

SYLLABUS

Academic Year 2023/2024

1st Year of Study/ First Semester

1. Information about the program

1.1. Institution	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Study field	Business Administration
1.5. Level	Master
1.6. Study program	Master of Business Administration/ Business administration 242213 Expert accessing European structural and cohesion funds, 242222 Business Information Analyst, 242232 Sustainable Development Expert.

2. Information about discipline

2.1. Discipline title	Business Communication and Negotiation			2.2. Course code	BA 112		
2.3. Course coordinator	Conf.univ.dr. Gavrilă-Paven Ionela						
2.4. Seminar coordinator	Asist.univ.dr. Puțan Alina						
2.5. Study year	I	2.6. Semester	I	2.7. Evaluation type (E/C/VP)	E	2.8. Type of course (C – compulsory, Op – optional, F - Facultative)	C

3. Number of teaching hours per semester

3.1. Teaching hours per week	4	from wich: 3.2. course	2	3.3. seminar	2
3.4. Total of hours per semester	56	from wich: 3.5. course	28	3.6. seminar/laboratory	28
Distribution of time					Number of hours
Study from course book					50
Suplimentary documentation					40
Preparing for seminars, papers					40
Mentoring					12
Exams					2
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>S3. Ability to lead working groups and communicate in the more diverse contexts of business;</p> <p>S10. Acquiring theoretical and practical knowledge in the field of business development;</p> <p>S11. 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>S18. Developing organizational leadership skills;</p> <p>S19. Implementing and managing a communication plan concerning public relations with the organization's main interest groups;</p> <p>S20. Ability to learn and analyze the means of communication that will be used in teamwork;</p> <p>S21. Ability to understand the importance of partnerships for business development;</p>
Additional competences	<p>TS5. Identifying opportunities for continuous learning and efficient use of learning resources and techniques for self development;</p>

7. Discipline objectives

7.1 General objective	<p>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.</p>
7.2 Specific objective	<p>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-private partnership in business development.</p>

8. Content

Course	Teaching methods	Obs.
1. Concept of communication: content, structure, functions. Axioms of communication. Theories on communication. Levels of human communication. Irreversibility of communication.	Lecture Conversation Illustrations	2 hours
2. Communication and language. Empathy and Listening to the Interlocutor - Communication Fundamentals. Verbal communication. Nonverbal communication. Semiotics and gesture communication.	Lecture Conversation Illustrations	2 hours
3. Public relations and advertising. Semiotics of advertising. Communication and media. Handling through advertising and the media. The image of the institutions.	Lecture Conversation Illustrations	2 hours
4. Organizational communication. Conflict situations and communication: crisis, conflict and communicative process in public relations.	Lecture Conversation Illustrations	2 hours
5. Organizational communication. Group communication: Brainstorming sessions, Team spirit, Communication in working groups, Negotiation.	Lecture Conversation Illustrations	2 hours
6. Strategies to prevent and reduce organizational conflicts. Factors generating stress in organizations, conflictual theories and ways to manage stress in these organizations.	Lecture Conversation Illustrations	2 hours
7. Strategies to prevent and reduce organizational conflicts. Causes of dysfunctional organizational conflicts. Personality of human resources and organizational stress.	Lecture Conversation Illustrations	2 hours
8. Strategies to prevent and reduce organizational conflicts. Stress	Lecture	2 hours

factors at executive and managerial level. Operational stress factors. Organizational changes, stress-generating factors? Tehnostresul and organizational conflicts.	Conversation Illustrations	
9. Work motivation in local organizations, conflict-generating issue. 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 hours
10. The concept of partnership (public-private and private-privat). Community Involvement in Producing Collective Welfare.	Lecture Conversation Illustrations	2 hours
11. The concept of partnership (public-private and private-privat). 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 hours
12. The concept of partnership (public-private and private-privat). Why there is a need for a public management reform. The characteristics of the public private partnership.	Lecture Conversation Illustrations	2 hours
13. Social services and public-private partnership. Conceptual definitions of social services. Alternative social services by delegating responsibility for the provision of social services.	Lecture Conversation Illustrations	2 hours
14. Social services and public-private partnership. Conversion of social services. The subcontracting process.	Lecture/Conversation Illustrations	2 hours

References

Gavrilă-Paven Ionela, Business Communication and Public Relations, Seria Didactica, Editura Universității „1 Decembrie 1918” Alba Iulia, 2013;

Botezat, Elena Aurelia; Dobrescu, Emilian M.; Tomescu, Mirela, Dicționar de comunicare, negociere și mediere, Editura C.H.BECK, București, 2007;

Dăianu D., Economia și pandemia: Ce urmează?, 2021;

Dinu M., Înțelegerea fenomenului economic: Despre funcționarea principiului conexiunii, 2018;

Emirullah, Chandra; Azam, Muhammad, Examining Public Private Partnerships in ASEAN countries: the role of investment climate, Editura AGER, București, 2014;

Francu, Laurențiu Gabriel, The effects of bureaucracy over the business environment from Romania, Editura AGER, București, 2014;

Gavrilă-Paven Ionela, Comunicare și relații publice, Departamentul ID, Universitatea 1 Decembrie 1918, Alba Iulia, 2017;

Hristache, Diana Andreia; Paicu, Claudia Elena; Ismail, Nilgun, The Impact of the Image of the Organization in Terms of the Online Communication Paradigm, Editura AGER, București, 2014;

Pohoanță I., Diaconășu D.E., Crupenschi V.M., Teoria dezvoltării sustenabile: o abordare critică, 2022;

Voinea, Valentina, Optimizarea argumentării și demonstrării în procesul de comunicare managerială, Ministerul Finanțelor Publice, București, 2015;

Voinea, Valentina, Ghid de bune practici în activitatea de comunicare managerială, Ministerul Finanțelor Publice, București, 2015;

***, Coord.; Chirlesan, Dan; Costica, Mihai; Borza, Mioara, Parteneriatul public-privat în context global, Editura Universității AL.I. CUZA, Iași, 2010.

Seminar

1. Concept of communication: content, structure, functions. Communication and language	Examples and study cases	4 hours
2. Public relations and advertising	Examples and study cases	4 hours
3. Organizational communication	Examples and study cases	4 hours
4. Strategies to prevent and reduce organizational conflicts	Examples and study cases	4 hours
5. Work motivation in local organizations, conflict-generating issue	Examples and study cases	4 hours
6. The concept of partnership (public-private and private-privat)	Examples and study cases	4 hours
7. Social services and public-private partnership	Examples and study cases	4 hours

References

- Gavrilă-Paven Ionela, Business Communication and Public Relations, Seria Didactica, Editura Universității „1 Decembrie 1918” Alba Iulia, 2013;
- Botezat, Elena Aurelia; Dobrescu, Emilian M.; Tomescu, Mirela, Dicționar de comunicare, negociere și mediere, Editura C.H.BECK, București, 2007;
- Dăianu D., Economia și pandemia: Ce urmează?, 2021;
- Dinu M., Înțelegerea fenomenului economic: Despre funcționarea principiului conexiunii, 2018;
- Emirullah, Chandra; Azam, Muhammad, Examining Public Private Partnerships in ASEAN countries: the role of investment climate, Editura AGER, București, 2014;
- Francu, Laurențiu Gabriel, The effects of bureaucracy over the business environment from Romania, Editura AGER, București, 2014;
- Gavrilă-Paven Ionela, Comunicare și relații publice, Departamentul ID, Universitatea 1 Decembrie 1918, Alba Iulia, 2017;
- Hristache, Diana Andreia; Paicu, Claudia Elena; Ismail, Nilgun, The Impact of the Image of the Organization in Terms of the Online Communication Paradigm, Editura AGER, București, 2014;
- Pohoanță I., Diaconășu D.E., Crupenschi V.M., Teoria dezvoltării sustenabile: o abordare critică, 2022;
- Voinea, Valentina, Optimizarea argumentării și demonstrării în procesul de comunicare managerială, Ministerul Finanțelor Publice, București, 2015;
- Voinea, Valentina, Ghid de bune practici în activitatea de comunicare managerială, Ministerul Finanțelor Publice, București, 2015;
- ***, Coord.; Chirlesan, Dan; Costica, Mihai; Borza, Mioara, Parteneriatul public-privat în context global, Editura Universității AL.I. CUZA, Iași, 2010.

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>Course portfolio</i> - <i>Solving the exam requirements</i>	<i>Evaluation during semester</i> <i>Final exam</i>	60% 20%
10.5 Seminar	- <i>Finishing the practical activities</i> - <i>Scientific content of the papers</i> - <i>Involvement in classes topic</i>	<i>Participation in debates</i>	20%
10.6 Minimum performance standard: minimum grade 5			
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:
18.09.2023

Signature of course coordinator:
Assoc. Prof. PhD.Gavrilă-Paven Ionela

Signature of seminar coordinator:
Teaching Assist. Puțan Alina

Date for Department approval:
20.09.2023

Signature of the Head of Department:
Assoc. Prof. PhD. Maican Silvia