

Academic discipline:

Code and name of specialty	1-23 01 15 Social communication
Training course	3
Semester of training	5
Number of class hours:	68
Lectures	32
Seminar classes	36
Practical exercises	-
Laboratory classes	-
Form of intermediate assessment (credit/differential credit/exam)	exam
Number of credits	3
Competencies to be formed	The ability to carry out business communication and public speaking, conduct negotiations, meetings, carry out business correspondence and maintain electronic communications, the ability to apply the basic principles and standards of financial accounting for the formation of accounting policies and financial statements of the organization, cost management skills and decision-making based on management accounting data
<p style="text-align: center;">Summary of the content of the academic discipline:</p> <p>"Public Relations" is an academic discipline aimed at forming students' systematic knowledge about the theory and practice of the functioning of the Institute of Public Relations, principles, patterns, models and its role in the socio-economic and political development of society. While the discipline, students acquire knowledge and ideas about the nature, directions, principles, functions and mechanisms of functioning of the Institute of Public Relations in the modern world, master theoretical and practical skills in organizing and conducting news events.</p>	