

SYLLABUS
Academic year 2024-2025
Year of study I / Semester II

1. Information on academic program

1.1. University	“1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	Bachelor
1.6. Major/Qualification/ESCO Classification Group	Business Administration / 242102 Process Improvement Specialist, 242104 Process Manager, 242110 Specialist in planning, control, and reporting of economic performance; ESCO Code: 2421 – Management and Organisation Analysts

2. Information on course

2.1. Course	Business Communication and Public Relations		2.2. Code	BA 126			
2.3. Course Leader	Lecturer PhD Ramona-Anca NICHITA						
2.4. Seminar Tutor	PhD Candidate Ionela BELDEAN						
2.5. Academic Year	I	2.6. Semester	II	2.7. Type of Evaluation (E – final exam/C- examination /VP)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C

3. Course Structure

3.1. Weekly number of hours	4	3.2. course	2	3.3. seminar/laboratory	2
3.4. Total number of hours in the curriculum	56	3.5. course	28	3.6. seminar/laboratory	28
Allocation of time					hours
a. Study of handbook, course material, references and notes					15
b. Additional documentation in library, on electronic platforms and in the field					15
c. Preparation of seminars/laboratories, home assignments, essays, portfolios					10
d. Tutorship					-
e. Evaluations					2
f. Other academic activities (study visits, mentoring, projects)					2
3.7 Total number of hours for individual study (a+b+c)					40
3.8 Total number of hours for academic activities (d+e+f+3.4)					60
3.9 Total number of hours per semester (3.7+3.8)					100
3.10 Number of ECTS					4

4. Prerequisites (where applicable)

4.1. curriculum-based	–
4.2. competence-based	–

5. Requisites (where applicable)

5.1. course-related	Technical equipment: laptop, video projector
5.2. seminar/laboratory-related	Technical equipment: laptop, video projector

6. Specific competences to be acquired

Learning competences/results	R3/C3 Ensures compliance with policies R4/C4 Develops company strategies
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	R18/C18 Coordinates a team
Transversal competences	R25/CT5 Shows confidence

7. Course objectives (specific competences grid per programme)

7.1 General objectives of the course	<p><i>Knowing and understanding the fundamental concepts, theories and methods in the field and specialty area</i></p> <p><i>Adequately use concepts in professional communication</i></p> <p><i>Applying fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance</i></p> <p><i>Drafting professional projects with methods and principles acknowledged in the field of communication and public relations.</i></p>
7.2 Specific objectives of the course	<p><i>Forming students' skills needed in the business communication process with their partners and imposed by the economic practice</i></p> <p><i>Familiarizing students with fundamental concepts employed in communication by companies, business relations, negotiation, public relations</i></p> <p><i>Becoming aware of the need and significance of the PR department in a company, and about the mode of creating and implementing successful public relations in companies.</i></p>

8. Course contents

8.1. Course	Teaching methods	Remarks
1. Communication: Defining the concept of communication, functions of communication	Lecture Conversation	2 hours
2. Models and theories about communication	Lecture Conversation	2 hours
3. Communication forms and major barriers in the communication process	Lecture Conversation	2 hours
4. Communication within the group: Definition of a group, stages of formation at group level, teamwork efficiency within organizations	Lecture Conversation	2 hours
5. Communication forms specific for teams, meetings and communication within meetings	Lecture Conversation	2 hours
6. Organizational communication: Specificity, strategies, tools, influence of organization parameters on communication	Lecture Conversation	2 hours
7. Public relations activity	Lecture Conversation	2 hours
8. Public relations campaigns: Dos and Don'ts	Lecture Conversation	2 hours
9. Factors determining the success of PR professionals	Lecture Conversation	2 hours
10. The impact of cultural differences on business communication	Lecture Conversation	2 hours
11. Business communication on social media platforms	Lecture Conversation	2 hours
12. How to manage company image, identity and reputation	Lecture Conversation	2 hours
13. Public relations in NGOs	Lecture Conversation	2 hours
14. Ethical principles in the activity of public relations	Lecture Conversation	2 hours
Bibliography		
1. Cenere, P., Gill, R., & Lawson, C. (2015). <i>Communication Skills for Business Professionals</i> . Port Melbourne: Cambridge University Press.		
2. Cornelissen, J. (2017). <i>Corporate Communication: A Guide to Theory and Practice</i> , 5th edition. Thousand Oaks:		

<p>Sage.</p> <p>3. Doorley, J., & Garcia, H.F. (2021). <i>Reputation Management: The Key to Successful Public Relations and Corporate Communication</i>. New York, NY: Taylor & Francis.</p> <p>4. Duhé, S. (2021). <i>Business for Communicators: The Essential Guide to Success in Corporate and Public Affairs</i>. Abingdon: Routledge.</p> <p>5. Frandsen, F., Johansen, W., & Tench, R. (Eds.) (2019). <i>Big Ideas in Public Relations Research and Practice</i>. Bingley: Emerald.</p> <p>6. Lerbinger, O. (2019). <i>Corporate Communication: An International and Management Perspective</i>. Hoboken, NJ: John Wiley & Sons.</p> <p>7. Mayfield, M., Mayfield, J., & Walker, R. (2020). <i>Fundamental Theories of Business Communication: Laying a Foundation for the Field</i>. Cham: Palgrave Macmillan.</p> <p>8. Nichita, R.A. (2024). <i>Business Communication and Public Relations</i> – course material (electronic format).</p> <p>9. Theaker, A. (2016). <i>The Public Relations Handbook</i>, 5th edition. Abingdon: Routledge.</p> <p>10. Wray Carney, W., & Lymer, L.-A. (Eds.) (2015). <i>Fundamentals of Public Relations and Marketing Communications in Canada</i>. Alberta: The University of Alberta Presss.</p>		
8.2. Seminar	Teaching methods	Remarks
1. Communication models – case studies	Presentations, analysis, discussions	4 hours
2. Communication techniques within organisations – analysis of real contexts	Presentations, analysis, discussions	4 hours
3. Case study: The foreign manager Case study: The general director and the employees	Presentations, analysis, discussions	4 hours
4. Case study: The sales department	Presentations, analysis, discussions	4 hours
5. Case study: Failed intermediation	Presentations, analysis, discussions	4 hours
6. Analysis of heterogenous and homogenous PR departments	Presentations, analysis, discussions	4 hours
7. Public relation campaigns	Presentations, analysis, discussions	4 hours
Bibliography		
<p>1. Cenere, P., Gill, R., & Lawson, C. (2015). <i>Communication Skills for Business Professionals</i>. Port Melbourne: Cambridge University Press.</p> <p>2. Cornelissen, J. (2017). <i>Corporate Communication: A Guide to Theory and Practice</i>, 5th edition. Thousand Oaks: Sage.</p> <p>3. Doorley, J., & Garcia, H.F. (2021). <i>Reputation Management: The Key to Successful Public Relations and Corporate Communication</i>. New York, NY: Taylor & Francis.</p> <p>4. Duhé, S. (2021). <i>Business for Communicators: The Essential Guide to Success in Corporate and Public Affairs</i>. Abingdon: Routledge.</p> <p>5. Frandsen, F., Johansen, W., & Tench, R. (Eds.) (2019). <i>Big Ideas in Public Relations Research and Practice</i>. Bingley: Emerald.</p> <p>6. Lerbinger, O. (2019). <i>Corporate Communication: An International and Management Perspective</i>. Hoboken, NJ: John Wiley & Sons.</p> <p>7. Mayfield, M., Mayfield, J., & Walker, R. (2020). <i>Fundamental Theories of Business Communication: Laying a Foundation for the Field</i>. Cham: Palgrave Macmillan.</p> <p>8. Nichita, R.A. (2024). <i>Business Communication and Public Relations</i> – course material (electronic format).</p> <p>9. Theaker, A. (2016). <i>The Public Relations Handbook</i>, 5th edition. Abingdon: Routledge.</p> <p>10. Wray Carney, W., & Lymer, L.-A. (Eds.) (2015). <i>Fundamentals of Public Relations and Marketing Communications in Canada</i>. Alberta: The University of Alberta Presss.</p>		

9. Corroboration of course contents with the expectations of the epistemic community’s significant representatives, professional associations and employers in the field of the academic program

According to market requirements, the course provides students with the capacities and skills needed to: interpret and analyse processes and phenomena characteristics for the business communication process; stimulate, analyse and interpret business negotiation stages; analyse the main stages of a public relations campaign.

10. Assessment

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	<i>Solving exam tasks</i>	<i>Written exam</i>	60%
10.5 Seminar	<i>Continuous assessment</i>	<i>Seminar activities portfolio</i>	40%
10.6 Minimum performance standard: obtaining minimum grade 5; <ul style="list-style-type: none">• following the current university norm and regulations;• attending 50% of meetings and learning the fundamental concepts of business communication and public relations;• elaborating seminar portfolio, solving exam tasks.			

Fill in date
14.09.2024

Course leader's signature
Lecturer. PhD Ramona-Anca

Seminar tutor's signature
PhD Candidate Ionela BELDEAN

Approval date in department
16.09.2024

Department directors' signature
Assoc. Prof. PhD Silvia-Ştefania MAICAN