

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS



**COMMUNICATION IN PUBLIC ADMINISTRATION**

**work program of the discipline**

Branch of knowledge **28 Public management and administration**  
Specialty **281 Public management and administration**  
Educational level **second (master)**  
Educational program **Public administration**

Type of discipline **basic**  
Language of teaching, learning and assessment **foreign (English)**

Head of department of public administration,  
state management and regional economy

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Kharkiv  
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2019

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**  
**ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ**  
**ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

**"ЗАТВЕРДЖУЮ"**  
Заступник керівника  
(проректор з науково-педагогічної роботи)

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М. В. Афанасьєв

**КОМУНІКАЦІЯ В ПУБЛІЧНІЙ АДМІНІСТРАЦІЇ**  
робоча програма навчальної дисципліни

Галузь знань	<b>28 Публічне управління та адміністрування</b>
Спеціальність	<b>281 Публічне управління та адміністрування</b>
Освітній рівень	<b>другий (магістерський)</b>
Освітня програма	<b>281 Публічне адміністрування</b>

Вид дисципліни  
Мова викладання, навчання та оцінювання

**базова**  
**іноземна (англійська)**

Завідувач кафедри (*назва*)

Н.Л. Гавкалова

Харків  
ХНЕУ ім. С. Кузнеця  
2019

APPROVED

at the meeting of the department of public administration, state management and regional economy

Protocol № 2 from 30.08.2019 p.

Developer:

Bolotova O.O., PhD, lecture of the department of public administration, state management and regional economy

**Letter of renewal and approval work program of the discipline**

Academic year	Date of the meeting of the department	Number of the	Signature of head of the department

## 1. Introduction

**Course synopsis:** Communication is the connecting process of information exchange. The first need for communication at the organization level is to provide the necessary information on the relevant issue in order to allow everyone to do their job effectively and help achieve the goal of the organization.

The importance of communication in an organization's activities cannot be overestimated. More than six of the things that executives do to facilitate the organization's achievement of its goals requires an effective exchange of information. If people are not able to share information, then it is clear that they will not be able to work together, formulate goals and achieve them. Communication is a complex process consisting of interdependent steps. Each of these steps is very necessary and important to make our thoughts understandable to the other person. Each step is a point where, if we are careless and do not think about what we are doing, the essence can be lost.

The relevance of the discipline is determined by the fact that communication processes are an integral part of public administration.

The discipline "Communication in Public Administration" is an important place in the educational process because it provides methodological, methodological knowledge, helps to develop practical skills in the analysis, evaluation and development of measures that help effectively manage communication in public administration. Studying the discipline "Communication in Public Administration" will help to increase the level of general economic preparation of students, to develop in them the skills of scientific and analytical processing of

**Purpose of the course:** mastering the discipline "Communication in Public Administration" is the formation of a system of professional competence (knowledge and practical skills) on the use of principles, tools of communication in public administration, the development of students of modern management thinking, the development of management skills and decision-making taking into account different communication processes.

Year	<b>1M</b>	
Semestr	<b>1</b>	
Number of credits ECTS	<b>5</b>	
Classroom work	<b>lectures</b>	<b>20</b>
	<b>seminars</b>	<b>20</b>
Individual work		<b>110</b>
Form of final control	<b>exam</b>	

### Structural and logical scheme of study of the discipline:

<b>Previous disciplines</b>	<b>The following disciplines</b>
Introduction to Public Administration	State regulation of the economy and economic policy
Constitution and governance	Social development
Public administration technologies	Territorial administration
	Public finance

## 2. Competencies and learning outcomes of the discipline:

Competencies	Learning outcomes
1. Ability to think abstractly, analyze and synthesize.	1. Know the theoretical and applied principles of public policy, finance, fundamentals and technologies of decision-making, resource management.
2. The ability to motivate people and move toward a common goal, to be a leader.	2. Know modern approaches to public administration and administration.
3. Ability to develop and manage projects.	3. Know and be able to use the normative legal acts that regulate the sphere of public administration and administration.
4. The ability to improve and develop professional, intellectual and cultural levels.	4. Know the basic principles of national security within the limits of their professional competence
5. The ability to generate new ideas and non-standard approaches to their implementation (creativity).	5. Know and be able to identify priority areas for e-governance and e-democracy development.
6. Ability to initiate, plan and manage change to improve existing and develop new systems.	6. Use the methodology and tools of management: innovation, risk, projects, change, quality.
7. Ability to speak and write professional communication in a foreign language.	7. Be able to use modern methods of scientific knowledge and carry out scientific research in the field of public administration and administration.
8. The ability to professionally analyze information, evaluate the completeness and possibilities of its use.	8. Be able to prevent and neutralize challenges and threats to Ukraine's national interests.
9. Ability to foster social engagement, collaboration, conflict prevention and resolution.	9. Be able to apply modern models of management and administration, as well as international experience in the design and reorganization of management and general organizational structures.
10. The ability to perform professional activities and make informed decisions based on the principles of social responsibility, legal and ethical standards.	10. Be able to determine the direction of development of systems at the national, regional, local and organizational levels.
11. Ability to rational criticism and self-criticism, constructive reaction to comments.	11. Prepare programmatic documents on the development of public governance and administration based on the principles of systematic analysis and integrated approach.
12. Ability to represent public authorities and establish effective communications.	12. Be able to initiate, develop and implement innovations at various levels of public administration and administration.

### **3. The program of the discipline**

#### **Content module 1. Theoretical aspects of communication in public administration**

##### **Topic 1. History of communication**

History of communications. The place of communication in the system of modern science. Communication activities. Patterns of communication of people. Types, levels and forms of communication activity. Classification of communications. Formation of communication networks and creation of conditions for successful functioning of communications.

##### **Topic 2. Analysis of communication in public administration**

Theoretical principles of communication. Non-verbal and non-symbolic communication.. The essence of the communication process in public administration. Its main elements, stages, their characteristics. Models of communication. Effective communication. Activities of large and small social groups. Features and development of social institutions. Research methods of psychological and interpersonal aspects of communication.

##### **Topic 3. Conflict theory in communication and conflict management**

The emergence of communication in the communication process. The essence of the concept of "conflict". Between group conflicts. Constructive and destructive conflicts. The concept of organizational conflict and its structure. Types of organizational conflicts. Features of crisis communications. Mechanisms of communication impact on conflict management in crisis. The conflicting nature of communications. Typical conflict situations. Communication approaches to conflict resolution. Conflict management.

##### **Topic 4. Public administration: concepts and scientific background**

Concepts and types of public administration. Specificity of public administration. Functions of public administration. Bodies of executive power in the system of public administration. Local self-government and its role in public administration.

#### **Content module 2. Features of interaction between public authorities and society**

##### **Topic 5. Communication as a tool of professional activity**

Communication and conversation. Language, Broadcasting and Communication. Rhetoric and the art of presentation. The culture of oral professional communication. Forms of collective discussion of professional problems. Business papers as a means of written professional communication.

##### **Topic 6. Public relation in public administration**

Types of communications. Communication process in the aspect of PR. The concept of "PR": the essence and history of origin. Scope of "PR". Lobbying: its essence and necessity.

##### **Topic 7. Features of community communication with the authorities**

The essence and goals of the public relations system in public administration. Principles and methods of activity for forming and managing public opinion. System of mass communication in public relations. Public relations media.

##### **Topic 8. Public information: nature, ways of formation and access**

Concept and legal status of mass media in Ukraine. The competence of the state in the field of information security. The concept of information resource. Information resource in

the context of openness and market transformation informatization processes. Communication systems of the era of global society formation. Stages of information exchange in public administration. The essence of the concept of state information policy in Ukraine.

### **Topic 9. Communication skills of a public official**

Communication skills of a public servant. Local officials in shaping the image of the authorities. Comparative roles of communication in public administration in different scientific concepts. Vertical and horizontal communication channels. Formal and non-formal communications. Communication between the public administration and its environment. The essence of the concept of "image" of a public servant. Methods and techniques of forming the image of the organization and leader. Ethics of a civil servant.

## **4. Procedure for evaluating learning outcomes**

The system of assessment of students' competences takes into account the types of classes that, according to the curriculum of the discipline, include lectures, seminars, practical classes, as well as the performance of independent work. Assessment of students' competences is based on a 100-point cumulative system. In accordance with the Provisional Regulation "On the procedure for evaluating the learning outcomes of students on the cumulative scoring system" S. Kuznets, control measures include:

current control, which is carried out during the semester during lectures, practicals, seminars classes and is estimated by the amount of points scored (maximum amount - 60 points; the minimum amount that allows a student to take the exam - 35 points);

module control, conducted in the form of a colloquium as an intermediate mini-exam at the initiative of the teacher, taking into account the current control for the relevant content module and aims at an integrated assessment of the student's learning results after learning the material from the logically completed part of the discipline - the content module;

final / semester control, conducted in the form of a semester exam, according to the schedule of the educational process.

The procedure for ongoing assessment of students' knowledge. Assessment of student's knowledge during seminars and practical classes and individual tasks is carried out according to the following criteria:

The procedure for ongoing assessment of students' knowledge. Assessment of student's knowledge during seminars, practical classes and individual assignments is carried out according to the following criteria:

- the degree of assimilation of theoretical material using educational literature;

- ability to combine theory with practice in considering production situations, solving problems, making calculations in the process of performing individual tasks

- use of scientific style when performing written works and during speeches

- the ability to justify and clearly express their opinion on a problematic issue

- independence of work performance and literacy of material submission

The final control of knowledge and competences of students in the discipline is based on the semester test the task of which is to test the student's understanding of the program material in general, logic and relationships between individual sections, the ability to creatively use the accumulated knowledge, the ability to formulate their attitude to a particular problem discipline, etc.

The final control of knowledge and competences of students in the discipline is based on the semester exam, the task of which is to test the student's understanding of the program material in general, logic and relationships between individual sections, the ability to creatively use the accumulated knowledge, the ability to formulate their attitude to a particular problem discipline, etc.

The examination ticket covers the discipline program and provides for determining the students' level of knowledge and degree of competence.

Each examination ticket consists of 3 practical situations (one stereotyped, one diagnostic and one heuristic tasks), which provide the solution of typical professional tasks of a specialist in the workplace and allow to diagnose the level of theoretical training of the student and his level of competence in the discipline.

The result of the semester exam is evaluated in points (maximum score is 40 points, minimum enrollment is 25 points) and is placed in the corresponding column of the exam "Performance accounting information".

A student should be considered to have been certified if the total points obtained on the results of the final / semester examination are equal to or higher than 60. The minimum number of points for the current and module control during the semester is 35 and the minimum number of points scored in the exam is 25.

The final grade of the course is calculated taking into account the points obtained during the exam and the points obtained during the current control of the cumulative system. The total score in semester points is: "60 or more points are counted", "59 and less points are not counted" and are recorded in the academic record "Achievement accounting".

### Distribution of points by week

Content module topics		Lectures	Practical training	Homeworks	Seminar-discussion	Essay	Written test work	Presentation	Colloquium	Total
<b>Content module 1</b>	<b>Topic 1</b>	1 week	1		-					<b>1</b>
		2 week		0,5	1	-	2			<b>3,5</b>
	<b>Topic 2</b>	3 week	1			-				<b>1</b>
		4 week		0,5	1	-				<b>1,5</b>
		5 week	1			-				<b>1</b>
		6 week		0,5	1	-				<b>1,5</b>
	<b>Topic 3</b>	7 week	1			-				<b>1</b>
		8 week		0,5	1	-		2		<b>3,5</b>
	<b>Topic 4</b>	9 week	1			-				<b>1</b>
		10 week		0,5	1	-			13	<b>14,5</b>



<b>Content module 2</b>	<b>Topic 5</b>	11 week	1			-				<b>1</b>	
		12 week		0,5	1	-		3		<b>4,5</b>	
	<b>Topic 6</b>	13 week	1			-				<b>1</b>	
		14 week		0,5	1	-				<b>1,5</b>	
	<b>Topic 7</b>	15 week	1	0,5	1	-		2		<b>4,5</b>	
	<b>Topic 8</b>	16 week	1	0,5	1	-				<b>2,5</b>	
	<b>Topic 9</b>	17 week	1	0,5	1	-			13	<b>15,5</b>	
<b>EXAM</b>										<b>40</b>	
<b>Total</b>			<b>10</b>	<b>5</b>	<b>10</b>	<b>-</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>26</b>	<b>100</b>

### Rating scale: national and ECTS

Sum of points for all kinds of educational activity	Rating ECTS	Score on a national scale	
		for exam, course project (works), practice	for test
90 – 100	A	excellent	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D		
60 – 63	E	satisfactorily	not credited
35 – 59	FX	unsatisfactorily	
1 – 34	F		

## 5. Recommended literature

### Basic

1. Junduk V. B. Public Administration in Ukraine: Educ. manual / For the total. ed. Dr. f. V. V. Korzhenko, Ph.D., Assoc. N. M. Meltyukhova. - X: The issue of Harri Nadu "Master", 2011. - 306 p.
2. Malimon V. I Communication policy in the activity of a civil servant: Educ. manual. - Type 2, Suppl. and ext. - Ivano-Frankivsk: City – NV, 2008. - 344 p.
3. Novikov B. V. Fundamentals of Administrative Management: Educ. manual / B. V. Novikov, G. F. Siniok, and P. V. Krush. - K.: Center for Educational Literature, 2004. - 560 p.
4. Fundamentals of Communication Theory: Textbook / Ed. prof. MA. Basil. - M.: Gardarika, 2003. - 615 p.

### Additional

5. Vasilenko I. A. Public Administration in the Western Countries: USA, UK, France, Germany: Textbook. manual / I. A. Vasilenko. - 2nd ed., Remaking. and ext. - M.: Logos, 2000. - 200 p.

6. Herbert A. Administrative Behavior: Investigating Decision Making Processes in Organizations Performing Administrative Functions / A. Herbert, G. Simon .; trans. from English. - Kind. recast. and ext. - K.: ArtEk, 2001. - 392 p.
7. Institutional Problems of an Effective State / Ed. V. V. Dementieva, R. M. Nureeva. - Donetsk: DonNTU, 2011. - 292 p.
8. The Constitution of Ukraine. - K.: Press of Ukraine, 1996. - 80 p.
9. Korotich O. B State Administration of Regional Development of Ukraine: Monograph / O. B Korotich. - X.: Harri Nadu Publishing House "Master", 2006. - 220 p.
10. On openness of use of public funds: Law of Ukraine of 11.02.2015, No. 183 - Access mode: <http://zakon2.rada.gov.ua>
11. On the Civil Service: Law of Ukraine of 10.12.2015 No. 889 - Access Mode: <http://zakon2.rada.gov.ua>
12. On the Prevention of Corruption: Law of Ukraine of October 14, 2014 No. 1700 - Access Mode: <http://zakon2.rada.gov.ua>
13. On Local Self-Government in Ukraine: Law of Ukraine of May 21, 1997 No. 280/97-BP // Bulletin of the Verkhovna Rada of Ukraine. - 1997. - No. 24 with changes. - P. 170.
14. On Local State Administrations: Law of Ukraine of April 9, 1999 No. 586-XIU as amended // Official Journal of Ukraine. - 1999. - № 18. - P. 190.

### **Information resources on the Internet**

15. Personal learning systems course Introduction in Public Administration [Electronic resource]. – Access mode :<https://pns.hneu.edu.ua/course/view.php?id=4998>
16. Assembly of the European Regions / Official Website. - Access mode: <http://www.aer.eu/en/home.html>.
17. Glossary of European Union Terms. - Access mode: [http://europa.dovidka.com.ua/p.html#Enterprise\\_policy](http://europa.dovidka.com.ua/p.html#Enterprise_policy)
18. Decentralization will increase the competitiveness of regions. The official website of the Foundation for Effective Governance. - Access mode: [http://en.debaty.org/cms/decentralizatia\\_main](http://en.debaty.org/cms/decentralizatia_main).
19. Information materials of the website of the United Nations Office in Ukraine. - Access mode: <http://www.un.kiev.ua/en/undp/arias/project.php?id=31>.
20. The concept of reforming public administration in Ukraine. - Access mode: [http://www.prav.org.ua/files/administr/Koncrpciya\\_reform\\_pabl\\_admin\\_2.doc](http://www.prav.org.ua/files/administr/Koncrpciya_reform_pabl_admin_2.doc).