COURSE SYLLABUS

1. Information about the program

1.1 Higher Education Institution	Babeş-Bolyai University Cluj-Napoca
1.2 Faculty	European Studies
1.3 Department	European Studies and Governance
1.4 Field of study	International Relations and European Studies
1.5 Study level	Bachelor
1.6 Programme of study/ Qualification	International Relations and European Studies

2. Information about the discipline

2.1 Module	**Institutional Communication in the European Union**					
2.2 Course holder		**Dr. Delia Pop-Flanja**, Lecturer				
2.3 Seminar holder		**Dr. Delia Pop-Flanja**, Lecturer				
2.4 Year of study	3	2.5 Semester	5	2.6. Type of assessment[1]	C	2.7 Type of module[2]	OP

3. Total estimated time (teaching hours per semester)

3.1 No. of hours per week	3	3.1 of which for course	1	3.3 of which for seminar	2
3.4 Total no. of hours in the curriculum	42	3.5 of which for course	14	3.6 of which for seminar	28
Time distribution:			4 X 25 = 100		Hours
Study by using handbook, reader, bibliography and course notes					30
Additional library/specialised online research, field research					25
Preparation of seminars/laboratories, homework, projects, portfolios and essays					21
Tutoring					2
Examinations					5
Other activities:					

3.7 Total no. of hours for individual study	83
3.8 Total no. of hours per semester	100
3.9 No. of ETCS credit points	4

4. Prerequisites (where applicable)

4.1 of curriculum	•
4.2 of competencies	• access to international databases (in English - B2 level)

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[1] E - exam, ME - multi-term examinations, C - collocutional examination/assessment test
[2] OB - core module, OP - elective module, F - extracurricular module

5. Conditions (where applicable)

5.1 For the development of the course	• minimal attendance: 75%
5.2 For the development of the seminar/laboratory	• minimal attendance: 75%

6. Specific skills acquired

Professional skills	• **C3.To use analytical methodologies in the area of international relations and European affairs** • **C5. To provide assistance in the area of international negotiation and mediation between groups with divergent interests** • **C6. To provide assistance in the management of relations within organisations and institutions involved in European and international processes**
Interdisciplinary skills	• **CT1. To manage information pertaining to the resolution of complex tasks in context (reception, transmission, modification and storage of information in specific documents), also by using an international language at an advanced level and a second one, at an intermediate or advanced level** • **CT2. To apply effective multidisciplinary team work techniques at various hierarchical levels** • **CT3. To objectively perform a self-assessment of the need for professional training aimed at insertion and adaptability to the requirements of the labour market**

7. Course objectives (based on list of acquired skills)

7.1 General objective	• to acquaint students with professional elements pertaining to written and oral communication in English
7.2 Specific objectives	• to develop the range of vocabulary utilised by students in the process of communicating • to increase students' adaptability to a wide range of communication situations • to develop practical abilities which are needed in order to participate in complex communication situations

8. Contents

8.1 Course	Teaching methods	Observations
Theories of written and oral communication	Summary, brainstorming	Stephen W. Littlejohn, Karen A. Foss, *Theories of Human Communication*, ed. 10, Waveland Press, 2010, pp. 3-18.
Professional vocabulary	Examples, identification exercise	Jack P. Friedman, *Dictionary of Business and Economic Terms*, ed. 5, Barron's, 2012.
Professional communication situations	Multimedia presentation	Clella Jaffe, *Public Speaking: Concepts and Skills for a Diverse Society*, ed. 7, Cengage Learning, 2011, pp. 1-14.
Identifying and avoiding errors in communication	Case studies, analyses	Angela Burt, *Quick Solutions to Common Errors in English*, How To Books Ltd, 2004.

Communication in modern mass media	Multimedia presentation	Peyton Paxson, *Mass Communications and Media Studies: An Introduction*, Continuum, 2010, pp. 1-17.
Verbal, non-verbal and para-verbal elements in communication	Bibliography study, case studies	Anna Esposito, *Fundamentals of Verbal and Nonverbal Communication and the Biometric Issue*, IOS Press, pp. 3-33.
Professional communication conduct	Examples from various cultures	Walter Vieira, *Job Interviews*, Unicorn Books Pvt Ltd, 2009, pp. 19-49.

Compulsory bibliography
1. Burt, Angela, *Quick Solutions to Common Errors in English*, How To Books Ltd, 2004, 227 p.
2. Esposito, Anna, *Fundamentals of Verbal and Nonverbal Communication and the Biometric Issue*, IOS Press, 2007, 357 p.
3. Friedman, Jack P., *Dictionary of Business and Economic Terms*, 5th ed., Barron's, 2012.
4. Jaffe, Clella, *Public Speaking: Concepts and Skills for a Diverse Society*, 7th ed., Cengage Learning, 2011, 432 p.
5. Littlejohn, Stephen W.; Foss, Karen A., *Theories of Human Communication*, 10th ed., Waveland Press, 2010, 487 p.
6. Paxson, Peyton, *Mass Communications and Media Studies: An Introduction*, Continuum, 2010, 251 p.
7. Vieira, Walter, *Job Interviews*, Unicorn Books Pvt Ltd, 2009, 148 p.

Optional bibliography
1. Andrei, Luminiţa, *English for business & administration*, Cavallioti: the British Council, Bucharest, 1996, 167 p.
2. Arhire, Mona, *Business communication*, Braşov: Editura Universităţii „Transilvania", 2009, 115 p.
3. Barrass, Robert, *Writing at work: a guide to better writing in administration, business and management*, Routledge, London; New York, 2002, 201 p.
4. Hamilton, Keith, *The practice of diplomacy: its evolution, theory and administration*, Routledge, London, New York, 1995, 279 p.
5. Kutz, Kathrin, *Barriers to Cross Cultural Communication*, Ed. Grin, 2012, 17p.
6. McQuail, Denis; Golding, Peter; de Bens, Els, *Communication Theory and Research*, Ed. Sage, 2005, 306 p.
7. Niţu Costin, Raluca, *A handbook of business letters*, Editura Universităţii din Piteşti, Piteşti, 2003, 110 p.
8. Wood, Julia, *Interpersonal Communication: Everyday Encounters*, Cengage Learning, 2009, 368 p.

8.2 Seminar / Laboratory	Teaching methods	Observations
Introduction to modern communication	Presentation of contents, student feedback	Stephen W. Littlejohn, Karen A. Foss, *Theories of Human Communication*, ed. 10, Waveland Press, 2010, pp. 20-36.
The professional file	Drafting CVs, formal letters (frequent errors, strategies)	Robert Fry, *A Straightforward Guide to Writing Business and Personal Letters*, Straightforward co Ltd, 2009, pp. 77-88.
Economic and Project Cycle Management terminology	Glossaries, interactive presentations	*PCM Training Handbook*, pp. 69-74.
Legal jargon	Glossaries, simulation	http://dictionary.law.com/

		of legal procedures	

Public speaking	Simulation, speech viewing, error correction	Clella Jaffe, *Public Speaking: Concepts and Skills for a Diverse Society*, ed. 7, Cengage Learning, 2011, pp. 240-254.
Types of debates	Simulation, teambuilding, brainstorming, common errors	*Basic Debating Skills* (see below).
Language errors	PowerPoint presentation, brainstorming	Angela Burt, *Quick Solutions to Common Errors in English*, How To Books Ltd, 2004.
Specific errors in communication	Examples, bibliography	*Logical fallacies handlist* (see below).
Language registers	Interactive identification and gap filling exercises	CAPE - Communication Studies, *Language Registers* (see below).
Mass media language	Drafting a press release, an article and an editorial (in teams)	Peyton Paxson, *Mass Communications and Media Studies: An Introduction*, Continuum, 2010, pp. 91-111.
The European press review	Individual contributions, syntheses, strategies, typologies	http://europa.eu/newsroom/
Jargon and argot in communication	Group work, identification, explanations	http://examples.yourdictionary.com/examples-of-jargon.html
The career interview	Simulation, types of interviews, factsheets, do's and don'ts	Walter Vieira, *Job Interviews*, Unicorn Books Pvt Ltd, 2009, pp. 80-109.
Final revision	Feedback session	-

Compulsory bibliography

1. *Basic Debating Skills*, http://www.actdu.org.au/archives/actein_site/basicskills.html
2. Burt, Angela, *Quick Solutions to Common Errors in English*, How To Books Ltd, 2004, 227 p.
3. CAPE - Communication Studies, *Language Registers*, http://cape-commstudies.blogspot.ro/2011/02/language-registers.html
4. Fry, Robert, *A Straightforward Guide to Writing Business and Personal Letters*, Straightforward co Ltd, 2009, 117 p.
5. Jaffe, Clella, *Public Speaking: Concepts and Skills for a Diverse Society*, 7th ed., Cengage Learning, 2011, 432 p.
6. Littlejohn, Stephen W.; Foss, Karen A., *Theories of Human Communication*, 10th ed., Waveland Press, 2010, 487 p.
7. *Logical fallacies handlist*, http://web.cn.edu/kwheeler/fallacies_list.html
8. Paxson, Peyton, *Mass Communications and Media Studies: An Introduction*, Continuum, 2010, 251 p.
9. *PCM Training Handbook*, European Commission, 1999, http://www.cepprobation.org/uploaded_files/pres%20Cam%2009%20pcm.pdf.
10. Vieira, Walter, *Job Interviews*, Unicorn Books Pvt Ltd, 2009, 148 p.
11. http://dictionary.law.com
12. http://europa.eu/newsroom/
13. http://examples.yourdictionary.com/examples-of-jargon.html

Optional bibliography
1. Ammer, Christine, *Dictionary of business and economics*, The Free Press, New York, 1984, 507 p.
2. Golding, Sidney Robert, *Common errors in English language*, Macmillan: St. Martin's Press, London, 1964, 130 p.
3. *Longman Dictionary of Contemporary English*: www.ldoceonline.com
4. Marriott, Sarah, *Chambers: common errors in English*, Taracart, Bucharest, 1998, 92 p.
5. Millar, Rob; Crute, Valerie; Hargie, Owen, *Professional Interviewing*, Ed. Taylor & Francis, 1992, 205 p.
6. Miroiu, Mihai, *English business letters = Corespondenţă de afaceri in limba engleză*, Andreescu, Alexandria, 1993, 127 p.
7. Newman, Peter, *The new Palgrave dictionary of economics and the law*, Macmillan Reference Limited: Stockton Press, London, New York, 1998, (3 volumes).
8. Ştefan, Rodica, *English language for diplomacy: applications: intermediate level*, Editura Fundaţiei ,,România de mâine,, Bucharest, 2007, 144 p.

9. The correspondence between the content of the course and the expectations of the academic community, professional associations and representative employers in the field:

- This course aims to develop essential abilities meant to foster the students' integration into the professional environment, by means of the various written and oral communication elements it relies on. The latter are presented in an interactive manner, the contents are up-to-date, the teaching methods are modern and the involvement of students is constant. Moreover, the course makes use of knowledge students have acquired from other courses within the curriculum and it is meant to facilitate the comprehension of other subjects in the field, from a terminological/linguistic point of view.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course	Quality of evaluation file	File assessment	3p.
10.5 Seminar/Laboratory	Activity during seminars	Continuous evaluation	3p.
	Presentation of evaluation file	Oral evaluation	3p. + 1 point
10.6 Minimum standard of performance			
- active attendance at 25% of seminars			
- a minimum of 8 items in the evaluation file			
- accurate presentation of the file, ability to answer medium-difficulty questions			

Date   Course holder signature   Seminar holder signature
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Date of departmental approval   Head of department signature
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