

FIELD OF STUDIES: EDUCATIONAL SCIENCES
(Department of Pedagogy)

LIST OF INDIVIDUAL COURSES IN ENGLISH FOR INCOMING ERASMUS STUDENTS

N.B. All courses are taught in the form of individual consultations with the students

Digital media literacy	<p>The course has a theoretical-practical orientation, which provides updated knowledge about digital competence in the dynamically developing media environment and creates conditions for permanent acquisition of digital media literacy skills in the conditions of changes in the educational system and taking into account the need for continuous development of the competences of pedagogical specialists and educational managers in the 21st century. The skills are focused in two directions: first, creating and editing through real collaboration and online collaboration content related to schools' reputation and effective communication with various internal and external audiences; second, editing and updating the content online; effective and ethical participation in virtual dialogues; detection of fake news and fake profiles; overcoming reputational crises in creating fake news and detecting post-truth in social networks, blogs, websites and online media.</p> <p>The main objectives of the course are to develop and improve the skills of students in the field of digital media literacy. The acquired knowledge and skills in ICT are a good base, but the trends in modern education are in the direction of creating and sharing educational resources online, preparing strategies for maintaining the reputation of schools offline and online, effective communication with parents using modern communication channels; organizing communication campaigns and educational events using social networks and educational blogs. The course creates conditions for improving skills for detecting fake profiles and fake news in the conditions of a converged media environment, in which educational institutions should present themselves by combining digital competences and proactive media behavior in order to maintain a positive image and high authority</p>
Educational management	<p>The main goal of the course "Educational management" is to introduce students in the theory and practice of educational management and to form prerequisites for building the foundations of professional management culture and personal position for orientation in modern problems and trends in the management of educational institutions and education system as a whole.</p> <p>The expected results are: developed attitude to the discussion about the scientific status of management theories and technologies; idea of educational management as a social phenomenon; knowledge of basic modern approaches in educational management; formed concepts for educational management, leadership, administration, leadership.</p>

Educational marketing and public relations	<p>The aim of “Educational marketing and public relations” course is to create conditions of mastering marketing and public relations competences as a specific scientific discipline and applied field.</p> <p>At the end of the training course students must be able to:</p> <ul style="list-style-type: none"> - be acquainted with the contemporary problems and trends in the development of educational marketing and relations between educational institutions and the public; - be familiar with the specific categories, the basic principles and models of the educational marketing and the communication with the public environment; - apply different models for conducting market research, create marketing plans and develop an appropriate public image of the institution; - to be able to develop communication and PR strategies for different educational institutions (kindergartens, schools, support centers for personal development); - to have skills for application of various models for effective public relations in favor of marketing and to realize the mission and specific strategies of the educational institutions.
Leadership in education	<p>The goals of the course "Leadership in Education" are related to the need for students to study and be able to apply the approaches, methods and technical means for researching and interpreting leadership behavior and, in accordance with their needs and interests, to acquire new knowledge and opportunities in this subject area.</p> <p>Leadership is examined in the spirit of classical and modern leadership theories, and perspectives on the development of leadership competencies in teachers and principals are presented.</p> <p>They analyze the advantages and disadvantages of different leadership styles. The paradigm of "leadership traits" and the theory of leadership styles are compared. Leadership is also understood in the context of modernity and postmodernity. Contemporary theoretical approaches to leadership processes are presented. The relationships between leadership, authority, and influence in education are discussed. The role of the leader in motivating the team is examined.</p> <p>In practical terms, techniques for motivating in difficult situations are mastered. Innovative models of school work are presented that result from leadership behaviors.</p> <p>The knowledge of the social and emotional intelligence of the leader is enriched.</p>

Pedagogical Rhetoric	<p>Pedagogical Rhetoric is a new science formed on the border of the two basic for it – pedagogy and rhetoric, but the connections between them are old and strong. Its study will allow to enrich the rhetorical culture of the students. They will be introduced briefly to the history of rhetoric and public speaking from ancient times to the present day. The course will clarify the basic concepts, principles and methods of oral public communication, the main information channels and the specifics of their use in pedagogical communication. The course also includes introducing the students to the basic concepts of interdisciplinary science – their specific content, the principles and methods of pedagogical rhetorical communication, the characteristics of the teacher as a speaker, the specifics of his audiences and communication with each of them. Special attention will be paid to the means of verbal and especially non-verbal communication in the pedagogical process.</p>
Communicative skills in the educational environment	<p>The objectives of the course are related to the acquisition of knowledge and the formation of students' skills for effective communication in an educational environment, familiarization with models and features of verbal and non-verbal communication in education, with communication management in the process of formal and informal interaction between participants in education process, management of the school's internal and external communications, taking into account the influence of cultural factors.</p> <p>The classes are aimed at forming skills for diagnosis and self-diagnosis of communication skills and work on enriching and improving them with a view to working in an educational environment.</p>