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 Departament	Public Administration
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. Course teacher	Lect. Univ. Dr. Mihnea STOICA					
2.3. Seminar teacher	Lect. Univ. Dr. Mihnea STOICA					
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	• Not applicable
4.2 competence	• Not applicable

5. Conditions (where applicable)

5.1 of the course	• Not applicable
5.2 to conduct seminar / laboratory	• Not applicable

6. Specific skills acquired

Professional skills	• Defining concepts, theories, paradigms and methodologies that are characteristic for communication in the public sector. • Identifying various communication situations and understanding the various types of public and organizational communication. • Using communication methods and strategies for dealing with public sector problems. • Identifying and using relevant techniques and indicators for monitoring and evaluating communication processes. • Drafting an efficient communication plan meant to address specific situations regarding public and organizational communication.
Transversal competences	• Getting familiar with the roles and activities that are characteristic for team work; • Critical thinking; • Objective self-evaluation.

7. Course objectives (based on accumulated skills grid)

7.1 General objective of the discipline	• 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	• Knowledge of types of communication • Knowledge and explanation of communication models • Knowledge of basic communication concepts, models and techniques • Knowledge of types of PR campaigns and basic PR tools

8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction of the course	Lecture Questions & answers Heuristic conversation	
2. Communication – definition and typology	Lecture Concept explanation Questions & answers Heuristic conversation Problematization	
3. Communication and the new Public Sphere	Lecture Concept explanation Questions & answers Heuristic conversation	
4. Communication and national cultural dimensions	Lecture Concept explanation Questions & answers Heuristic conversation	
5. Communication and organizational cultures	Lecture Concept explanation Questions & answers Heuristic conversation	
6. Constructing organisational identity through communication	Lecture Concept explanation Questions & answers Heuristic conversation	

7. Leadership in the public sector. Types of leadership communication.	Lecture Concept explanation Questions & answers Heuristic conversation Problematization	
8. Charisma and leadership	Lecture Concept explanation Questions & answers Heuristic conversation Problematization	
9. Communication in the political space	Lecture Concept explanation Questions & answers Heuristic conversation Problematization	
10. Crisis and risk communication. Trust and leadership	Lecture Concept explanation Questions & answers Heuristic conversation Problematization	
11. Communication networks. Old and new media.	Lecture Concept explanation Questions & answers Heuristic conversation Problematization	
12. Storytelling as motivation mechanism	Lecture Concept explanation Questions & answers Heuristic conversation Problematization	
13. PR campaigns	Lecture Concept explanation Questions & answers Heuristic conversation Problematization	
14. Review. Mock test	Questions & answers	

Bibliography

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- Wilcox, Dennis L. (2003). *Public Relations: Strategies and Techniques*, Allyn & Bacon

8.2 Seminar / laboratory	Teaching methods	Observations
1. Introduction to the seminar. Seminar requirements	Group discussion	
2. Communication – definition and typology	Student presentations Debates Problem-solving Conversation	
3. Communication and the new Public Sphere	Student presentations Debates Problem-solving Conversation	
4. Communication and national cultural dimensions	Student presentations Debates Problem-solving Conversation	
5. Communication and organizational cultures	Student presentations Debates Problem-solving Conversation	
6. Constructing organisational identity through communication	Student presentations Debates Problem-solving Conversation	
7. Mid-term exam	Problem-solving	
8. Leadership in the public sector. Charisma.	Student presentations Debates Problem-solving Conversation	
9. Communication in the political space	Student presentations Debates Problem-solving Conversation	

10. Crisis and risk communication. Trust and leadership	Student presentations Debates Problem-solving Conversation	
11. Communication networks. Old and new media	Student presentations Debates Problem-solving Conversation	
12. Storytelling as motivation mechanism	Student presentations Debates Problem-solving Conversation	
13. PR campaigns	Student presentations Debates Problem-solving Conversation	
14. Final remarks.	Group discussion	

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

> The content of the course was designed in such a manner as to reflect the most recent trends in public communication. In doing so, we have consulted specialists in the field, both from public and private organisations, which we are in direct contact with. Moreover, the syllabus was drafted taking into account similar programs offered by other European universities.

10. Evaluation

Activity type	10.1 Evaluation Criteria	10.2 Evaluation Methods	10.3 Proportion of final grade
10.4 Course	Clear arguments offered to various conceptual/ theoretical problems or practical situations described	Written exam (5 points)	50%
10.5 Seminar/laboratory	Active attendance	Oral presentation and active participation in class (3 points)	50%
	Capacity to distinguish between a variety of communication situations	Mid-term exam (2 points)	
10.6 Minimum performance standard			
• Grade 5 in order to pass the course			