

SYLLABUS

1. Information on academic programme

1.1. University	"1 Decembrie 1918" University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	Undergraduate
1.6. Academic programme / Qualification	Business Administration/ 242102 Process improvement specialist, 242104 Process manager, 242110 Economic performance planning, control and reporting specialist

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			Croitoru Adriana Ioana				
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	4	3.2. course	2	3.3. seminar, laboratory	2
3.4. Total number of hours in the curriculum	56	3.5. course	28	3.6. seminar, laboratory	28
Allocation of time:					hours
Individual study of readers					10
Documentation (library)					10
Home assignments, Essays, Portfolios					20
Tutorials					-
Assessment (examinations)					4
Other activities.....					-

3.7 Total number of hours for individual study	44
3.9 Total number of hours per semester	100
3.10 Number of credits	4

4. Prerequisites (where applicable)

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

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
<i>Communication: Defining the concept of communication, the functions of communication, models of communication, theories about communication, axioms of communication, forms of communication, barriers in the communication process.</i>	<i>Lecture, presentation, discussions</i>	<i>6 hours</i>
<i>Communication within the group: Definition of the group, stages of formation at the group level, efficiency of teamwork at the organization level, forms of communication specific to the teams, the meeting - types of meetings, the specific communication within the meetings.</i>	<i>Lecture, presentation, discussions</i>	<i>5 hours</i>
<i>Organizational communication: Specificity of organizational communication, organizational communication strategies, influence of organization parameters on communication, communication tools within the organization, correspondence, reports and messages.</i>	<i>Lecture, presentation, discussions</i>	<i>5 hours</i>
<i>Public relations activity: Defining the public relations activity, the objectives of the public relations activity, the factors of the development of the public relations activity.</i>	<i>Lecture, presentation, discussions</i>	<i>4 hours</i>
<i>Campaniile de relații publice: Definierea campaniilor de relații publice, clasificarea campaniilor de relații publice, obiectivele campaniilor de relații publice, etapele planificării campaniilor de relații publice.</i>	<i>Lecture, presentation, discussions</i>	<i>4 hours</i>

<i>Ethical principles in the activity of public relations</i>	<i>Lecture, presentation, discussions</i>	<i>6 hours</i>

8.2 Bibliography

1. Engel, James F.; Warshaw, Martin R.; Kinnear, Thomas C., *Promotional Strategy/ Managing The Marketing: Communications Process*, Homewood Usa:Irwin,1987.
2. Lesikar, Raymond V.; Pettit, John D.; Darsey, Nancy S., *Business Communication: Theory And Application*, Houston: Dame Publications, Inc,1993.
3. Laudon, Kenneth C.; Laudon, Jane Price, *Business Negotiation And Communication: Monograph*, Czestochowa:S.N,2011.
4. Langford-Wood, Naomi; Slater, Brian, *Critical Corporate Communications: A Best Practice Blueprint*, Chichester:John Wiley&Sons,2002.
5. Gamble, Michael W.; Gamble, Teri Kwal, *Introducing Mass Communication*, S.L.:Mcgraw-Hill Book Company,1986.
6. Buell, Victor P., *Marketing Management: A Strategic Planning Approach*, S.L.:Mcgraw-Hill Book Company,1984.
7. Guiltinan, Joseph P.; Paul, Gordon W., *Marketing Management: Strategies And Programs*, S.L.:Mcgraw-Hill Book Company,1985.
8. Kurzer, Paulette, *Markets And Moral Regulation: Cultural Change In The European Union*, Cambridge: Cambridge University Press,2001.
9. Durant, Alan, *Meaning in Media: Discourse, Controversy And Debate*, Cambridge:Cambridge University Press, 2010.
10. Dobrescu, Andrei; Turcu, Fulvia, *Modele de Contracte de Afaceri in Romana si Engleza*, Bucuresti: Niculescu,1999.

Seminar-lab		
1. Communication models – transposition to reality – case study	<i>Presentation, analysis, discussions</i>	<i>4 hours</i>
2. Communication techniques within organisations - analysis of concrete situations	<i>Presentation, analysis, discussions</i>	<i>4 hours</i>
3. Case study: The foreign manager Case study: The general director and the employees	<i>Presentation, analysis, discussions</i>	<i>4 hours</i>
4. Case study: The sales department	<i>Presentation, analysis, discussions</i>	<i>4 hours</i>
5. Case study: Failed intermediation	<i>Presentation, analysis, discussions</i>	<i>4 hours</i>
6. Case study: Heterogenous or homogenous PR department role – analysis	<i>Presentation, analysis, discussions</i>	<i>4 hours</i>
7. Public relation campaigns – practical examples	<i>Presentation, analysis, discussions</i>	<i>4 hours</i>

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11. Engel, James F.; Warshaw, Martin R.; Kinnear, Thomas C., *Promotional Strategy/ Managing The Marketing: Communications Process*, Homewood Usa:Irwin,1987.
12. Lesikar, Raymond V.; Pettit, John D.; Darsey, Nancy S., *Business Communication: Theory And Application*, Houston:Dame Publications, Inc,1993.
13. Laudon, Kenneth C.; Laudon, Jane Price, *Business Negotiation And Communication: Monograph*, Czestochowa:S.N,2011.
14. Langford-Wood, Naomi; Slater, Brian, *Critical Corporate Communications: A Best Practice Blueprint*, Chichester:John Wiley&Sons,2002.
15. Gamble, Michael W.; Gamble, Teri Kwal, *Instroducting Mass Communication*, 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. Guiltinan, 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: Obtaining minimum 5 (five).			
<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>			

Course titular's signature,
PhD Assoc.Prof. Gavrila-Paven Ionela

Seminar titular's signature,
PhD Assoc.Prof. Gavrila-Paven Ionela