



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI



Fondul Social European  
POSDRU 2007-2013



Instrumente Structurale  
2007-2013



OIPOSDRU



Universitatea  
Româno-Americană

## 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

# The Art of Networking – Be a Best Performer

## Course Outlines

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# 1. Introduction

## Purpose/Objectives

In this course participants will have access to tools and techniques, which will give you the possibility of being a true networker getting access to more business and carrier opportunities.

## Learning outcomes

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

- Interact with other people using the appropriate tools of networking
- Improve the networking skills in order to build useful and resilient relationships
- Create a strong and lasting network of useful acquaintances by the effective use of the strategies and behaviors

## Competencies:

During this workshop the participant can develop following competences:

- Explain the power of social networks.
- Communicate effectively in a network environment.
- To use verbal and non-verbal communications skills in a effective way.
- To learn more and faster using knowledge networks.
- Work in a collaborative way using the tools that are already available.



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## 2. Planning Schedule Workshop

date	duration	Content	remarks
18/11/2014	2H50m	<p>1. <b>Getting opportunities through your network</b></p> <ul style="list-style-type: none"> <li>How to effectively manage a network of contacts.</li> </ul>	Lecture
19/11/2014	2H50m	<ul style="list-style-type: none"> <li>You, Ltd.</li> <li>References sell!</li> </ul>	Lecture. Workshop
20/11/2014	2H50m	<p>2. <b>How to transform contacts into gold</b></p> <ul style="list-style-type: none"> <li>Create network opportunities.</li> </ul>	Workshop and case studies
21/11/2014	2H50m	<ul style="list-style-type: none"> <li>Transform contacts in bridges.</li> <li>How to be an international Networker.</li> </ul>	Workshop and case studies
24/11/2014	2H50m	<p>3. <b>Create a positive impact in the network</b></p> <ul style="list-style-type: none"> <li>Improving first impression.</li> <li>Effective communication.</li> </ul>	Lecture. Workshop
25/11/2014	2H50m	<ul style="list-style-type: none"> <li>Verbal and non-verbal communication.</li> <li>The importance of follow-up.</li> </ul>	Debate on case studies
26/11/2014	2H50m	<p>4. <b>Getting the best from LinkedIn, Facebook, Twitter, Google+ and YouTube</b></p> <ul style="list-style-type: none"> <li>Taking benefits from social media.</li> <li>How to promote using social media.</li> <li>Communicate over the social networks.</li> <li>Using multimedia communication.</li> </ul>	Lecture. Workshop
	2H50m	<p>5. <b>Social Learning as competitive advantage</b></p>	Workshop. Case studies



27/11/2014		<ul style="list-style-type: none"> <li>Using knowledge networks: let's learn with each other.</li> <li>Knowledge Pills Methodology.</li> <li>Case studies.</li> </ul>	
28/11/2014	2H50m	<p><b>6. Collaborative work and communication</b></p> <ul style="list-style-type: none"> <li>Dealing with different teams</li> <li>The collaborative work toolkit.</li> <li>Boosting communication using virtual tools.</li> </ul>	Workshop. Debate on Case studies

### 3. Course content

<p><b>Content</b></p> <p><b>Activities</b></p> <p><b>Purposes</b></p>	<ol style="list-style-type: none"> <li><b>Getting opportunities through your network</b> <ul style="list-style-type: none"> <li>How to effectively manage a network of contacts.</li> <li>You, Ltd.</li> <li>References sell!</li> </ul> </li> <li><b>How to transform contacts into gold</b> <ul style="list-style-type: none"> <li>Create network opportunities.</li> <li>Transform contacts in bridges.</li> <li>How to be an international Networker.</li> </ul> </li> <li><b>Create a positive impact in the network</b> <ul style="list-style-type: none"> <li>Improving first impression.</li> <li>Effective communication.</li> <li>Verbal and non-verbal communication.</li> <li>The importance of follow-up.</li> </ul> </li> <li><b>Getting the best from LinkedIn, Facebook, Twitter, Google+ and YouTube</b> <ul style="list-style-type: none"> <li>Taking benefits from social media.</li> <li>How to promote using social media.</li> <li>Communicate over the social networks.</li> <li>Using multimedia communication.</li> </ul> </li> <li><b>Social Learning as competitive advantage</b> <ol style="list-style-type: none"> <li>Using knowledge networks: let's learn with each other.</li> <li>Knowledge Pills Methodology.</li> <li>Case studies.</li> </ol> </li> </ol>
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## 6. Collaborative work and communication

7. Dealing with different teams
8. The collaborative work toolkit.
9. Boosting communication using virtual tools.

## Suggested readings

1. Carrera, Filipe: *Communicate 2.0 – The Art of Communicating in the 21st Century*, Edições Silabo, Lisboa, Portugal, 2012;
2. D’Souza, Steven: *Brilliant Networking – What the best networkers know, do and say*, Pearson Education Limited, Harlow, Great Britain, 2008;
3. Ericson, Jon M.: *The Debater’s Guide*, Southern Illinois University Press, USA, 2003;
4. Evans, Dave: *Social Media Marketing – An hour a day*, Wiley Publishing, Indianapolis, USA, 2008;
5. Molden, David: *Brilliant NLP*, Pearson, Harlow, Great Britain, 2008;
6. Robbins, Sarah: *Rock Your Network Marketing Business: How to Become a Network Marketing Rock Star*, Robbins Skin Care Consulting, USA, 2013;
7. Spielman, Sue: *The Web Conferencing Book*, Amacom, New York, USA, 2003

### **Useful websites for updated information:**

<http://www.businessinsider.com;>

<http://www.entrepreneur.com;>

<http://www.trainingmag.com;>