



## Course syllabus

### Academic year 2024-2025

#### 1. Information about the program

1.1 Higher Education Institution	<b>Babeș-Bolyai University</b>
1.2 Faculty	<b>European Studies</b>
1.3 Department	<b>European Studies and Governance</b>
1.4 Field of study	<b>International Relations and European Studies</b>
1.5 Study level	<b>Master</b>
1.6 Programme of study/ Qualification	<b>AEMP 1 + International Communication 1 + MP 2</b>

#### 2. Information about the discipline

2.1 Title	<b>Communication Skills</b>						
2.2 Course holder	<b>Lect. dr. Roxana-Maria Nistor</b>						
2.3 Seminar holder	<b>Lect. dr. Roxana-Maria Nistor</b>						
2.4 Year of study	<b>1</b>	2.5 Semester	<b>1</b>	2.6. Type of assessment <sup>1</sup>	<b>C</b>	2.7 Type of module <sup>2</sup>	<b>OB</b>

#### 3. Total estimated time (teaching hours per semester)

3.1 No. of hours per week	<b>3</b>	3.2 of which for course	<b>1</b>	3.3 of which for seminar	<b>2</b>
3.4 Total no. of hours in the curriculum	<b>42</b>	3.5 of which for course	<b>14</b>	3.6 of which for seminar	<b>28</b>
Time distribution:					Hours
Study by using handbook, reader, bibliography and course notes					<b>30</b>
Additional library/specialised online research, field research					<b>30</b>
Preparation of seminars/laboratories, homework, projects, portfolios and essays					<b>30</b>
Tutoring					<b>5</b>
Examinations					<b>5</b>
Other activities: .....					
3.7 Total no. of hours for individual study	<b>100</b>				
3.8 Total no. of hours per semester	<b>142</b>				
3.9 No. of ETCS credit points	<b>6</b>				

#### 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

<sup>1</sup> E - exam, ME - multi-term examinations, C - collocutional examination/assessment test

<sup>2</sup> OB - core module, OP - elective module, F - extracurricular module



	machine
--	---------

## 6. Specific skills acquired

<b>Professional skills</b>	<ul style="list-style-type: none"> <li>❖ To use analytical methodologies in the area of international relations and European affairs.</li> <li>❖ To provide assistance in the area of international negotiation and mediation between groups with divergent interests</li> <li>❖ To provide assistance in the management of relations within organisations and institutions involved in European and international processes.</li> </ul>
<b>Interdisciplinary skills</b>	<ul style="list-style-type: none"> <li>❖ 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.</li> <li>❖ To apply effective multidisciplinary team work techniques at various hierarchical levels.</li> <li>❖ 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.</li> <li>❖ To objectively perform a self-assessment of the need for professional training aimed at insertion and adaptability to the requirements of the labour market.</li> <li>❖ 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.</li> <li>❖ 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.</li> </ul>

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

7.1 General objective	<ul style="list-style-type: none"> <li>❖ To develop professional communication skills, both written and oral, through a practical approach and interactive teaching methods.</li> <li>❖ To apply these skills to specific contexts.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>❖ To improve terminology in the students' area of training.</li> <li>❖ To develop oral communication skills in concrete professional situations.</li> <li>❖ To enhance written communication abilities in the business environment.</li> </ul>

## 8. Contents

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



		<a href="https://airtame.com/blog/good-business-meeting-etiquette/">https://airtame.com/blog/good-business-meeting-etiquette/</a>
<b>Political communication. Public speeches</b>	Analysis and simulation	Brian McNair, <i>An Introduction to Political Communication</i> , Taylor & Francis, 2011, pp. 15-82. <a href="https://www.managementstudyguide.com/role-of-confidence-and-attitude-in-public-speaking.htm">https://www.managementstudyguide.com/role-of-confidence-and-attitude-in-public-speaking.htm</a>
<b>Mass media communication</b>	Interactive presentation	Jack Lule, <i>Understanding Media and Culture: An Introduction to Mass Communication</i> , <a href="https://open.lib.umn.edu/mediaandculture.">https://open.lib.umn.edu/mediaandculture.</a> (ch. 1-3)
<b>Awareness campaigns</b>	PowerPoint presentation	Peter T. Coleman, Morton Deutsch, Eric C. Marcus, <i>The Handbook of Conflict Resolution: Theory and Practice</i> , John Wiley & Sons, 2014, <i>passim</i> . (examples, case studies) <a href="https://art-sheep.com/25-of-the-most-clever-and-powerful-social-awareness-campaigns/">https://art-sheep.com/25-of-the-most-clever-and-powerful-social-awareness-campaigns/</a>
<b>Diplomatic language &amp; Non-violent communication</b>	Graphic support presentation, brainstorming	Marshall B. Rosenberg, <i>Nonviolent Communication. A Language of Life</i> , PuddleDancer Press, 2003. Lawrence Olufemi Obisakin, <i>Protocol for Life: Guidelines on Diplomatic, Official and Social Manners</i> , 2007, <i>passim</i> . (examples, case studies) Ernest Satow, <i>Satow's Diplomatic Practice</i> , Oxford Univ. Press, 2009: <a href="https://books.google.ro/books?hl=en&amp;lr=&amp;id=rbzDTyinZNIC&amp;oi=fnd&amp;pg=PR9&amp;dq=diplomatic+protocol&amp;ots=5M0ozsNX-M&amp;sig=GTgdTHITwEEFE2mJ1xCHyKjhfuE&amp;redir_esc=y#v=onepage&amp;q=diplomatic%20protocol&amp;f=false">https://books.google.ro/books?hl=en&amp;lr=&amp;id=rbzDTyinZNIC&amp;oi=fnd&amp;pg=PR9&amp;dq=diplomatic+protocol&amp;ots=5M0ozsNX-M&amp;sig=GTgdTHITwEEFE2mJ1xCHyKjhfuE&amp;redir_esc=y#v=onepage&amp;q=diplomatic%20protocol&amp;f=false</a>
<b>Communication in the academia</b>	Lecture, group activity	Li-Shih Huang, <i>Academic Communication Skills: Conversation Strategies for International Graduate Students</i> , University Press of America, 2010, pp. 1-24. <a href="https://www.researchgate.net/publication/260296219_From_academic_language_to_academic_communication_Building_on_English_learners_resources">https://www.researchgate.net/publication/260296219_From_academic_language_to_academic_communication_Building_on_English_learners_resources</a>



**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*, 5<sup>th</sup> 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](https://www.diplomacy.edu/sites/default/files/Language_Diplomacy_Chapter2.PDF).

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



<b>Preparing an academic event</b>	Group activity	<a href="http://www.theguardian.com/higher-education-network/blog/2013/sep/26/academic-conference-five-tips-research">http://www.theguardian.com/higher-education-network/blog/2013/sep/26/academic-conference-five-tips-research</a>
<b>Advertising messages</b>	Examples, creativity exercise	<a href="http://inspirationfeed.com/inspiration/advertising-inspiration/50-creative-effective-advertising-examples/">http://inspirationfeed.com/inspiration/advertising-inspiration/50-creative-effective-advertising-examples/</a>
<b>Motivating language &amp; Non-violent communication</b>	Simulation, examples	Marshall B. Rosenberg, <i>Nonviolent Communication. A Language of Life</i> , PuddleDancer Press, 2003. Jacqueline Mayfield and Milton Mayfield, <i>Motivating Language Theory. Effective Leader Talk in the Workplace</i> , Palgrave Macmillan, 2018, pp. 23-75 (selections).
<b>Mediation techniques in the business environment</b>	Team-based simulation	<a href="https://www.linkedin.com/pulse/why-businesses-need-mediation-resolving-disputes-among-petar-petri%C4%87-1">https://www.linkedin.com/pulse/why-businesses-need-mediation-resolving-disputes-among-petar-petri%C4%87-1</a>
<b>Evaluating and preparing the professional file</b>	Feedback session	<a href="https://europass.cedefop.europa.eu/en/home">https://europass.cedefop.europa.eu/en/home</a>
<p><b>Bibliography:</b></p> <ol style="list-style-type: none"> <li>1. Belch, George; Belch, Michael, <i>Advertising and Promotion. An Integrated Marketing Communications Perspective</i>, 6<sup>th</sup> ed., McGraw-Hill, 2003, <a href="http://lib.dtc.ac.th/ebook/BusinessAdministration/5183.pdf">http://lib.dtc.ac.th/ebook/BusinessAdministration/5183.pdf</a>.</li> <li>2. Chilton, Paul, <i>Analysing Political Discourse. Theory and practice</i>, Routledge, 2004, <a href="http://voidnetwork.gr/wp-content/uploads/2016/10/Analysing-political-discourse-Theory-and-Practice-by-Paul-Chilton.pdf">http://voidnetwork.gr/wp-content/uploads/2016/10/Analysing-political-discourse-Theory-and-Practice-by-Paul-Chilton.pdf</a>.</li> <li>3. Harris, Albert L., Rea, Alan, <i>Web 2.0 and Virtual World Technologies: A Growing Impact on IS Education</i>, <a href="https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1271&amp;context=jise">https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1271&amp;context=jise</a></li> <li>4. Mayfield, Jacqueline and Mayfield, Milton, <i>Motivating Language Theory. Effective Leader Talk in the Workplace</i>, Palgrave Macmillan, 2018, pp. 23-75.</li> <li>5. McNair, Brian, <i>An Introduction to Political Communication</i>, Taylor &amp; Francis, 2011.</li> <li>6. Rosenberg, Marshall B., <i>Nonviolent Communication. A Language of Life</i>, PuddleDancer Press, 2003.</li> <li>7. <a href="https://www.academic-englishuk.com/debates">https://www.academic-englishuk.com/debates</a></li> <li>8. <a href="https://www.linkedin.com/pulse/why-businesses-need-mediation-resolving-disputes-among-petar-petri%C4%87-1">https://www.linkedin.com/pulse/why-businesses-need-mediation-resolving-disputes-among-petar-petri%C4%87-1</a></li> <li>9. <a href="http://www.eadsociety.com/wp-content/uploads/2015/02/9.-Diplomatic-Protocol-Manual.pdf">http://www.eadsociety.com/wp-content/uploads/2015/02/9.-Diplomatic-Protocol-Manual.pdf</a></li> <li>10. <a href="http://www.forbes.com/sites/shelisrael/2012/04/14/8-tips-on-conducting-great-interviews/">http://www.forbes.com/sites/shelisrael/2012/04/14/8-tips-on-conducting-great-interviews/</a></li> <li>11. <a href="http://www.forbes.com/sites/victorlipman/2013/03/01/5-simple-steps-to-more-efficient-effective-meetings/">http://www.forbes.com/sites/victorlipman/2013/03/01/5-simple-steps-to-more-efficient-effective-meetings/</a></li> <li>12. <a href="http://www.theguardian.com/higher-education-network/blog/2013/sep/26/academic-conference-five-tips-research">http://www.theguardian.com/higher-education-network/blog/2013/sep/26/academic-conference-five-tips-research</a></li> </ol>		



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 submission of the file Quality of the file	File submission	50%
10.5 Seminar/ Laboratory	<ul style="list-style-type: none"> <li>• attendance and active participation</li> <li>• correct and timely fulfilment of all tasks</li> <li>• in-class presentation</li> <li>•</li> </ul>	Continuous assessment	20%
		Presentation	20%
			<i>Ex officio: 10%</i>
10.6 Minimum standard of performance			
<ul style="list-style-type: none"> <li>• a minimum of 4 items in the evaluation file</li> <li>• a coherent presentation of the file, the ability to answer medium-difficulty questions in English</li> <li>• active attendance at a minimum of 50% of seminars</li> </ul>			

Date

Course holder signature

Seminar holder signature

23 Sept. 2024

.....

.....

Date of departmental approval

Head of department signature

.....

.....