

## **COMMUNICATION– Master MAPA(1st year, 2 nd semester)**

**Credit value (ECTS) 3**

### **Course category**

Obligatory

### **Course holder:**

**PhD, Assoc. Prof. Carmen Olguța BREZULEANU**

### **Discipline objectives (course and practical works)**

The course addresses to the master students preparing for business, aiming to develop the knowledge and interpersonal skills necessary to form the various facets of their future professional activities. The course also includes a number of theories, concepts, rules of ethics, communication skills which are extremely useful in the process of communication and negotiation and are presented techniques and methods applicable in different situations of communication and negotiation between employer and employee, customer and seller representatives of businesses that facilitate dialogue between partners, to determine the effectiveness of negotiation in business.

During the practical works we have in view skills regarding: correct and productive use of methods of business communication; cultivating positive attitudes towards the act of communication; designing strategies for business negotiation.

### **Contents (syllabus)**

<b>Course (chapters/subchapters)</b>
<b>Definition and peculiarities of the communication process</b>
<b>Features of a good communicator in business</b>
<b>Techniques of communication.</b> oral communication
<b>Techniques of communication.</b> written communication
<b>Communication with the use of computer</b>
<b>Techniques of scientific communication</b>

<b>Practical works</b>
Analysis of structuring the communication time
Barriers in communication
How to know myself better and communicate better
Techniques of drawing up a business letter
Selection of employment announcement
Presentation card, invitation

### **Bibliography**

1. Brezuleanu Carmen Olguța – Comunicare și negociere, Editura ” Ion Ionescu de la Brad” Iași, 2015
2. Dawson, R., Secretele persuasiunii Cum vinzi orice oricui, Polirom, Iași, 2006.
3. Peretti, Andre de, Legrand ,J.-A., Boniface, J., *Tehnici de comunicare*, Iași, Ed. Polirom, 2001.

4. Prutianu, Șt., *Manual de Comunicare si Negociere in afaceri*, Editura Polirom, Iași, 2000.
5. Randolph&Straton, *Arta de a negocia*, București, 1997

### **Evaluation**

<b>Evaluation form</b>	<b>Evaluation Methods</b>	<b>Percentage of the final grade</b>
Exam	Oral examination	60%
Appreciation of the activity during the semester	Oral assessment during the semester, verification tests; colloquium.	40%

### **Contact**

**PhD, Assoc. Prof. Carmen Olguța BREZULEANU**  
 Faculty of Animal Husbandry - USAMV Iași  
 Aleea Mihail Sadoveanu nr.8, Iași, 700490, România  
 telefon: 0040 232 407514, fax: 0040 232 267504  
 E-mail: [olgutabrez@yahoo.com](mailto:olgutabrez@yahoo.com)