

## CURRICULA

### 1. Information about the program

1.1. Institution	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Economic Sciences
1.3. Department	Business Administration and Marketing
1.4. Study field	Business Administration
1.5. Level	Masteral Studies
1.6. Study program	Business Administration (in English)

### 2. Information about discipline

2.1. Discipline title	Business Communication and Negotiation		2.2. Course code	BA 212			
2.3. Course coordinator	Conf.univ.dr. Gavrilă-Paven Ionela						
2.4. Seminar coordinator	Conf.univ.dr. Gavrilă-Paven Ionela						
2.5. Study year	<b>II</b>	2.6. Semester	<b>I</b>	2.7. Evaluation type (E/C/VP)	<b>E</b>	2.8. Type of course (C – compulsory, <b>Op</b> – optional)	<b>C</b>

### 3. Number of teaching hours per semester

3.1. Teaching hours per week	<b>4</b>	from wich: 3.2. course	<b>2</b>	3.3. seminar	<b>2</b>
3.4. Total of hours per semester	<b>56</b>	from wich: 3.5. course	<b>28</b>	3.6. seminar/laboratory	<b>28</b>
Distribution of time					Number of hours
Study from course book					<b>50</b>
Suplimentary documentation					<b>40</b>
Preparing for seminars, papers					<b>40</b>
Mentoring					<b>12</b>
Exams					<b>2</b>
Other activities .....					
Total of hours per individual study			144		
3.8 Total of hours per study plan			56		
3.9 Total of hours per semester			200		
3.10 Number of ECTS credits allocated			8		

### 4. Preconditions (when is the case)

4.1. of curriculum	<i>Other disciplines, ex: ..... n.a.</i>
4.2. of competences	<i>n.a.</i>

### 5. Conditions (when is the case)

5.1. for the course	<i>Courses hall with videoprojectory and blackboard</i>
5.2. for the seminar	<i>Courses hall with videoprojectory and blackboard</i>

## 6. Specific competences

Professional competences	<p>S1. Creative application of research and problem-solving techniques in business management;</p> <p>S2. Development of studies and economic reports;</p> <p>S3. Ability to lead working groups and communicate in the more diverse contexts of business;</p> <p>S4. Ability to act independently and creatively in addressing and solving problems, to objectively and constructively assess critical situations, to creatively solve economic problems and to communicate results in a demonstrative way.;</p> <p>S5. Leadership skills and a strong commitment to own professional development;</p> <p>S13. Knowledge of the main forms of communication, both within the organization and in relation to the environment, with the interest groups with which the organization comes into contact;</p> <p>S23. Developing organizational leadership skills;</p> <p>S24. Implementing and managing a communication plan concerning public relations with the organization's main interest groups;</p> <p>S25. Ability to learn and analyze the means of communication that will be used in teamwork;</p> <p>S26. Ability to understand the importance of partnerships for business development;</p> <p>S30. Ability to set up a project team capable of implementing the required activities in an application for financing;</p> <p>S32. Ability to form a consortium or partnership for an economic project;</p> <p>S33. Ability to work independently and/or in a team, to identify solutions in order to solve problems related to the implementation of economic projects;</p> <p>S34. Higher independent research skills in business management;</p> <p>S35. Ability to conduct and execute interdisciplinary research activities in research teams.</p>
Additional competences	<p>TS4. Identifying roles and responsibilities in a multispecialized team and also within economic science research networks, and applying effective relationship and work techniques within the team;</p> <p>TS5. Identifying opportunities for continuous learning and efficient use of learning resources and techniques for self-development;</p> <p>TS6. Ability to work independently and/or in a team, to identify solutions for problem solving and specific business management issues;</p> <p>TS7. Ability to efficiently make use of learning resources and techniques for self-development;</p> <p>TS8. Effective cooperation in professional, interdisciplinary work teams, that are related to the development of projects and programs in the field of educational sciences;</p> <p>TS9. Promoting the values associated with achieving quality education, in line with internal education policies and with those developed and popularized on a European level, based on having specific knowledge of the European educational domain and of interculturality;</p> <p>TS12. Ability to work independently and/or in a team, to identify solutions for solving problems and issues related to business management and development.</p>

## 7. Discipline objectives

7.1 General objective	Developing Master students' knowledge on the importance of communication in the economic field, communication and public relations at the level of public-private and private-public organizations and partnerships in business development.
7.2 Specific objective	Developing Master students' knowledge of the content, structure and functions of communication at the level of an organization. Familiarizing learners with the concepts of

	public relations and advertising as ways of organizational communication. Student knowledge of stress-generating factors, conflict theories, and ways to manage conflicting solutions at the level of organizations to streamline work processes. Familiarizing with the concept of public-private and private-privat partnership in business development.
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## 8. Content

Course	Teaching methods	Obs.
<b>1. Concept of communication: content, structure, functions.</b> Axioms of communication. Theories on communication. Levels of human communication. Irreversibility of communication.	Lecture Conversation Illustrations	2 h
<b>2. Communication and language.</b> Empathy and Listening to the Interlocutor - Communication Fundamentals. Verbal communication. Nonverbal communication. Semiotics and gesture communication.	Lecture Conversation Illustrations	2 h
<b>3. Public relations and advertising.</b> Semiotics of advertising. Communication and media. Handling through advertising and the media. The image of the institutions.	Lecture Conversation Illustrations	2 h
<b>4. Organizational communication.</b> Conflict situations and communication: crisis, conflict and communicative process in public relations.	Lecture Conversation Illustrations	1 h
<b>5. Organizational communication.</b> Group communication: Brainstorming sessions, Team spirit, Communication in working groups, Negotiation.	Lecture Conversation Illustrations	1 h
<b>6. Strategies to prevent and reduce organizational conflicts.</b> Factors generating stress in organizations, conflictual theories and ways to manage stress in these organizations.	Lecture Conversation Illustrations	2 h
<b>7. Strategies to prevent and reduce organizational conflicts.</b> Causes of dysfunctional organizational conflicts. Personality of human resources and organizational stress.	Lecture Conversation Illustrations	2 h
<b>8. Strategies to prevent and reduce organizational conflicts.</b> Stress factors at executive and managerial level. Operational stress factors. Organizational changes, stress-generating factors? Tehnostresul and organizational conflicts.	Lecture Conversation Illustrations	2 h
<b>9. Work motivation in local organizations, conflict-generating issue.</b> The main types of motivation at the level of organizations. Types of conflicts. Methods and techniques for diminishing and mitigating conflicts.	Lecture Conversation Illustrations	2 h
<b>10. The concept of partnership (public-private and private-privat).</b> Community Involvement in Producing Collective Welfare.	Lecture Conversation Illustrations	2 h
<b>11. The concept of partnership (public-private and private-privat).</b> The concept of citizen and social participation in the context of changing the welfare state. Features of the public, private, nonprofit sector.	Lecture Conversation Illustrations	2 h
<b>12. The concept of partnership (public-private and private-privat).</b> Why there is a need for a public management reform. The characteristics of the public private partnership.	Lecture Conversation Illustrations	2 h
<b>13. Social services and public-private partnership.</b> Conceptual definitions of social services. Alternative social services by delegating responsibility for the provision of social services.	Lecture Conversation Illustrations	2 h
<b>14. Social services and public-private partnership.</b> Conversion of social services. The subcontracting process.	Lecture/Conversation Illustrations	2 h

<b>References</b>		
<ol style="list-style-type: none"> <li>1. Ștefan Prutianu – Comunicare și negociere în afaceri, Editura Polirom, Iași, 1998;</li> <li>2. Ion Ovidiu Pânișoară – Comunicarea eficientă, Editura Polirom, Iași, 2004;</li> <li>3. Dan Căndea, Rodica Căndea – Comunicarea managerială, Editura Expert, București, 1996;</li> <li>4. Mihai Dinu – Comunicare, Editura Algos, București, 2000;</li> <li>5. Valentina Marinescu – Introducere în teoria comunicării. Principii, modele, aplicații, Editura Tritonic, București, 2003;</li> <li>6. Institutul European din România – Manualul afacerilor europene, București, 2005;</li> <li>7. Gavrilă-Paven Ionela – Business Communication and Public Relations, Seria Didactica, Editura Universității „1 Decembrie 1918” Alba Iulia, 2013;</li> <li>8. Gavrilă-Paven Ionela – Comunicare și relații publice în afaceri, Departamentul ID, Universitatea 1 Decembrie 1918, Alba Iulia, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017.</li> </ol>		
<b>Seminar</b>		
1. Concept of communication: content, structure, functions. Communication and language	Examples and study cases	4 h
2. Public relations and advertising	Examples and study cases	4 h
3. Organizational communication	Examples and study cases	4 h
4. Strategies to prevent and reduce organizational conflicts	Examples and study cases	4 h
5. Work motivation in local organizations, conflict-generating issue	Examples and study cases	4 h
6. The concept of partnership (public-private and private-privat)	Examples and study cases	4 h
7. Social services and public-private partnership	Examples and study cases	4 h
<b>References</b>		
<ol style="list-style-type: none"> <li>1. Ștefan Prutianu – Comunicare și negociere în afaceri, Editura Polirom, Iași, 1998;</li> <li>2. Ion Ovidiu Pânișoară – Comunicarea eficientă, Editura Polirom, Iași, 2004;</li> <li>3. Dan Căndea, Rodica Căndea – Comunicarea managerială, Editura Expert, București, 1996;</li> <li>4. Mihai Dinu – Comunicare, Editura Algos, București, 2000;</li> <li>5. Valentina Marinescu – Introducere în teoria comunicării. Principii, modele, aplicații, Editura Tritonic, București, 2003;</li> <li>6. Institutul European din România – Manualul afacerilor europene, București, 2005;</li> <li>7. Gavrilă-Paven Ionela – Business Communication and Public Relations, Seria Didactica, Editura Universității „1 Decembrie 1918” Alba Iulia, 2013;</li> <li>8. Gavrilă-Paven Ionela – Comunicare și relații publice în afaceri, Departamentul ID, Universitatea 1 Decembrie 1918, Alba Iulia, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017.</li> </ol>		

**Corroborating the contents of the discipline with the expectations of epistemic community representatives, professional associations and representative employers in the field of the program**

*The content of the discipline is adapted to the needs and importance of communication at the organization level. The course contributes to the training of future specialists in business communication, public relations, negotiation and public-private partnerships. Assimilated knowledge and skills acquired in this course will offer masters the opportunity to identify real economic issues, to solve them by using methods and tools of scientific investigation.*

**Evaluation type**

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percent in the final grade
10.4 Course	- <i>Solving the exam requirements</i>	<i>Final exam</i>	60%
10.5 Seminar	- <i>Finishing the practical activities</i>	<i>Participation in debates</i>	40%
	- <i>Scientific content of the papers</i>		
	- <i>Involvement in classes topic</i>		
<b>10.6 Minimum performance standard:</b>			
Demonstrating the competences: <i>Scientific documentation on business communication, public relations, the importance of public-private partnerships and/or the preparation and support of a scientific paper.</i>			

Date:  
8.09.2020

Signature of course coordinator:  
Conf.univ.dr. Gavrilă-Paven Ionela

Signature of seminar coordinator:  
Conf.univ.dr. Gavrilă-Paven Ionela

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Date for Department approval:  
18.09.2020

Signature of the Head of Department:  
Lect.univ.dr. Maican Silvia

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