

SYLLABUS

1. Information on academic programme

1.1. University	"1 Decembrie 1918" University of Alba Iulia
1.2. Faculty	of Science
1.3. Departament	Economic Science and Business Administration
1.4. Field of Study	Business Administration
1.5. Cycle of Study	undergraduate
1.6. Academic programme / Qualification	Business Administration

2. Information of Course Matter

2.1. Course		Business Communication and Public Relations		2.2. Code		BA127	
2.3. Course Leader/ Seminar Tutor			Gavrilă-Paven Ionela				
2.4. Seminar Tutor			Maican Silvia				
2.5. Academic Year	I	2.6. Semester	II	2.7. Type of Evaluation (E – final exam/C-examination /VP)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C

3. Course Structure (Weekly number of hours)

3.1. Weekly number of hours	2	3.2. course	1	3.3. seminar, laboratory	1
3.4. Total number of hours in the curriculum	28	3.5. course	14	3.6. seminar, laboratory	14
Allocation of time:					hours
Individual study of readers					30
Documentation (library)					28
Home assignments, Essays, Portfolios					14
Tutorials					-
Assessment (examinations)					9
Other activities.....					-

3.7 Total number of hours for individual study	81
3.8 Total number of hours in education plan	28
3.9 Total number of hours per semester	109
3.10 Number of credits	3

4. Prerequisites (where applicable)

4.1. about curriculum	<i>Courses from previous semesters: eg. Management</i>
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4.2. about competences	<i>Competences provided by the above mentioned courses, eg: Organisation structure, Human resource recruitment</i>
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5. Requisites (*where applicable*)

5.1. course-related	Classroom with video projector / board
5.2. seminar/laboratory-based	Classroom with video projector board

6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

Professional competences	<p>C1. Knowledge, and understanding of the fundamental concepts, theories and methods in the field and the specialty area; their adequate use in professional communication;</p> <p>C1.1. Description of the economic paradigms, concepts and theories about the influence of the external environment on enterprise/organization</p> <p>C2.1. Identification of economic concepts and theories associated to the enterprise/organisation</p> <p>C3.1. Identification of the economic implications associated to an enterprise/organisation unit functioning and administration</p> <p>C4.1. Identification and description of the concepts of planning, organization, coordination and control in human resource activity</p> <p>C5.1. Description of concepts, theories and methodologies for database administration specific to the field of business administration</p> <p>3. Application of fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance</p> <p>C1.3. Application of adequate tools in order to analyse the influence of external environment on enterprise/organization</p> <p>C2.3. Application of adequate tools in solving problems related to the relations between the enterprise/organization units</p> <p>C3.3. Application of tools specific to the analysis of an enterprise/organization unit functioning</p> <p>C4.3. The problem/situation solving process specific to the human resource activity: recruitment, selection, motivation, salary, work program, forming</p> <p>C5.3. Application of adequate tools for data analysis specific to the field of business administration</p> <p>5. Drawing up professional projects with methods and principles acknowledged in the field</p> <p>C1.5. Drawing up a research project about the influence of external environment on enterprise/organization</p> <p>C2.5. Drawing up of an analysis about the relations with economic implications between the enterprise/organization units</p> <p>C3.5. Drawing up of a study about enterprise/organization unit functioning and administration</p> <p>C4.5. Substantiation of projects related to human resource recruitment, selection, motivation, and payment in the field of business administration</p> <p>C5.5. Drawing up of a research project associated to the field of business administration using specific databases</p>
Transversal competences	

7. Course objectives (as per the programme specific competences grid)

7.1 General objectives of the course	<i>To know and understand the fundamental concepts, theories and methods in the field and specialty area; their adequate use in professional communication; to apply the fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance; to draw up professional projects with methods and principles acknowledged in the field of communication and public relations</i>
7.2 Specific objectives of the course	<ul style="list-style-type: none"> - <i>to form the students' skills needed in the business communication with their partners and imposed by the economic practice;</i> - <i>to familiarize the students with the fundamental concepts employed in communication in companies, a business relations, negotiation and public relations;</i> - <i>to become aware of the need and significance of the PR department in a company, and about the mode of creating and implementing successful public relations in companies.</i>

8. Course contents

8.1 Course	Teaching methods	Observations
<p><i>Introduction in Communication</i></p> <p><i>Content</i></p> <p><i>1.1. Introduction</i></p> <p><i>1.2. Meaning and definition of communication</i></p> <p><i>1.3. Importance of Communication</i></p> <p style="padding-left: 20px;"><i>1.3.1. Role of Communication in Business</i></p> <p style="padding-left: 20px;"><i>1.3.2. Objectives of Communication</i></p> <p><i>1.4. Nature of Communication</i></p> <p><i>1.5. Principles of Communication</i></p> <p><i>1.6. Process of Communication</i></p> <p style="padding-left: 20px;"><i>1.6.1. Communication Process: Models and Theories</i></p> <p><i>1.7. Communication Network</i></p> <p><i>1.8. Cross Cultural Communication</i></p> <p style="padding-left: 20px;"><i>1.8.1. Cultural Differences in Nonverbal Behaviour</i></p> <p style="padding-left: 20px;"><i>1.8.2. Tips for Communicating with People Cross-Culturally</i></p>	<p><i>Lecture, presentation, discussions</i></p>	

<p><i>Unit 2: Communication Skills</i> Content 2.1. Introduction 2.2. Barriers to Effective Communication 2.2.1. Physical Barriers 2.2.2. Psychological Barriers 2.2.3. Linguistic and Cultural Barriers 2.2.4. Mechanical Barriers 2.3. Gateways of Effective Communication 2.3.1. Guidelines for Effective Communication 2.3.2. 7 C's and 4 S's 2.3.3. Keys to more Effective Communication 2.4. Do's and Don'ts of Business Writing 2.4.1. Essentials of Business Writing 2.4.2. Must Avoid Sentence Blunders for Business Writings 2.4.3. Tips for Effective Business writing 2.5. Types of Communication 2.5.1. Oral V/s Written Communication 2.5.2. Link between Non-Verbal Messages and Verbal Messages</p>		
<p>Chapter 3. Work group communication 3.1. Work group management 3.1.1. Human resource selection and recruitment 3.1.2. Staff integration, training and motivation 3.1.3. Ensurance of favourable work conditions and social environment 3.1.4. Organisational culture 3.2. Work group communication 3.2.1. Work group – concept, characteristics, and leadership 3.2.2. Types of work groups 3.2.3. Work group communication 3.2.4. Special types of communication within the work group</p>		
<p><i>Unit 3: Written Communication</i> Content 3.1. Introduction 3.2. Commercial Letter Types 3.2.1 Types of Commercial Letters 3.2.2 Formats of some Commercial Letters 3.3. Written Communication 3.3.1. Meaning of Written Communication 3.3.2. Advantages of Written Communication 3.3.3. Disadvantages of Written Communication 3.3.4. Principles of Better Writing 3.3.5. 3X3 Writing Process 3.3.6. Features of Written Communication 3.3.7. Stages of Writing Process 3.3.8. Importance of Written Communication 3.4. Writing Business Reports 3.4.1. What is Report Writing? 3.4.2. Steps of Writing a Report 3.4.3. Essentials of a Good Report 3.4.4. Kinds of Reports in Inter-Departmental Communication</p>		

Lecture, presentation, discussions

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<p><i>Unit 4: Verbal Communication</i> <i>Content</i> 4.1. Introduction 4.2. Oral Communication 4.2.1. Meaning of Oral Communication 4.2.2. Basic Features of Oral Communication 4.2.3. Advantages of Oral Communication 4.2.4. Disadvantages of Oral Communication 4.2.5. Principles of Oral Communication 4.2.6. Effective Oral Communication 4.3. Presentation of Reports-Introduction 4.3.1. Characteristics of Good/Effective Presentation 4.3.2. Presentation Skills 4.3.3. Factors for Effective Presentation 4.4. Public Speaking and Negotiations 4.4.1. Public Speaking 4.4.2. Step-by-step Approach to Public Speaking 4.4.3. Negotiations</p>		
<p><i>Unit 5: Non -Verbal Communication</i> <i>Content</i> 5.1. Introduction 5.2. What is Communicating Non-Verbally? 5.3. Types of Non-Verbal Communication 5.4. Body Language 5.5. What is Kinesics?</p>		
<p><i>Unit 6: Meaning and Scope Of Public Relations</i> 6.1. Definitions and components of public relations 6.2. Functions and Careers of Public Relations 6.3. Public Relations and Related Concepts 6.4. Public Relations Publics</p>		
<p><i>Unit 7: Evolution and Process of Public Relations</i> 7.1. Origins and Pioneers of Public Relations 7.2. Models of Public Relations 7.3. Models of Public Relations (The Melvin Sharpe’s Model) 7.4. Research in Public Relations</p>		
<p><i>Unit 8: Writing and Speaking in Public Relations</i> 8.1. The Challenge of Writing and Speaking in Public Relations 8.2. Editing and Proofreading 8.3. The Press Release 8.4. Speaking in Public Relations 8.5. The Process of Successful Public Relations Speeches</p>		
<p><i>Unit 9: Public Relations in Action</i> 9.1. Public Relations Planning 9.2. The Public Relations Plan 9.3. Public Relations for Non-profit Organisations 9.4. Crisis Communication Management 9.5. Steps in Crisis Communication</p>		
<p><i>Unit 10: Public Relations and Society</i> 10.1. The Role of Public Relations in Society 10.2. Public Opinion and Propaganda</p>		

10.3. Public Relations and the Law		
10.4. Ethics in Public Relations		
10.5. Cases in Public Relations		
8.2 Bibliography		
1. Engel, James F.; Warshaw, Martin R.; Kinnear, Thomas C., <i>Promotional Strategy/ Managing The Marketing: Communications Process</i> , Homewood Usa:Irwin,1987.		
2. Lesikar, Raymond V.; Pettit, John D.; Darsey, Nancy S., <i>Business Communication: Theory And Application</i> , Houston: Dame Publications, Inc,1993.		
3. Laudon, Kenneth C.; Laudon, Jane Price, <i>Business Negotiation And Communication: Monograph</i> , Czestochowa:S.N,2011.		
4. Langford-Wood, Naomi; Slater, Brian, <i>Critical Corporate Communications: A Best Practice Blueprint</i> , Chichester:John Wiley&Sons,2002.		
5. Gamble, Michael W.; Gamble, Teri Kwal, <i>Instroucing Mass Communication</i> , S.L.:Mcgraw-Hill Book Company,1986.		
6. Buell, Victor P., <i>Marketing Management: A Strategic Planning Approach</i> , S.L.:Mcgraw-Hill Book Company,1984.		
7. Gultinan, Joseph P.; Paul, Gordon W., <i>Marketing Management: Strategies And Programs</i> , S.L.:Mcgraw-Hill Book Company,1985.		
8. Kurzer, Paulette, <i>Markets And Moral Regulation: Cultural Change In The European Union</i> , Cambridge: Cambridge University Press,2001.		
9. Durant, Alan, <i>Meaning in Media: Discourse, Controversy And Debate</i> , Cambridge:Cambridge University Press, 2010.		
10. Dobrescu, Andrei; Turcu, Fulvia, <i>Modele de Contracte de Afaceri in Romana si Engleza</i> , Bucuresti: Niculescu,1999.		
Seminar-lab		
1. Communication models – transposition to reality – case study	<i>Presentation, analysis, discussions</i>	
2. Communication techniques within organisations - analysis of concrete situations	<i>Presentation, analysis, discussions</i>	
3. Case study: The foreign manager Case study: The general director and the employees	<i>Presentation, analysis, discussions</i>	
4. Case study: The sales department	<i>Presentation, analysis, discussions</i>	
5. Case study: Failed intermediation	<i>Presentation, analysis, discussions</i>	
6. Case study: Heterogenous or homogenous PR department role – analysis	<i>Presentation, analysis, discussions</i>	
7. Public relation campaigns – practical examples	<i>Presentation, analysis, discussions</i>	
8. Bibliography		
11. Engel, James F.; Warshaw, Martin R.; Kinnear, Thomas C., <i>Promotional Strategy/ Managing The Marketing: Communications Process</i> , Homewood Usa:Irwin,1987.		
12. Lesikar, Raymond V.; Pettit, John D.; Darsey, Nancy S., <i>Business Communication: Theory And Application</i> , Houston: Dame Publications, Inc,1993.		
13. Laudon, Kenneth C.; Laudon, Jane Price, <i>Business Negotiation And Communication: Monograph</i> , Czestochowa:S.N,2011.		
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15. Gamble, Michael W.; Gamble, Teri Kwal, <i>Instroucing Mass Communication</i> , S.L.:Mcgraw-Hill Book		

Company,1986.

16. Buell, Victor P., *Marketing Management: A Strategic Planning Approach*, S.L.:Mcgraw-Hill Book Company,1984.

17. Gultinan, Joseph P.; Paul, Gordon W., *Marketing Management: Strategies And Programs*, S.L.:Mcgraw-Hill Book Company,1985.

18. Kurzer, Paulette, *Markets And Moral Regulation: Cultural Change In The European Union*, Cambridge: Cambridge University Press,2001.

19. Durant, Alan, *Meaning in Media: Discourse, Controversy And Debate*, Cambridge:Cambridge University Press, 2010.

20. Dobrescu, Andrei; Turcu, Fulvia, *Modele de Contracte de Afaceri in Romana si Engleza*, Bucuresti: Niculescu,1999.

9. Corroboration of course contents with the expectations of the epistemic community’s significant representatives, professional associations and employers in the field of the academic programme

According to the market requirements, the course provides the students with the possibilities and skills needed in order to interpret and analyse processes and phenomena imposed in business communication process; to simulate, analyse and interpret the business negotiation stages; to analyse the main stages of a public relation campaign.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight of the final grade
10.4 Course	<i>Final assessment</i>	<i>Written exam</i>	60%
	-	-	-
10.5 Seminar	<i>Eg. Verification during the semester</i>	<i>Portfolio with practical works</i>	40%
	-	-	-
10.6 Minimum performance standard:			
<i>C 1. Knowledge and understanding of the fundamental concepts, theories and methods in the field and speciality area; their adequate use in professional communication.</i>			
<i>C5. Drawing up professional projects with methods and principles acknowledged in the field..</i>			

Fill in date

Course titular’s signature,

Seminar titular’s signature,

PhD Gavrilă-Păven Ionela

PhD Maican Silvia

Approval date in department

Department director’s signature,

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