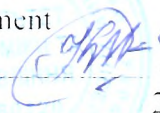


**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
WEST UKRAINIAN NATIONAL UNIVERSITY
FACULTY OF ECONOMICS AND MANAGEMENT**

APPROVED:

Dean of the Faculty of Economics
and Management

 Andrii KOISUR
29.08 2025

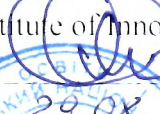
APPROVED:

Vice-Rector for Academic
Affairs and Research

 Viktor OSTROVERKHIOV
29.08 2025

APPROVED:

Director of the Education and Research
Institute of Innovative Educational Technologies

 Sviatoslav PYTEL
29.08 2025

SYLLABUS

of the course on

**«BUSINESS COMMUNICATION AT THE MEDICAL SERVICE MARKET
(IN THE FOREIGN LANGUAGE)»**

degree of higher education -- master

branch of knowledge - D "Business, Administration and Law"

speciality – D3 "Management"

educational and professional program - "Management of Health Care Institutions"

Department of Management, Public Administration and Personnel

Form of training	Year	Semester	Lectures (hr.)	Seminars (hr.)	Individ. SW (hr.)	Training (hr.)	Indep. SW (hr.)	Total (hr.)	Credit (sem.)
Full-time	1	1	32	14	5	6	93	150	1
Part-time	1	1,2	8	4	-	-	138	150	2

Ternopil - 2025

The syllabus is compiled on the basis of the educational and professional program for training master in branch of knowledge 07 "Management and administration" on speciality 073 "Management", approved by the Academic Council of WUNU (Minutes No. 18 of June 26, 2025)

Candidate of Economics, Associate Professor, Associate Professor of the Department of Management, Public Administration and Personnel

Nataliya KOTYS

The syllabus is approved at the meeting of the Department of Management, Public Administration and Personnel, Minutes No.2 of August 28, 2025

The Head of the Department of Management,
Public Administration and Personnel,
Doctor of Economic Sciences, Professor

Mykhailo SHKILNYAK

The Guarantor
of the Educational and Professional Program
Doctor of Economic Sciences, Professor

Tetiana ZHELIUK

**STRUCTURE OF THE SYLLABUS OF THE EDUCATIONAL COURSE
«BUSINESS COMMUNICATION AT THE MEDICAL SERVICE MARKET
(IN THE FOREIGN LANGUAGE) »**

1. Description of the course "Business communication at the medical service market (in the foreign language)"

Course - Business communication at the medical service market (in the foreign language)	Branch of knowledge, speciality, DHE	Characteristics of the educational course
The number of Credits ECTS – 5 (full time)	Branch of knowledge - D "Business, Administration and Law"	Status of the course Compulsory Language of teaching English
The number of credit modules – 3	Speciality D3 "Management"	Year of training: <i>Full-time – 1</i> <i>Part-time – 1</i> Semester: <i>Full-time – 1</i> <i>Part-time – 1,2</i>
The number of content modules – 2	Degree of Higher Education – Master	Lectures: <i>Full-time – 32 hr.</i> <i>Part-time – 8 hr.</i> Practical classes: <i>Full-time – 14 hr.</i> <i>Part-time – 4 hr.</i>
The total number of hours – 150		Independent work: <i>Full-time – 93 hr.</i> Training – 6 hr. <i>Part-time – 138 hr.</i> Individual work: <i>Full-time – 5 hr.</i>
Weekly hours 10 hr., of them auditorium – 3 hr..		The type of the final control – credit

**2. THE PURPOSE AND TASKS OF THE COURSE
"COMMUNICATION IN PUBLIC ADMINISTRATION (IN THE FOREIGN LANGUAGE)"**

2.1. The purpose of studying the course "Business communication at the medical service market (in the foreign language) "

The educational course "Business communication at the medical service market (in the foreign language)" will contribute to the formation of modern theoretical and practical knowledge, abilities and skills in the application of modern communication technologies in the field of health care, establishment and conduct of business communications at the market of medical services.

2.2. The task of studying the course

As a result of studying the course "Business communication at the medical service market (in the foreign language)", students of higher education should:

know:

- basic theoretical concepts of communication, communication process and communication space;
- peculiarities of communication activities at the market of medical services;
- principles of intra-organizational communication formation of in health care institutions;
- foundation of organization of communication of health care institutions with the external environment;
- peculiarities of the use of communication technologies at the market of medical services;
- technologies for creating communication effects at the market of medical services;
- forms and techniques of business communication in the field of health care;
- sources of formation and directions of development of communication competence and foundations of business communication culture;
- peculiarities of organization of international business communication in health care;

be able:

- to reproduce at the professional level systematic knowledge of the modern concept of communication;
- to have an arsenal of effective modern communication tools and communication methods;
- to carry out professional business communication at various levels in accordance with the requirements of morality, culture and professional ethics;
- to form intra-organizational communication in health care institutions;
- to plan and organize communications of health care institutions with the external environment;
- to use modern communication technologies to highlight the activities of the health care institution and its positioning at the market of medical services;
- to identify and solve problems of the communication process at the market of medical services;
- to conduct business communication at the international market of medical services.

2.3. Names and description of competences, the formation of which ensures studying the course

Competencies, the formation of which ensures the studying the course "Business communication at the medical service market (in the foreign language)":

- the ability to conduct research at the appropriate level;
- the ability to communicate with representatives of other professional groups of different levels (with experts of other fields of knowledge/types of economic activity);

- the skills in using information and communication technologies;
- the ability to generate new ideas (creativity);
- the ability to abstract thinking, analysis and synthesis;
- the ability to create and organize effective communication in the management process.

2.4. Prerequisites for studying the course

The prerequisites for studying the course "Business communication at the medical service market (in the foreign language)" are mastering knowledge according to the program of the entrance professional test in the specialty (and purposeful work on studying of special literature, active work at lectures and practical classes, carrying out individual tasks.

2.5. Studying outcomes

Program learning outcomes acquired during studying of the course "Business communication at the medical service market (in the foreign language)" allow students in the process of professional activities:

- to be able to communicate in professional and scientific circles in the state and foreign languages;
- demonstrate leadership skills and ability to work in team, interact with people, influence their behavior in order to solve professional tasks;
- to ensure own professional development and planning of own time;
- use the latest approaches and make effective decisions regarding the competitive positioning of the health care institution in the market of medical services.

3. SYLLABUS OF THE EDUCATIONAL COURSE ON "COMMUNICATION IN PUBLIC ADMINISTRATION (IN THE FOREIGN LANGUAGE)":

Content module 1. Conceptual principles of communication at the market

of medical services

Theme 1. Theoretical foundations of communication, communicative process and communication space

Concept, subject, object and essence of communication. Purpose, tasks and functions of communication. Types, forms, levels of communication. Classification of communication. Channels, means and methods of communication. Communication networks. Communication process as information exchange. Concepts, main elements and stages of communication process. Components of the modern model of communication process. Information and communication space. Communication activity. Obstacles in communication: types, causes of their occurrence and methods of elimination. Key elements of effective communication. Methods to improve communication process.

References: [8; 12; 13; 14; 16; 21; 22; 24; 26; 29; 34]

Theme 2. Peculiarities of communication activities at the market of medical services.

Essence and features of communications in the medical field. Communication space in the health care sphere, its objects and main subjects. Communication relations

in the field of health care. Communication process in the market of medical services: main elements, stages. Types, forms and methods of communication in the activities of medical market subjects. Regulatory and legal basis for the organization of communication by health care institutions. Social aspect of communication in health care. Organization and management of communication in the medical field. Communicative policy in health care. Peculiarities of obstacles to effective communication in the market of medical services. The necessity of using modern communication and information technologies by health care institutions.

References: [3; 4; 5; 10; 11; 17; 23; 25; 28; 36; 37]

Theme 3. Intra-organizational communication in health care institutions.

Essence, structure and features of building internal communication in health care institutions. Internal communication process. Types, forms and methods of intra-organizational communication in the medical institution (employment, interview, meeting, consultation, round table, seminar; council, sitting, session, general meeting, special event, feedback etc.). Interpersonal communication. Basic principles of communication between the boss and subordinates, among colleagues. Communication professional profile of a medical worker. Information and requirements for it, information flows in health care institutions. Organization and management of document circulation in medical institutions. Internal communication planning. Problems of organization of intra-organizational communication. Ensuring the effectiveness of internal communication in health care institutions. Communication culture and ethics of communication.

References: [4; 5; 6; 8; 10; 12; 15; 22; 36]

Theme 4. Organization of external communication of health care institutions.

Goals and tasks of external communication of medical institutions. Principles of ensuring communication interaction in the market of medical services. Mechanisms for ensuring contacts of health care institutions with the external environment. Support of feedback. Incoming and outgoing correspondence. Strategy and tactics of PR activities in the medical field. Organization of mass communication. Communication with mass media, public events. Methods of external communication of health care institutions: publications, speeches in the mass media; stories in TV and radio news; interviews, live broadcasts, briefings, press conferences; press tours; development of the website of the medical institution with links to the Ministry of Health of Ukraine, eHealth and organization of patients; use of social networks; conducting thematic round tables, meetings with the public, public organizations, interested groups and partners, involvement of professional associations; holding open days and health fairs; organization of special telephone lines; leaflets, announcements, newsletters, bulletins, use of electronic mailings. Publicizing the results of the activities of health care institutions, informing, placing information on the official websites of medical institutions, ensuring the filling of thematic pages (sections), persuasion, involvement, education, explanation, clarification, dialogue, mediation, discussion.

References: [2; 4; 5; 9; 10; 11; 13; 14; 16; 19; 21; 22; 23; 25; 27; 31; 36]

Content module 2. Business communication technologies at the market of medical services

Theme 5. Communication technologies at the market of medical services.

Essence, forms, types and role of communication technologies in the market of medical services. Technologies for the formation of intra-organizational and external communication systems in health care institutions. Essence of modeling communicative processes. Modern communication technologies in healthcare institutions. Building online communication, communication in social networks. Crisis communication in the sphere of health care. Communication strategies in health care and strategic communication in medical institutions: goal, tasks, tools, methodology of development and adoption. Development of communication strategy of a health care institution for different target audiences. The process of implementing a communication strategy. Key performance indicators and communication strategy evaluation methods. Communication/information campaigns (stages of preparation and implementation). Structural units (communication specialists) responsible for internal and external communication. The main functions of communication units. The place of the communication unit in the structure of the health care institution.

References: [2; 5; 6; 10; 11; 16; 17; 23; 25; 26; 28; 30; 31; 34]

Theme 6. Forms and techniques of business communication in the sphere of health care.

Peculiarities of business communication. Official business communication and its goals in the market of medical services. Business protocol: the concept of "business protocol", the history of the protocol. Typology and communication channels in business medical communication. Oral and written business communication. Oral business communication and forms of discussion of professional problems in the sphere of health care. Techniques used for successful business communication. Ways, strategies and styles of business conversation, negotiation, dispute. Dialogue and discussion as forms of business communication. Techniques for holding meetings, sessions, briefings, press conferences. Principles of preparation of business reports, public speeches, presentations. Written communication and business correspondence in the market of medical services. Document as a means of written business communication: classification, rules of drafting and functioning. Service and business documents. Compositional features and standards of official and business documents (official memo, statement, order, order, contract). Peculiarities of compiling and functioning of documentation in health care institutions. Norms of business correspondence. Business letter. Resume. Modern forms of business communications and trends in the development of communication technologies. Conflict resolution and methods of countering manipulations in the communication process. Fight against distortion of information and barriers in the process of business communication. Criteria for evaluating the effectiveness of business communication in the market of medical services and factors and directions to improve their effectiveness.

References: [2; 7; 8; 10; 11; 15; 24; 26; 29; 32; 33]

Theme 7. Communicative competence and culture of business communication

Concept and content of the communication situation (communication attitudes; involvement of partners in the system of communication interaction; emotional evaluations of forms of communication). Communication skill of an individual. Phases and skills of emotional and psychological self-regulation and their influence on the nature of communication. Perceptive and expressive skills. Communication culture and

communication potential of an individual. Sources of formation of communication competence: socionormative experience of general culture; knowledge of communication languages used by the general culture; experience of interpersonal communication in the everyday and professional (medical) spheres. Communication professional profile of a medical worker. Gender aspects of communication. Conflict resolution and methods of countering manipulation. Causes of conflicts. Culture and ethics of business communication. Moral and cultural conditioning of communication. Ethical values of communication. Moral regulation in business communication. The problem of ethical choice in business relations in the sphere of health care.

References: [1; 2; 7; 10; 18; 26; 32; 33; 37]

Theme 8. Peculiarities of international business communication in health care.

Peculiarities of communication in international business relations in the market of medical services. Cultural differences in international business. Forms and methods of business communication in international business. Peculiarities of the international negotiation process in the sphere of medicine. Culturally determined styles of conducting business negotiations. National peculiarities of business communication, language characteristics and national cultural specificity. The main causes of information distortion and poor feedback in intercultural communication. Inadequacy of translation.

References: [1; 10; 14; 22; 26; 32; 36]

4. THE STRUCTURE OF CREDIT OF THE COURSE "COMMUNICATION IN PUBLIC ADMINISTRATION (IN THE FOREIGN LANGUAGE)" (full-time education)

	Number of hours					
	Lectures	Seminars	Individual work	Training	Independent work	Control measures
Content module 1. Theoretical foundations of communication, communicative process and communication space						
Theme 1. Theoretical foundations of communication, communicative process and communication space	4	2	0,5	3	9	Tests, oral reports, solving practical tasks
Theme 2. Peculiarities of communication activities at the market of medical services	4	2	0,5		12	Tests, oral reports, solving practical tasks
Theme 3. Intraorganizational communication in health care institutions	4	2	0,5		12	Tests, oral reports, managerial situations
Theme 4. Organization of	4	2	0,5		12	Tests, oral

external communication of health care institutions						reports, solving practical tasks
Content module 2. Business communication technologies at the market of medical services						
Theme 5. Communication technologies at the market of medical services	4	2	0,5	3	12	Tests, oral reports, solving practical tasks
Theme 6. Forms and techniques of business communication in the sphere of health care	4	2	0,5		12	Tests, oral reports, solving practical tasks
Theme 7. Communicative competence and culture of business communication	4	1	1		12	Tests, oral reports, solving practical tasks
Theme 8. Peculiarities of international business communication in health care.	4	1	1		12	Tests, oral reports, solving practical tasks
Total	32	14	5	2	93	

(part-time education)

	Number of hours		
	Lectures	Seminars	Independent work
Content module 1. Theoretical foundations of communication, communicative process and communication space			
Theme 1. Theoretical foundations of communication, communicative process and communication space	1	0,5	
Theme 2. Peculiarities of communication activities at the market of medical services	16		
Theme 3. Intraorganizational communication in health care institutions	1	0,5	20
Theme 4. Organization of external communication of health care institutions	1	0,5	16
Content module 2. Business communication technologies at the market of medical services			
Theme 5. Communication technologies at the market of medical services	1	0,5	20
Theme 6. Forms and techniques of business communication in the sphere of health care	1	0,5	18
Theme 7. Communicative competence and culture of business communication	1	0,5	16
Theme 8. Peculiarities of international business	1	0,5	16

communication in health care.			
Total	8	4	138

5. THEMES OF PRACTICAL CLASSES

Practical class No.1

Theme 1. Theoretical foundations of communication, communicative process and communication space

Goal: to learn the theoretical principles of communication, communication process and communication space

Issues for discussion:

1. Concept, subject, object and essence of communication.
2. Purpose, tasks and functions of communication.
3. Types, forms, levels of communication.
4. Channels, means and methods of communication.
5. Communication networks.
6. Communication process as information exchange. Concepts, main elements and stages of communication process.
7. Information and communication space. Communication activity.
8. Obstacles in communication: types, causes of their occurrence and methods of elimination.
9. Key elements of effective communication. Methods to improve communication process.

Programmed control Solving practical tasks

References: [8; 12; 13; 14; 16; 21; 22; 24; 26; 29; 34]

Practical class No.2

Theme 2. Peculiarities of communication activities at the market of medical services.

Goal: to learn the peculiarities of communication activities at the market of medical services.

Issues for discussion:

1. Essence and features of communications in the medical field.
2. Communication space in the health care sphere, its objects and main subjects. Communication relations in the field of health care.
3. Communication process in the market of medical services: main elements, stages.
4. Types, forms and methods of communication in the activities of medical market subjects.
5. Regulatory and legal basis for the organization of communication by health care institutions.
6. Social aspect of communication in health care.
7. Organization and management of communication in the medical field.
8. Communicative policy in health care.
9. Peculiarities of obstacles to effective communication in the market of medical services.

10. The necessity of using modern communication and information technologies by health care institutions.

Programmed control Solving practical tasks

References: [3; 4; 5; 10; 11; 17; 23; 25; 28; 36; 37]

Practical class No.3

Theme 3. Intra-organizational communication in health care institutions.

Goal: mastering the methods of planning and organizing internal communication in health care institutions

Issues for discussion:

1. Essence, structure and features of building internal communication in health care institutions.
2. Internal communication process.
3. Types, forms and methods of intra-organizational communication in the medical institution.
4. Interpersonal communication. Basic principles of communication between the boss and subordinates, among colleagues.
5. Communication professional profile of a medical worker.
6. Information and requirements for it, information flows in health care institutions.
7. Organization and management of document circulation in medical institutions.
8. Internal communication planning.
9. Problems of organization of intra-organizational communication.
10. Ensuring the effectiveness of internal communication in health care institutions.
11. Communication culture and ethics of communication.

Programmed control Solving practical tasks

References: [4; 5; 6; 8; 10; 12; 15; 22; 36]

Practical class No.4

Theme 4. Organization of external communication of health care institutions.

Goal: mastering the methods of organizing effective external communication of health care institutions

Issues for discussion:

1. Goals and tasks of external communication of medical institutions.
2. Principles of ensuring communication interaction in the market of medical services.
3. Mechanisms for ensuring contacts of health care institutions with the external environment. Support of feedback.
4. Incoming and outgoing correspondence.
5. Strategy and tactics of PR activities in the medical field.
6. Communication with mass media, public events.
7. Methods of external communication of health care institutions
8. Publicizing the results of the activities of health care institutions

Programmed control Solving practical tasks

References: [2; 4; 5; 9; 10; 11; 13; 14; 16; 19; 21; 22; 23; 25; 27; 31; 36]

Practical class No.5

Theme 5. Communication technologies at the market of medical services.

Goal: to master modern communication technologies at the market of medical services

Issues for discussion:

1. Essence, forms, types and role of communication technologies in the market of medical services.
2. Technologies for the formation of intra-organizational and external communication systems in health care institutions.
3. Essence of modeling communicative processes.
4. Modern communication technologies in healthcare institutions.
5. Building online communication, communication in social networks.
6. Crisis communication in the sphere of health care.
7. Communication strategies in health care and strategic communication in medical institutions: goal, tasks, tools, methodology of development and adoption.
8. Development of communication strategy of a health care institution for different target audiences.
9. The process of implementing a communication strategy.
10. Key performance indicators and communication strategy evaluation methods.
11. Communication/information campaigns (stages of preparation and implementation).
12. Structural units (communication specialists) responsible for internal and external communication.
13. The main functions of communication units.
14. Place of the communication unit in the structure of the health care institution.

Programmed control Solving practical tasks

References: [2; 5; 6; 10; 11; 16; 17; 23; 25; 26; 28; 30; 31; 34]

Practical class No.6

Theme 6. Forms and techniques of business communication in the sphere of health care.

Goal: to learn the forms and master the technique of business communication in the sphere of health care

Issues for discussion:

1. Peculiarities of business communication.
2. Official business communication and its goals in the market of medical services.
3. Business protocol: the concept of "business protocol", the history of the protocol.
4. Typology and communication channels in business medical communication.
5. Oral and written business communication. Forms of discussion of professional problems in the sphere of health care.

6. Ways, strategies and styles of business conversation, negotiation, dispute.
7. Dialogue and discussion as forms of business communication.
8. Techniques for holding meetings, sessions, briefings, press conferences.
9. Principles of preparation of business reports, public speeches, presentations.
10. Written communication and business correspondence in the market of medical services.
11. Document as a means of written business communication: classification, rules of drafting and functioning.
12. Peculiarities of compiling and functioning of documentation in health care institutions.
13. Norms of business correspondence. Business letter.
14. Resume. CW
15. Modern forms of business communications and trends in the development of communication technologies.
16. Conflict resolution and methods of countering manipulations in the communication process.
17. Fight against distortion of information and barriers in the process of business communication.
18. Criteria for evaluating the effectiveness of business communication in the market of medical services and factors and directions to improve their effectiveness.

Programmed control Solving practical tasks

References: [2; 7; 8; 10; 11; 15; 24; 26; 29; 32; 33]

Practical class No.7

Theme 7. Communicative competence and culture of business communication.

Goal: to learn approaches to the formation of communication competence and the culture of business communication

Issues for discussion:

1. Concept and content of the communication situation.
2. Communication skill of an individual.
3. Phases and skills of emotional and psychological self-regulation and their influence on the nature of communication.
4. Perceptive and expressive skills.
5. Communication culture and communication potential of an individual.
6. Sources of formation of communication competence.
7. Communication professional profile of a medical worker.
8. Gender aspects of communication.
9. Conflict resolution and methods of countering manipulation. Causes of conflicts.
10. Culture and ethics of business communication.
11. Moral problems and problems of ethical choice in business relations in the sphere of health care. Moral regulation in business communication.

Programmed control Solving practical tasks

References: [1; 2; 7; 10; 18; 26; 32; 33; 37]

Theme 8. Peculiarities of international business communication in health

care.

Goal: to learn the peculiarities and master the methods of conducting international business communication in health care

Issues for discussion:

1. Peculiarities of communication in international business relations in the market of medical services.
2. Cultural differences in international business.
3. Forms and methods of business communication in international business.
4. Peculiarities of the international negotiation process in the sphere of medicine.
5. Culturally determined styles of conducting business negotiations.
6. National peculiarities of business communication, language characteristics and national cultural specificity.
7. The main causes of information distortion and poor feedback in intercultural communication. Inadequacy of translation.

Programmed control Solving practical tasks

References: [1; 10; 14; 22; 26; 32; 36]

6. TRAINING ON THE COURSE

The training in the course "Business communication at the medical service market (in the foreign language)" aimed at developing practical skills of team work to build an effective communication process under different conditions, mastering methods of group communication, developing the ability to see losses and obstacles in the communication process and eliminate them, as well as to determine in practice the distinction between different types of communication and the sphere of their application, to understand the meaning of communication and the need to manage it.

Organization and procedure of training

1. The introductory part. Updating the topic of the training session and structuring the process of its implementation. Acquaintance of students with the purpose of the training, its tasks, procedure, and expected results. Presentation of the training program.

2. Organizational part. Establishing training rules, forming small working groups (3-5 groups), defining tasks and assigning roles. Providing the participants of training with handouts: tables, document forms, algorithms of conducting, instructions.

3. Practical part. Carrying out training tasks in small groups using basic and innovative methods of conducting training on a specific topic (problem). Preparation of presentation materials based on the results of the training task.

4. Summing up. Presentation of practical work in small groups. Discussion of the results of the tasks, exchange of opinions on the issues of the training topic, summing up, evaluation of the effectiveness of work in groups and achievement of training goals.

The themes of the training

1. Formation of rules of internal communication of a health care institution.

2. Development of a map of tools (means) of internal communication of a of a health care institution.
3. Development of a map of internal communication channels of a health care institution.
4. Identifying optimal digital tools for communication of a health care institution.

7. INDEPENDENT WORK OF STUDENTS

Independent work of students in the course "Business communication at the medical service market (in the foreign language)" involves developing a plan for conducting a communication campaign for the health care institution.

The tasks of the independent work cover all topics of the discipline and are completed individually by each student. The choice of the research object is made by the student independently and must be approved by the instructor.

Stages of carrying out independent work of students (conducting a communication campaign):

Stage 1

- 1.1. Identify the direction and problem of the communication campaign.
- 1.2. Analyze the initial situation.
- 1.3. Study public opinion on the chosen field of research.
- 1.4. Establish possible target audiences and their attitude to the chosen problem.
- 1.5. Monitor the media on a specific research topic.
- 1.6. Make the information (information-analytical) reference to a condition of the chosen thematic problem

Stage 2

- 2.1. Prepare a concept for the communication campaign consisting of the following key points:
 - the main goal of the campaign;
 - main target audiences;
 - goals according to the audience - the result of work with each target audience (in the form of a hierarchy or a tree of goals);
 - basic strategy - determining the strategy and setting the tactics that will be used in the campaign;
 - preliminary budget;
 - performance evaluation criteria.

Stage 3

- 3.1. Analyze the internal components of the internal part of the communication campaign, identify and provide a brief description of its components.
- 3.2. Analyze the components of the external part of the communication campaign, identify and provide a brief description of its components.

Stage 4

- 4.1. Make a detailed plan of actions and measures within the time and resource framework.
- 4.2. Make a preliminary budget for the communication campaign.

4.3. Choose the parameters and indicators by which the effectiveness of the communication campaign will be evaluated.

8. ASSESSMENT TOOLS AND METHODS OF DEMONSTRATION OF STUDYING RESULTS

The following assessment methods and methods of demonstrating studying outcomes are used in the process of studying the course "Business communication at the medical service market (in the foreign language)":

- standardized tests;
- oral reports;
- presentations of completed tasks and research results;
- team projects;
- assessment of module work;
- evaluation of training results;
- evaluation of independent work results;
- credit.

9. CRITERIA, FORMS OF CURRENT AND FINAL CONTROL

The final score (on the basis of the 100-point scale) of the course "Business communication at the medical service market (in the foreign language)" is defined as the average value depending on the proportion of each component of the test credit.

Module 1		Module 2	Module 3
40	40%	5%	10%
Current assessment	Modul control	Training	Independent work
The mark is determined as the arithmetic mean of the scores (for tests, oral reports, tasks) obtained during classes. Each student should be evaluated at least once every two seminars.	The modul work consists of 2 theoretical questions (25 points each) and a practical task (50 points).	The mark is determined as the arithmetic mean of the scores obtained during the completion of training tasks.	The grade is determined as the arithmetic mean of the grades obtained for completing the stages of independent work.

Assessment scale:

Scale of the University	National scale	Scale of ECTS
90-100	Excellent	A (excellent)
85-89	Good	B (very good)
75-84		C (good)
65-74	Satisfactory	D (satisfactory)
60-64		E (enough)
35-59	Unsatisfactory	FX (unsatisfactorily with the possibility of assessment)
1-34		F (unsatisfactorily with the obligatory repeated

		course)
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10. TOOLS, EQUIPMENT AND SOFTWARE USING OF WHICH THE COURSE STUDYING ENVISAGES

№	Name	Topic number
1	Multimedia support for delivering lectures Presentation materials in PowerPoint. Projector	1-8
2	Package of basic information technology application programs: MS Office;	1-8
3	Telecommunication software (Internet Explorer, Opera, Google Chrome, Firefox)	1-8
4	Moodle.wunu.edu.ua platform	1-8
5	ZOOM; Google Meet	1-8

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