

SYLLABUS

1. Data about the program of study

1.1	Institution	Technical University of Cluj-Napoca
1.2	Faculty	Faculty of Electrical Engineering
1.3	Department	Electrotechnics and Measurements
1.4	Field of study	Electrical Engineering
1.5	Cycle of study	Bachelor of Science
1.6	Program of study/ Qualification	Electrical System Cluj-Napoca in English language
1.7	Form of education	Full time
1.8	Subject code	59.10

2. Data about the subject

2.1	Subject name	Communication and Presentation Techniques		
2.2	Course responsible/ lecturer	Assoc. Prof. Dr. Econ. Ștefan Cîrstea – stefan.cirstea@enm.utcluj.ro		
2.3	Teachers in charge of Seminars/ Laboratory/ Project	Assoc. Prof. Dr. Econ. Ștefan Cîrstea – stefan.cirstea@enm.utcluj.ro		
2.4 Year of study	4	2.5 Semester	2	2.6 Type of assessment (<i>E – exam, C – colloquium, V – verification</i>)
2.7 Subject category	<i>DF – fundamental, DD – in the field, DS – specialty, DC – complementary</i>			C
	<i>DI – compulsory, DO – elective, Dfac – optional</i>			DO

3. Estimated total time

3.1 Number of hours per week:	1	of which	3.2 Course	1	3.3 Seminar	0	3.3 Laboratory	0	3.3 Project	0
3.2 Total hours per semester	14	of which	3.5 Course	14	3.6 Seminar	0	3.6 Laboratory	0	3.6 Project	0
3.7 Individual study:										
(a) Manual, lecture material and notes, bibliography										9
(b) Supplementary study in the library, online and in the field										
(c) Preparation for seminars/laboratory works, homework, reports, portfolios, essays										
(d) Tutoring										
(e) Exams and tests										2
(f) Other activities										
3.8 Total hours of individual study [<i>sum (3.7(a) to 3.7(f))</i>]					11					
3.9 Total hours per semester [<i>sum of 3.4 and 3.8</i>]					25					
3.10 Number of credit points					1					

4. Prerequisites (where applicable)

4.1	Curriculum	
4.2	Competences	

5. Requirements (where appropriate)

5.1	For the course	Availability of multimedia technologies
5.2	For the applications	

6. Specific competences

Professional competences	C6 Applying knowledge of legislation, economics, marketing, business, and quality assurance in economic and managerial contexts. C6.1 Identifying methods and techniques for product analysis and evaluation, design elements, as well as principles of management, marketing, and quality engineering applicable in engineering activities.
Cross competences	Ability to work in inter- and multidisciplinary teams Ability to communicate effectively and to understand professional and ethical responsibilities.

7. Discipline objectives (based on specific competencies acquired)

7.1	General objective	Understanding, assimilating, and applying concepts, principles, and techniques of communication, teamwork, and negotiation.
7.2	Specific objectives	Understanding and adopting the most appropriate types of communication in a given situation, deepening and mastering assertive communication techniques, active listening, and relevant feedback, as well as learning and applying negotiation techniques.

8. Contents

8.1. Course (Lectures)		Number of hours	Teaching methods	Additional remarks
1	COMMUNICATION: Content and functions of communication. Business communication – definition, objectives, functions. Communication with employees.	1	Lecture – multimedia tools, interactivity through questioning analyzed concepts during the course, synectics, strategic thematic games, examples, problematization, didactic exercises, case studies, educational films,	In the online scenario, the Microsoft Teams platform will be used.
2	Communication with the external environment. Communication networks	1		
3	TYPES OF COMMUNICATION: oral, written, behavioral. COMMUNICATION BARRIERS: Content and types of barriers, Techniques to overcome/reduce barriers	1		
4	Body language: Use of space, Attire	1		
5	Active listening and constructive feedback	1		
6	FROM GROUP TO TEAM: Groups – definition, types, roles in a group, Group formation. Building the team. Evaluating team effectiveness	1		
7	CONFLICT. CONFLICT MANAGEMENT: Causes of workplace conflict. Conflict management. Ways people approach conflict. Conflict resolution/creation	1		
8	ASSERTIVE COMMUNICATION: Aggressive communication – Passive communication.	1		

	Components of assertiveness. Developing assertive communication		formative assessment	
9	NEGOTIATION: Characteristics of business negotiation. Phases of negotiation	1		
10	Negotiation tactics	1		
11	Styles of intercultural communication and negotiation	1		
12	WRITTEN BUSINESS COMMUNICATION: Types of written business communication. Elements and style of written business communication	1		
13	Business documents: Memo, Email, Report, Minutes, Meeting notes, Business letter	1		
14	E-COMMUNICATION. Sales techniques	1		
Bibliography				
G. Nastase, Business Communication and Public Relations, Pro-universitaria, 2020				
Chris Voss, Tahl Raz, Never Split the Difference: Negotiating As If Your Life Depended On It, Ed. Globo, 2017				
Prutianu, Treatise on Communication and Negotiation in Business, Polirom, 2008				
Jim Stovall, The Art of Communication, Amaltea, 2019				
Ziglar Z., Sales Course – How to Sell Anything to Anyone, 2nd Edition, Curtea Veche Publishing, 2019				
Virtual teaching materials				
Anca Constantinescu, Business Communication, 2020, www.marketing.utcluj.ro				
8.2. Applications - Seminar /Laboratory/Project		Number of hours	Teaching methods	Additional remarks
1	Negotiation techniques. Case studies. Practical exercises	0	Case studies, strategic thematic games, examples, problem-based learning, formative assessment	Microsoft Teams platform will be used in online scenarios
2	Writing a cover letter and CV. Simulating a job interview	0		
3	Written business communication: the business letter – objective, message structure, format. Common types of business letters (request for quotation, routine requests, special requests, complaint, complaint reply, sales offer)	0		
4	Oral presentation of a (business) report	0		
5	Communication organization tools in a team (specialized software: Mind Jet Mind Manager Pro 6)	0		
6	Techniques to enhance and optimize organizational communicatio	0		
7	Team-building techniques	0		

8	Conflict management	0		
9	Moderating a brainstorming session	0		
10	Critical thinking. Answer argumentation. Debate sessions	0		
11	Neuro-linguistic programming (NLP) techniques in business communication and sales	0		
12	Sales techniques in electrical engineering: preparing a pitch, supporting materials, and sales argument	0		
13	Communication with difficult clients	0		
14	E-Communication	0		
Bibliography				

9. Alignment of course content with expectations of the epistemic community, professional associations, and representative employers in the field

The courses and applications take into account the requirements and expectations of the business environment. Throughout the courses, business professionals will be invited to provide constructive feedback on marketing plans.

10. Assessment

Activity type	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight in the final grade (%)
10.4 Course	Answering 20 closed and open-ended questions (both in the online and onsite scenarios) (30% of the final grade) and a critical analysis of a business communication carried out by a real company (presentation video, commercial offer, etc.) (20% of the final grade)	Exam – Written/Oral	100%
10.5 Laboratory			
10.5 Project			
10.6 Minimum standard of performance: Grade C > 5 To obtain a grade of 5, the student must demonstrate knowledge of the following: Description of the marketing mix Description of the communication mix Application of SWOT and BCG analysis Competitor analysis Development of a positioning map for a product/application Price setting using the cost-plus and margin methods.			

Date of completion	Lecturers	Title/ Surname/ Name:	Signature
25.11.2023	Course	Assoc. Prof. Dr. Econ. Ștefan Cîrstea	
	Applications Seminar/ Laboratory/ Project	Assoc. Prof. Dr. Econ. Ștefan Cîrstea	

Date of approval in the ETHM Department Council September 2024	Head of Department: Prof. Eng. MICU Dan Doru, PhD
Date of approval in the Faculty of Electrical Engineering Council September 2024	Dean: Assoc. Prof. Eng. CZIKER Andrei, PhD