



No. _____ of _____

SUBJECT OUTLINE

1. Information on the programme

1.1. Higher education institution	University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca
1.2. Faculty	Agriculture
1.3. Department	II - Plant culture
1.4. Field of study	Agronomy
1.5. Cycle of study ¹	Bachelor
1.6. Specialization/ Study programme	Agriculture
1.7. Form of education	Full time

2. Information on the discipline

2.1. Discipline name	Communication methods and techniques							
2.2. Course coordinator	Asist. dr. Mihai Rusu							
2.3. Seminar/ laboratory/ project coordinator	Asist. dr. Mihai Rusu							
2.4. Year of study	III	2.5. Semester	I	2.6. Evaluation type	continuous	2.7. Discipline status	Content ²	DC
							Compulsoriness ³	DO

3. Total estimated time (teaching hours per semester)

3.1. Hours per week - full time programme	4	out of which: 3.2. lecture	2	3.3. seminar/ laboratory/ project	2
3.4. Total number of hours in the curriculum	56	out of which: 3.5. lecture	28	3.6. seminar/laboratory	28
Distribution of the time allotted					hours
3.4.1. Study based on books, textbooks, bibliography and notes					10
3.4.2. Additional documentation in the library, electronic platforms and field experiences					6
3.4.3. Preparing seminars/ laboratories/ projects, subjects, reports, portfolios and essays					8
3.4.4. Tutorials					2
3.4.5. Examinations					2
3.4.6. Other activities					
3.7. Total hours of individual study	28				
3.8. Total hours per semester	84				
3.9. Number of credits ⁴	3				

4. Prerequisites (if applicable)

4.1. curriculum-related	-
4.2. skills-related	The student must possess basic knowledge concerning communication.

5. Conditions (if applicable)

5.1. for the course	The course is interactive, students can ask questions regarding the content of the lecture. Academic discipline requires compliance from the start to the end of the course. We do not allow any other activities during the lecture, mobile phones will be closed down.
5.2. for the seminar/	During the seminar, students must work with the materials they are handed. They will receive

laboratory/ project	practical tasks, which will be accomplished individually or in groups. Academic discipline is imposed throughout the development of practical work.
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6. Cumulated specific competences

Professional competences	Knowledge and application of the most important communication techniques, as a means of improving the quality of communication in professional activities (with potential employers, co-workers, clients) in the private sector (corporations, food companies) or in public institutions.
Transversal competences	<p>Knowledge of the specific terminology of the field</p> <p>Identifying roles and responsibilities in a work team, in professional and other types of debates and in the creation and implementation of projects</p> <p>Identifying opportunities for continuing education and the efficient use of informational sources and resources of communication and assisted professional training – specialized sites, databases, web portals.</p>

7. Discipline objectives (based on the cumulated specific competences)

7.1. General objective	The study of the most important communication techniques
7.2. Specific objectives	Knowledge and application of the communication techniques that are specific to the field and to the various activities that students can conduct during their careers (control and expertise, production, research and development, etc.)

8. Content

8.1. COURSE Number of hours 28	Teaching methods	Observation
THE FUNDAMENTAL ASPECTS OF COMMUNICATION. DEFINITIONS, COMPONENTS AND GENERAL CONSIDERATIONS	Lecture	2 lectures
THE CHARACTERISTICS AND FUNCTIONS OF COMMUNICATION. TYPES OF COMMUNICATION	Lecture	3 lectures
THE PSYCHOLOGY OF COMMUNICATION	Lecture	2 lectures
TYPES AND TECHNIQUES OF ORAL COMMUNICATION IN A PROFESSIONAL ENVIRONMENT	Lecture	3 lectures
TYPES AND TECHNIQUES OF WRITTEN COMMUNICATION IN A PROFESSIONAL ENVIRONMENT	Lecture	3 lectures
CONTROL MANAGEMENT	Lecture	1 lecture

8.2. PRACTICAL WORKS Number of hours -	Teaching methods	Observation
STYLES OF COMMUNICATION	Analysis, individual work, teamwork, debate	2 seminars
VERBAL AND NON-VERBAL COMMUNICATION. THEORETICAL DISTINCTIONS AND EXAMPLES	Analysis, individual work, teamwork, debate	2 seminars

CULTURAL, SOCIAL AND PSYCHOLOGICAL FACTORS IN COMMUNICATION	Case study, individual work, debate	3 seminars
ORAL COMMUNICATION TECHNIQUES. CONVERSATION, PRESENTATION, INTERVIEW, DEBATE	Lecture, individual work, teamwork	3 seminars
TECHNIQUES OF WRITTEN COMMUNICATION. CURRICULUM VITAE, LETTER OF INTENTION, TECHNICAL REPORTS, MEDIA, SCIENTIFIC PAPERS	Lecture, individual work, teamwork	3 seminars
CONFLICT SITUATIONS AT THE WORKPLACE AND THEIR MANAGEMENT	Teamwork, debate	1 seminar
EVALUATION	Conversation, written assignment, oral evaluation	1 seminar

Compulsory bibliography:

1. Agrabian, Mircea, *Strategii de comunicare eficientă*, Ed. Institutul European, Iași, 2008.
2. Codoban, Aurel, *Gesturi, vorbe și minciuni. Mic tratat de semiotică gestuală extinsă și aplicată*, Ed. Eikon, Cluj-Napoca, 2014.
3. Giurgiuman, T., Roman, I., *Comunicarea umană*, Ed. Academic Pres, Cluj-Napoca, 2003.
4. Peretti, André de, Legrand, J.-A., Boniface, J., *Tehnici de comunicare*, Ed. Polirom, Iași, 2001.

Optional bibliography:

1. Chiciudean, Ion, David, George, *Managementul comunicării în situații de criză*, Ed. Comunicare.ro, București, 2010.
2. Van Cuienburg, J.J., O.Scholten, G.W. Noomen, *Știința comunicării*. Ed. Humanitas, București, 2000.

9. Corroborating the discipline content with the expectations of the epistemic community representatives, of the professional associations and of the relevant employers in the corresponding field

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10. Evaluation

Type of activity	10.1. Evaluation criteria	10.2. Evaluation type	10.3. Percentage of the final grade
10.4. Course	- Knowledge of the most important definitions, characteristics, types and styles of communication	Continuous	50%
10.5. Seminar/Laboratory	- Knowledge and application of the most important techniques of oral and written communication	Activity in class Oral evaluation, written project	20% 30%

10.6. Minimum performance standards

The assimilation of the information from the courses and seminars. The minimal mark for validating the exam is 5 (five).

- 1 Cycle of studies - choose one of the three options: Bachelor/Master/Ph.D.
- 2 according to the educational plan
- 3 Discipline status (compulsoriness) - choose one of the options - DI (compulsory discipline) DO (optional discipline) DFac (facultative discipline).
- 4 One credit is equivalent to 25-30 hours of study (teaching activities and individual study).

Filled in on
04.09.2019

Course coordinator
Asist. univ. dr. Mihai Rusu

Laboratory work/seminar coordinator
Asist. univ. dr. Mihai Rusu

Approved by the
department on
05.09.2019

Head of the Department
Prof.dr. Martel M. DUDA