



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI



Fondul Social European
POSDRU 2007-2013



Instrumente Structurale
2007-2013



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Invest in People!

Project co-financed by European Social Fund through the Sectoral Operational Programme Human Resource Development 2007 – 2013

Priority Axis: 1. Education and training in support for growth and development of the knowledge-based society

Key Area of Intervention: 1.2. Quality in higher education

Project Title: *Ensuring competences adequate to the labour market requirements through study programs of excellence with an international dimension*

Contract Code: POSDRU/156/1.2/G/134518

Communicating in the 21st Century

Course Outlines

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1. Introduction

Purpose/Objectives

The aim of the course is to provide students the theoretical insights and practical skills demanded in today's business environment, by exploring the intersection of technology, identity, and culture.

Learning outcomes

After completion of this course the participant will be able to:

- Employ a broad range of resources and information technologies for the purposes of effective personal and professional verbal and non-verbal interaction.
- Practice effective principles of information gathering, evaluation and synthesis while demonstrating awareness of ethical and practical issues relating to these practices.
- Develop more effective communication skills to perform as a persuasive communicator, problem-solver and focused leader.
- Strengthen interpersonal relationships, manage stress and handle fast-changing workplace conditions.

Competencies:

During this workshop the participant can develop following competences:

- Explicit the essence of communication.
- Use verbal and non-verbal communication in a effective way.
- Use several means of multimedia communication to reach different audiences.
- Adapt communication to different types of audiences.



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2. Planning Schedule Workshop

date	duration	Content	remarks
24/11/2014	2H50m	1. Communicate, what for? The essence of communication. Multimedia communication 2. Communication processes and skills	Lecture
25/11/2014	2H50m	3. Face-to-face communication 4. Embodied knowledge and non-verbal communication. Understanding verbal/non-verbal messages.	Workshop
26/11/2014	2H50m	5. Multimedia communication. Collaborative platforms. Skype. Videoconference. Vodcast and videos.	Workshop and case studies analysis
27/11/2014	2H50m	6. Audio communication. Telephone. Conference call. Podcast. Radio. TV programs.	Workshop and case studies analysis
28/11/2014	2H50m	7. Written communication. E-mail. Reports and proposals. Articles.	Workshop and case studies analysis
02/12/2014	2H50m	8. Adapting to others: bridging culture and gender differences. Adapting to cultural differences when communicating virtually	Lecture and case studies
03/12/2014	2H50m	9. Interpersonal communication - group and team performance. Improving decision making with virtual network communication	Debate on case studies
04/12/2014	2H50m	10. Communication as a means of social action. Practical issues. 11. Challenges and solutions.	Debate on case studies and Workshop



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3. Course content

<p>Content</p> <p>Activities</p> <p>Purposes</p>	<ol style="list-style-type: none"> 1. Communicate, what for? The essence of communication. Multimedia communication 2. Communication processes and skills 3. Face-to-face communication 4. Embodied knowledge and non-verbal communication. Understanding verbal/non-verbal messages. 5. Multimedia communication. Collaborative platforms. Skype. Videoconference. Vodcast and videos. 6. Audio communication. Telephone. Conference call. Podcast. Radio. TV programs. 7. Written communication. E-mail. Reports and proposals. Articles. 8. Adapting to others: bridging culture and gender differences. Adapting to cultural differences when communicating virtually 9. Interpersonal communication - group and team performance. Improving decision making with virtual network communication 10. Communication as a means of social action. Practical issues. 11. Challenges and solutions.
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4. Suggested readings

1. Beebe, A. Steven, Beebe, J. Susan, Ivy, K. Diana: *Communication: Principles for a Lifetime*, Pearson, USA, 2012;
2. Breslow, Lori, Hartman, Neal: *Intercultural Communication*, Cambridge, MA: MIT Sloan Courseware, rev. 2004;
3. Carrera, Filipe: *Communicate 2.0 – The Art of Communicating in the 21st Century*, Edições Silabo, Lisboa, Portugal, 2012;
4. Mead, Richard: *Intercultural Business Communication: An Example, From Cross Cultural Management Communication*. New York, NY: John Wiley & Sons, 1992. ISBN: 9780471937180;
5. Munter, Mary: *Guide to Managerial Communication*, 7th ed. Upper Saddle River, NJ: Prentice Hall, 2005. ISBN: 9780131467040;
6. Warren, T. John, Fassett, L. Deanna: *Communication: A Critical/Cultural Introduction*, SAGE Publications, 2014;
7. Yates, JoAnne: *Active Listening and Reflective Responses*, Cambridge, MA: MIT Sloan Courseware, 2004;
8. *** *Handling Q&A: The Five Kinds of Listening*, Harvard Management Communication Letter. Boston, MA: Harvard Business School Publishing, 1999.

Useful websites for updated information:

<http://www.mindtools.com/page8.html>;

<http://www.newconversations.net>;

<http://www.skillsyouneed.com/general/communication-skills.html>;

<http://www.speakerscornertrust.org>.