

SYLLABUS

1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Public Administration Department
1.4 Field of study	Administrative Sciences
1.5 Study cycle	Undergraduate program
1.6 The program of study / specialization	Leadership in the Public Sector

2. Discipline data

2.1 Course title	Communication in Public Organisations						
2.2 The discipline holder	Mihnea Stoica, PhD, Assistant Professor						
2.3 Holder of seminar activities	Mihnea Stoica, PhD, Assistant Professor						
2.4 Year of study	1	2.5 Semester	2	2.6. Type of evaluation	E	2.7 Discipline regime	Mandatory

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

3.1 Number of hours per week	4	Of which: 3.2 course	2	3.3 workshop / laboratory	2
3.4 Total hours	56	Of which: 3.5 course	28	3.6 workshop / laboratory	28
Allocation of time:					hours
Study after handbook, course materials, bibliography and notes					12
Additional documentation in the library, specialized electronic platforms and on field					10
Training seminars / labs, homework, essays, portfolios and essays					10
Tutoring					10
Examinations					2
Other activities:					
3.7 Total hours of individual study					44
3.8 Total hours per semester					100
3.9 Number of credits					4

4. Prerequisites (where applicable)

4.1 curriculum	•
4.2 competence	•

5. Conditions (where applicable)

5.1 of the course	•
5.2 to conduct seminar / laboratory	•

6. Specific skills acquired

Professional skills	<ul style="list-style-type: none"> • Definition of the concepts, theories, paradigms and the methodologies which are characteristic for communication in the public sector. • Identification of the communication situations and of various types of public and organizational communication. • Use of the communication methods and strategies for dealing with public sector problems. • Identification and use of relevant techniques and indicators for monitoring and evaluation of communication processes. • Drafting of an efficient communication plan meant to address specific situations regarding public and organizational communication.
Transversal competences	<ul style="list-style-type: none"> • Getting familiar with the roles and activities which are characteristic for team work as well as the distribution of task for subordinated levels.

7. Course objectives (based on accumulated skills grid)

7.1 General objective of the discipline	<ul style="list-style-type: none"> • Knowledge and usage of basic concepts of communication for the explanation and interpretation of various types of communication situations, processes and projects
7.2 Specific objectives	<ul style="list-style-type: none"> • Knowledge of types of communication • Knowledge and explanation of communication models • Knowledge of psychosocial phenomena and interpersonal processes and relationships in small groups • Knowledge of basic communication (verbal, nonverbal, interpersonal, political, advertising, etc.) concepts, models and techniques • Knowledge of types of PR campaigns and basic PR tools

8. Contents

8.1 Course	Teaching methods	Observations
1. Communication – definition and typology	Lectures Concept explanation Questions & answers Heuristic conversation Problematization	
2. Models of communication	Lectures Concept explanation Questions & answers Heuristic conversation	
3. Communication barriers	Lectures Concept explanation Questions & answers Heuristic conversation Problematization	
4. Formal and informal communication	Lectures	

	Concept explanation Questions & answers Heuristic conversation Problematization	
5. Verbal communication	Heuristic conversation Debate	
6. Nonverbal communication	Heuristic conversation Debate	
7. Interpersonal communication and management of impressions	Concept explanation Heuristic conversation Problematization	
8. Small-group communication	Concept explanation Heuristic conversation Problematization	
9. Communication networks	Concept explanation Heuristic conversation Problematization	
10. Leadership and communication	Lectures Concept explanation Questions & answers Case study	
11. PR campaigns	Lectures Concept explanation Questions & answers	
12. PR basic techniques and instruments	Case study	
13. Time management and event planning	Lectures Concept explanation Questions & answers	
14. Review. Mock test	Questions & answers	

Bibliography

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- Brillhart, John K. & Gloria J. Galanes (1995). *Effective group Discussion – eight edition*, Brown and Benchmark
- Butler, Richard (1991). *Designing organizations – a decision-making perspective*, New York: Routledge
- Chiru, Irena (2003). *Comunicare interpersonală*, București: Tritonic
- Gilbert, Daniel T.; Susan T. Fiske, and Lindzey Gardner (1998). *The Handbook of Social Psychology, Fourth Edition (2 Volume Set)*, NY: Oxford University Press
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- Iacob, Dumitru & Ana-Maria Cismaru (2002). *Organizația inteligentă: 10 teme de managementul organizației*, București: comunicare.ro
- Kotler, Philip (2002). *Marketing Management*, Prentice Hall
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- Rus, Flaviu Călin (2002). *Introducere în știința comunicării și a relațiilor publice*, Iași: Institutul European
- Stoiciu, Andrei (2000). *Comunicarea politică. Cum se vând idei și oameni*, București: Editura Humanitas-Libra
- Turner, Barry A. (1990). *Organizațional Symbolism*, New York: Walter de Gruyer
- Wilcox, Dennis L. (2003). *Public Relations: Strategies and Techniques*, Allyn & Bacon

8.2 Seminar / laboratory	Teaching methods	Observations
1. Cerințele seminarului. Aspecte administrative ale activității de seminar. Metode de evaluare	Group discussion	
2. Comunicarea – definiție și tipologie	Lectures Conversation	
3. Bariere de comunicare	Debate Problem-solving Role-play	
4. Comunicarea în plan formal și informal	Group discussion Heuristic conversation	
5. Comunicarea verbală	Practica exercises (Activity)	
6. Comunicarea nonverbală	Debate Audio-video projections	
7. Comunicarea interpersonală și managementul impresiilor	Debate Problem-solving Role-play Audio-video projections	
8. Comunicarea în grupul mic	Group discussion Role-play	
9. Rețele de comunicare	Group discussion	
10. Leadership și comunicare	Case study Audio-video projections	
11. Imaginea unei organizații. Campanii PR	Case study Problem-solving	
12. Tehnici și instrumente de bază în relațiile publice	Debate Problem-solving Practical exercises	
13. Managementul timpului și planificarea de evenimente	Creative activities Audio-video projections	
14. Evaluarea finală. Notarea	Group discussion	

9. Corroborating course content with the expectations of epistemic community representatives, professional associations and employers representative for the program

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10. Evaluation

Activity type	10.1 Evaluation Criteria	10.2 Evaluation Methods	10.3 Proportion of final grade
10.4 Course	Text reading	Written exam 50 closed questions	50%
10.5 Seminar/laboratory	Attendance	2 points	50%
	Activity (text reading, seminar activity)	3 points	

	Team-project: academic debate, organization of ideas, references, originality, academic writing skills	Team-project (groups of 2-3 students) 4 points	
10.6 Minimum performance standard			
<ul style="list-style-type: none">• Grade 5 in order to pass the course			