



UNIVERSITATEA DE ȘTIINȚE AGRICOLE ȘI MEDICINĂ VETERINARĂ CLUJ-NAPOCA

Calea Mănăstur 3-5, 400372, Cluj-Napoca

Tel: 0264-596.384, Fax: 0264-593.792

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No. _____ of _____

UASMV - CN-0701010216

SUBJECT OUTLINE

1. Information on the programme

1.1. Higher education institution	University of Agricultural Sciences and Veterinary Medicine of Cluj-N
1.2. Faculty	Food science and technology
1.3. Department	Food science
1.4. Field of study	Food engineering
1.5. Education level	Bachelor
1.6. Specialization/ Study programme	Technology of agricultural products processing
1.7. Form of education	Full time

2. Information on the discipline

2.1. Name of the discipline	Communication							
2.2. Course coordinator	As. dr. Sorina Dârjan							
2.3. Seminar/ laboratory/ project coordinator								
2.4. Year of study	1	2.5. Semester	I	2.6. Type of evaluation	continuous	2.7. Discipline status OP	Content ²	DC
							Compulsoriness ³	DO

3. Total estimated time (teaching hours per semester)

3.1. Hours per week – full time programme	1	out of which: 3.2. lecture	1	3.3. seminar/ laboratory/ project	
3.4. Total number of hours in the curriculum	14	Out of which: 3.5. lecture	14	3.6. seminar/ laboratory	
Distribution of the time allotted					hours
3.4.1. Study based on book, textbook, bibliography and notes					20
3.4.2. Additional documentation in the library, specialized electronic platforms and field					2
3.4.3. Preparing seminars/ laboratories/ projects, subjects, reports, portfolios and essays					2
3.4.4. Tutorials					
3.4.5. Examinations					12
3.4.6. Other activities					
3.7. Total hours of individual study	36				
3.8. Total hours per semester	50				
3.9. Number of credits ⁴	2				

4. Prerequisites (is applicable)

4.1. curriculum-related	Romanian language
4.2. skills-related	The student must have a minimum knowledge of oral and written communication

5. Conditions (if applicable)

5.1. for the lecture	The course is interactive. Students can ask questions regarding the content of the presentation. Academic discipline is required for the entire duration of the works / project. Repetition of students' late classes will be avoided. In the case of the didactic activity carried out online, the teaching methods are adapted.
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5.2. for the seminar/ laboratory/
project

6. Specific competences acquired

Professional competences	<p>Defining the main concepts specific to the field, their use and the specialized terms in multiple situations.</p> <p>Identify and understand theories about information management, professional communication, communication systems and their effects.</p> <p>Guiding professional behavior in a global context from the position of responsible communicators in the public space respecting the known professional codes.</p>
Transversal competences	<p>Performing professional tasks efficiently and responsibly, respecting the deontological rules specific to the field.</p> <p>Applying efficient teamwork techniques (with elements of interdisciplinarity), respecting the hierarchical levels.</p> <p>Use of communication strategies and methods in crisis management and / or mediation.</p>

7. Course objectives (based on the list of competences acquired)

7.1. Overall course objective	To acquire the knowledge regarding the most important communication rules and techniques in the academic and professional environment, at theoretical and applied level.
7.2. Specific objectives	<p>To understand the context of using communication techniques specific to the field in various activities that can be carried out during university education, but also in a professional career in the field and / or research (conducting projects and scientific studies, interviews and employment competitions, integration in field or laboratory work teams, coordination and mentoring, etc.).</p> <p>To be able to interpret the messages received in the professional and interpersonal communication for the creation, keeping the relations of the team members from a civil or professional community in normal and / or conflict situations.</p> <p>To know the factors necessary for a successful communication in managing the interactions within the group.</p>

8. Content

8.1. LECTURE Number of hours –14	Teaching methods	Notes
	Lecture	1 lecture = 2 hours
1 Fundamental aspects of communication. Definitions, elements and general considerations. Communication in the university environment - approaching the professional relations between the actors involved in the educational process regarding the adaptation of the 1st year students to the academic environment. Students' rights and obligations.	Lecture and interactive course	1 lecture
2. Characteristics and functions of communication. Types of effective communication. Arguing in a public debate or support.	Lecture and interactive course	1 lecture
3. Psychology of communication. Managing emotions in relationships with those around us. The role of empathy in a group - a tool for adaptation in various situations.	Lecture and interactive course	1 lecture
4. Types and techniques of oral communication in the	Lecture and interactive course	1 lecture



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professional environment - conversation, presentation, interview, debate.	Lecture and interactive course	1 lecture
5. Types and techniques of written communication in the professional environment - scientific papers, CVs, online communication.	Lecture and interactive course	1 lecture
6. Conflict management. Integrity, transparency and accountability.	Lecture and interactive course	1 lecture
7. Oral presentation in front of an audience of ideas and information specific to the university and professional environment - Public debate - verification of knowledge.	Lecture and interactive course	1 lecture

8.2. PRACTICAL WORK Number of hours –	Theoretical presentation of practical works	1 lab work (2 hours / work)
<p><i>Compulsory bibliography:</i></p> <p><i>Compulsory Bibliography: Agrabian, Mircea, Effective Communication Strategies, European Institute Publishing House, Iași, 2008.</i> <i>2. Chiciudean, Ion, David, George, Communication management in crisis situations, Ed. Comunicare.ro, Bucharest, 2010</i> <i>3. Codoban, Aurel, Gestures, words and lies. Small treatise on extended and applied gestural semiotics, Ed. Eikon, Cluj Napoca, 2014.</i> <i>4. Al Switzler, Joseph Grenny, and Ron McMillan, Crucial Conversations - Tools for Talking When Stakes are High, 2017</i> <i>5. Matthew, McKay, M.Davis, Patrick Fanning, Practical guide for the development of communication skills, 2015, Ed.All.</i></p> <p><i>Optional bibliography:</i></p>		

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

In order to sketch the contents, the choice of teaching / learning methods, online meetings were organized with public speakers, specialists in the field of Personal Development and Communication, specialists in diction exercises, as well as in the field of psychology, for the part of communication psychology. A member of Alumni and teachers was also consulted to identify the needs and expectations of employers in the field and coordinate with other similar programs within other higher education institutions.

10. Assessment

Type of activity	10.1. Assessment criteria	10.2. Assessment methods	10.3. Percentage of the final grade
10.4. Lecture	<p>Knowledge of basic notions, definitions, characteristics, rules of communication in the academic environment regarding learning activities, research and interpersonal relationships.</p> <p>Ability to give a reasoned oral presentation / case study in front of an audience.</p> <p>Notions related to the psychology of communication.</p> <p>Emotion management- source of adaptation and integration in a group.</p> <p>Knowledge and application of the main techniques of oral and written communication in the academic and professional environment.</p> <p>Learning the issues related to conflicts</p>	Written evaluation	100%



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	within work team.s		
10.5. Seminar/Laboratory		-	
10.6. Minimum performance standards General knowledge of the context of professional communication in the academic and professional environment. Identifying certain emotions corroborated with the adaptation of young people in a new social environment.			

¹ Level of study- to be chosen one of the following - Bachelor/Post graduate/Doctoral

² Course regime (content) – for bachelor level it will be chosen one of the following - **DF** (fundamental subject), **DD** (subject in the domain), **DS** (specific subject), **DC** (complementary subject).

³ Course regime (compulsory level) - to be chosen one of the following - **DI** (compulsory subject), **DO** (optional subject), **DFac** (facultative subject)

⁴ One ECTS is equivalent with 25-30 de hours of study (didactical and individual study).

Filled in on
6.09.2021.

... Course coordinator
As. dr. Sorina Dârjan.....

Laboratory work/seminar coordinator
.....

Subject coordinator
As. dr. Sorina Dârjan

Approved by the
Department on
22.09.2021

Head of the Department
Prof. Ramona Suharoschi, PhD

Approved by the Faculty
Council on
28.09.2021

Dean
Prof. Elena Mudura, PhD