Facultatea de Studii Europene

Str. Emmanuel de Martonne nr. 1, 400090 Cluj-Napoca
Tel.: 0264-593770
Fax: 0264-590251
euro.ubbcluj.ro

UNIVERSITATEA BABEŞ-BOLYAI
BABEŞ-BOLYAI TUDOMÁNYEGYETEM
BABEŞ-BOLYAI UNIVERSITÄT
BABEŞ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

EUTOPIA
European University

Course syllabus

Academic year 2023-2024

1. Information about the program

1.1 Higher Education Institution	**Babeş-Bolyai University**
1.2 Faculty	**European Studies**
1.3 Department	**European Studies and Governance**
1.4 Field of study	**Management**
1.5 Study level	**Master**
1.6 Programme of study/ Qualification	**Advanced Management**

2. Information about the discipline

2.1 Title	**Communication Skills**					
2.2 Course holder		**Lect. dr. Roxana-Maria Nistor**				
2.3 Seminar holder		**Lect. dr. Roxana-Maria Nistor**				
2.4 Year of study	**2**	2.5 Semester	**3**	2.6. Type of assessment[1]	**C**	2.7 Type of module[2] **OB**

3. Total estimated time (teaching hours per semester)

3.1 No. of hours per week	**3**	3.2 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:	Hours
Study by using handbook, reader, bibliography and course notes	**25**
Additional library/specialised online research, field research	**25**
Preparation of seminars/laboratories, homework, projects, portfolios and essays	**23**
Tutoring	**5**
Examinations	**5**
Other activities:	

3.7 Total no. of hours for individual study	**83**
3.8 Total no. of hours per semester	**125**
3.9 No. of ETCS credit points	**5**

4. Prerequisites (where applicable)

4.1 of curriculum	❖
4.2 of competencies	❖ At least a B1 level in English (French or Italian) according to the European Framework of Reference for Languages

5. Conditions (where applicable)

5.1 For the development of the course	❖
5.2 For the development of the seminar/laboratory	❖ (multimedia) classroom, audio system, handouts, electronic materials, projector, screen, copy

---

[1] E - exam, ME - multi-term examinations, C - collocutional examination/assessment test

[2] OB - core module, OP - elective module, F - extracurricular module

	machine

6. Specific skills acquired

Professional skills	❖ To use analytical methodologies in the area of international relations and European affairs. ❖ To provide assistance in the area of international negotiation and mediation between groups with divergent interests ❖ To provide assistance in the management of relations within organisations and institutions involved in European and international processes.
Interdisciplinary skills	❖ 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. ❖ To apply effective multidisciplinary team work techniques at various hierarchical levels. ❖ To take part in carrying out projects, as part of a pair or a team, focusing on becoming familiar with team roles in the academic working environment; the projects can take the form of presentations (conference presentations) on a topic specific to the field of study. ❖ To objectively perform a self-assessment of the need for professional training aimed at insertion and adaptability to the requirements of the labour market. ❖ To acknowledge the need for continuous development, focusing on consolidating and developing the basic knowledge related to the management of the individual learning process, regarding interindividual differences, specific to gender and culture, in processing information. The efficient use of certain intellectual operating tools and of learning resources/techniques/strategies: speed reading, reading sheets, taking notes, documentation, cognitive organizers. ❖ To acknowledge the need for continuous development focusing on using TIC tools to assist with personal and professional development management, by joining social media and professional networks, that support the development of the communication skills, specific for the foreign language.

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

7.1 General objective	❖ To develop professional communication skills, both written and oral, through a practical approach and interactive teaching methods. ❖ To apply these skills to specific contexts.
7.2 Specific objectives	❖ To improve terminology in the students' area of training. ❖ To develop oral communication skills in concrete professional situations. ❖ To enhance written communication abilities in the business environment.

8. Contents

8.1 Course	Teaching methods	Observations
Introduction: course presentation	Brainstorming	
Business meetings. Relevant documents	Interactive presentation	Shri L. Henkel, *Successful Meetings: How to Plan, Prepare, and Execute Top-notch Business Meetings*, Atlantic Publishing Company, 2007, *passim.* (examples, case studies)

UNIVERSITATEA BABEȘ-BOLYAI
BABEȘ-BOLYAI TUDOMÁNYEGYETEM
BABEȘ-BOLYAI UNIVERSITÄT
BABEȘ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

EUTOPIA
European University

Facultatea de Studii Europene
Str. Emmanuel de Martonne nr. 1, 400090 Cluj-Napoca
Tel.: 0264-593770
Fax: 0264-590251
euro.ubbcluj.ro

		https://airtame.com/blog/good-business-meeting-etiquette/
Political communication. Public speeches	Analysis and simulation	Brian McNair, *An Introduction to Political Communication*, Taylor & Francis, 2011, pp. 15-82. https://www.managementstudyguide.com/role-of-confidence-and-attitude-in-public-speaking.htm
Mass media communication	Interactive presentation	Jack Lule, *Understanding Media and Culture: An Introduction to Mass Communication*, https://open.lib.umn.edu/mediaandculture. (ch. 1-3)
Awareness campaigns	PowerPoint presentation	Peter T. Coleman, Morton Deutsch, Eric C. Marcus, *The Handbook of Conflict Resolution: Theory and Practice*, John Wiley & Sons, 2014, *passim.* (examples, case studies) https://art-sheep.com/25-of-the-most-clever-and-powerful-social-awareness-campaigns/
Diplomatic language & Non-violent communication	Graphic support presentation, brainstorming	Marshall B. Rosenberg, *Nonviolent Communication. A Language of Life*, PuddleDancer Press, 2003. Lawrence Olufemi Obisakin, *Protocol for Life: Guidelines on Diplomatic, Official and Social Manners*, 2007, *passim.* (examples, case studies) Ernest Satow, *Satow's Diplomatic Practice*, Oxford Univ. Press, 2009: https://books.google.ro/books?hl=en&lr=&id=rbzDTyinZNIC&oi=fnd&pg=PR9&dq=diplomatic+protocol&ots=5M0ozsNX-M&sig=GTgdTHlTwEEFE2mJ1xCHyKjhfuE&redir_esc=y#v=onepage&q=diplomatic%20protocol&f=false
Communication in academia	Lecture, group activity	Li-Shih Huang, *Academic Communication Skills: Conversation Strategies for International Graduate Students*, University Press of America, 2010, pp. 1-24. https://www.researchgate.net/publication/260296219_From_academic_language_to_academic_communication_Building_on_English_learners'_resources

Bibliography:
1. Coleman, Peter T., Deutsch, Morton, Marcus, Eric C., *The Handbook of Conflict Resolution: Theory and Practice*, John Wiley & Sons, 2014.
2. Henkel, Shri L., *Successful Meetings: How to Plan, Prepare, and Execute Top-notch Business Meetings*, Atlantic Publishing Company, 2007.
3. Huang, Li-Shih, *Academic Communication Skills: Conversation Strategies for International Graduate Students*, University Press of America, 2010.
4. Lule, Jack, *Understanding Media and Culture: An Introduction to Mass Communication*, https://open.lib.umn.edu/mediaandculture/.
5. McNair, Brian, *An Introduction to Political Communication*, 5th ed., Routledge, 2011, http://blogs.unpad.ac.id/teddykw/files/2012/05/An-Introduction-to-Political-Communication.pdf.
6. Rosenberg, Marshall B., *Nonviolent Communication. A Language of Life*, PuddleDancer Press, 2003.
7. Stanko, Nick, "Use of Language in Diplomacy", https://www.diplomacy.edu/sites/default/files/Language_Diplomacy_Chapter2.PDF.

8.2 Seminar/Laboratory	Teaching methods	Observations
Students' introduction. Experience in communication	Individual presentations	
Communication in the era of globalisation	Group debate	Albert L. Harris, Alan Rea, *Web 2.0 and Virtual World Technologies: A Growing Impact on IS Education*, https://www.unf.edu/uploadedFiles/aa/acadaffairs/provost/VirtualWorld_Technologies.pdf
Project team meetings. *Progress reports.* *Crisis reports.* *The minutes*	Simulation, drafting documents	http://www.forbes.com/sites/victorlipman/2013/03/01/5-simple-steps-to-more-efficient-effective-meetings/
Contracts. Requests. Business documents	Drafting documents	http://www.writeexpress.com/writing-business.html
Electoral campaigns	Group simulations	Brian McNair, *An Introduction to Political Communication*, Taylor & Francis, 2011, pp. 85-117.
Political speaking	Simulation, contest	*Ibidem*, pp. 118-150.
Applying diplomatic protocol	Examples from students	http://www.eadsociety.com/wp-content/uploads/2015/02/9.-Diplomatic-Protocol-Manual.pdf
Communication situations in multicultural environments	Debate	https://moniviestin.jyu.fi/ohjelmat/hum/viesti/en/ics/2
Academic debates	Simulation	http://www.academicenglishuk.com/debates

UNIVERSITATEA BABEȘ-BOLYAI
BABEȘ-BOLYAI TUDOMÁNYEGYETEM
BABEȘ-BOLYAI UNIVERSITÄT
BABEȘ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

EUTOPIA
European University

Facultatea de Studii Europene
Str. Emmanuel de Martonne nr. 1, 400090 Cluj-Napoca
Tel.: 0264-593770
Fax: 0264-590251
euro.ubbcluj.ro

Preparing an academic event	Group activity	http://www.theguardian.com/higher-education-network/blog/2013/sep/26/academic-conference-five-tips-research
Advertising messages	Examples, creativity exercise	http://inspirationfeed.com/inspiration/advertising-inspiration/50-creative-effective-advertising-examples/
Motivating language & *Non-violent communication*	Simulation, examples	Marshall B. Rosenberg, *Nonviolent Communication. A Language of Life*, PuddleDancer Press, 2003. Jacqueline Mayfield and Milton Mayfield, *Motivating Language Theory. Effective Leader Talk in the Workplace*, Palgrave Macmillan, 2018, pp. 23-75 (selections).
Mediation techniques in the business environment	Team-based simulation	https://www.linkedin.com/pulse/why-businesses-need-mediation-resolving-disputes-among-petar-petri%C4%87-1
Evaluating and preparing the professional file	Feedback session	https://europass.cedefop.europa.eu/en/home

Bibliography:
1. Belch, George; Belch, Michael, *Advertising and Promotion. An Integrated Marketing Communications Perspective*, 6th ed., McGraw-Hill, 2003, http://lib.dtc.ac.th/ebook/BusinessAdmistration/5183.pdf.
2. Chilton, Paul, *Analysing Political Discourse. Theory and practice*, Routledge, 2004, http://voidnetwork.gr/wp-content/uploads/2016/10/Analysing-political-discourse-Theory-and-Practice-by-Paul-Chilton.pdf.
3. Harris, Albert L., Rea, Alan, *Web 2.0 and Virtual World Technologies: A Growing Impact on IS Education*, https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1271&context=jise
4. Mayfield, Jacqueline and Mayfield, Milton , *Motivating Language Theory. Effective Leader Talk in the Workplace*, Palgrave Macmillan, 2018, pp. 23-75.
5. McNair, Brian, *An Introduction to Political Communication*, Taylor & Francis, 2011.
6. Rosenberg, Marshall B., *Nonviolent Communication. A Language of Life*, PuddleDancer Press, 2003.
7. https://www.academic-englishuk.com/debates
8. https://www.linkedin.com/pulse/why-businesses-need-mediation-resolving-disputes-among-petar-petri%C4%87-1
9. http://www.eadsociety.com/wp-content/uploads/2015/02/9.-Diplomatic-Protocol-Manual.pdf
10. http://www.forbes.com/sites/shelisrael/2012/04/14/8-tips-on-conducting-great-interviews/
11. http://www.forbes.com/sites/victorlipman/2013/03/01/5-simple-steps-to-more-efficient-effective-meetings/
12. http://www.theguardian.com/higher-education-network/blog/2013/sep/26/academic-conference-five-tips-research

Facultatea de Studii Europene

Str. Emmanuel de Martonne nr. 1, 400090 Cluj-Napoca
Tel.: 0264-593770
Fax: 0264-590251
euro.ubbcluj.ro

13. http://www.writeexpress.com/writing-business.html
14. https://europass.cedefop.europa.eu/en/home
15. https://moniviestin.jyu.fi/ohjelmat/hum/viesti/en/ics/2

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

Students will acquire knowledge and competences in the area of language policy and planning, written and oral communication, so as to become familiar with situations encountered in the professional environment, in language policy decision-making bodies, both public and private. Such abilities correspond to the requirements of the labour market in the area of policies and communication, as they include the drafting of documents, the participation in decision-making, in business, mass media and political situations, in keeping with the students' area of training.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course	Final presentation of the file Questions on correlating the contents of the file to information from the course	Oral presentation Questions	50%
10.5 Seminar/ Laboratory	• attendance and active participation • correct and timely fulfilment of all tasks • in-class presentation • quality of the file	Continuous assessment Presentation File grading	40%
			Ex officio: 1 point
10.6 Minimum standard of performance			

- a minimum of 4 items in the evaluation file
- a coherent presentation of the file, the ability to answer medium-difficulty questions
- active attendance at a minimum of 25% of seminars

Date	Course holder signature	Seminar holder signature
…21.09.2023		

Date of departmental approval	Head of department signature
29.09.2023	

UNIVERSITATEA BABEȘ-BOLYAI
BABEȘ-BOLYAI TUDOMÁNYEGYETEM
BABEȘ-BOLYAI UNIVERSITÄT
BABEȘ-BOLYAI UNIVERSITY

TRADITIO ET EXCELLENTIA

Facultatea de Studii Europene

Str. Emmanuel de Martonne nr. 1, 400090 Cluj-Napoca
Tel.: 0264-593770
Fax: 0264-590251
euro.ubbcluj.ro