[4]; [7]; [8]; [10]; [14]; [15]	Survey, test
Section 2	Political communications in shaping public opinion	4	4							Survey, control work
Topic 4	The concept and essence of public opinion. Mechanisms of formation of public opinion. Diagnostics and monitoring of public opinion as an element of political communication.	2	2						[1]; [3]; [12]; [18]; [20]; [22]	Survey, test
Topic 5	Political PR: concept, functions and essence. Types of political PR. Information PR-technologies and traditional marketing. Activity of PR-structures in the Republic of Belarus.	2	2						[3]; [5]; [9]; [12]; [13]; [22]	Survey, test
Section 3	Forms and tools of political communication in establishing interaction between business and the state and civil society	6	10							Survey, control work
Topic 6	Negotiating Process. Rhetoric techniques in the negotiation process. Peculiarities of conflict management in relations between business and government.	2	4						[29]; [30]; [1]; [2]; [13]; [17]	Survey, test
Topic 7	Network tools for establishing interaction between business, government and society. E-democracy and e-government.	2	4						[2]; [4]; [11]; [14]; [13]; [22]	Survey, test
Topic 8	GR-communication. Lobbyism. Public advisory councils as a form of interaction between government and business. Collective and individual appeals in the communication activities of business and government agencies. The role of public associations in establishing interaction between business and the state.	2	2						[1]; [5]; [13]; [17]; [21]; [23]	Survey, test
	Total hours	16	20							exam

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Main literature:

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Additional literature:

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Information and methodological part

Methodological recommendations for organizing and performing independent work of students in an academic discipline

"Modern political communications in management and business"

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 "Modern political communications in management and business": 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.

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	No comments or suggestions 	