

DISCIPLINE DESCRIPTION

1. Information regarding the Programme

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Department of Communication, Public Relations and Advertising
1.4 Field of Study	Communication Science
1.5 Level of Study	Master
1.6 Study Program / Qualification	Public Relations and Advertising, English Line of Study
1.7. Form of Education	Full time

2. Information about the Discipline

2.1. Discipline Title	Internal Corporate Communication			Discipline Code	UME5313			
2.2. Course Lecturer	Assoc. Prof. Mirela Abrudan, PhD							
2.3. Seminar Assistant	Assoc. Prof. Mirela Abrudan, PhD							
2.4. Year of Study	II	2.5. Semester	3	2.6. Evaluation Type	E	2.7. Discipline Type	Content	DS
							Compulsorines	DO

3. Total estimated time (hours of didactic activities per semester)

3.1. Number of Hours Per Week – Full Time Studies	3	of which: 3.2 course	2	3.3. seminar/laboratory/ project	1
3.4. Number of Credits	7				

4. Prerequisites (where applicable)

4.1. based on the curriculum	
4.2. based on competences	

5. Conditions (where applicable)

5.1. for the course	
5.2. for the seminar/laboratory	

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> • Defining corporate communication and other theoretic concepts in the field • Explaining the importance of internal affairs in corporate communication processes • Analyzing and creating communication strategies and campaigns • Developing the capacity of creating projects in the field of corporate communication
Transversal competencies	<ul style="list-style-type: none"> • Communication skills • Creativity skills • Critical thinking • Capacity of debating and on presenting arguments • Capacity of predicting • Capacity of analysis

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> • By attending this course, students will acquire basic knowledge about internal corporate communication, corporate identity, corporate culture, corporate behavior, leadership, internal communication, downshifting. Using this knowledge, they will familiarize with the development flow of corporate communication being able to analyze and develop proper internal communication strategies.
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7.2 Specific objectives	<ul style="list-style-type: none"> • Understanding the concept of corporate communication and internal affairs • Acquirement of detailed knowledge about the different types of organisations, leadership, communication management and communication tools within an organisation • Understanding the decisional processes in the field of internal corporate communication • Acquirement and ability of analysing the elements of corporate identity • Ability of understanding, arguing, discussing current issues in the field of internal corporate communication • Understanding the concept of communication networks • Understanding the concept of motivation and mobbing within internal corporate communication • Analyzing and creating strategies in the field of internal corporate communication • Learning to design an empirical research in order to analyze or develop an internal communication strategy
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8. Contents

8.1 Course	Teaching methods	Observations
1. Types of organizations. Organizations and institutions	Oral presentation and discussions	
2. Leadership and communication	Oral presentation and discussions	
3. Research methods in internal corporate communication	Oral presentation and discussions	
4. Formal and informal communication networks	Oral presentation and discussions	
5. Corporate behavior and internal communication	Oral presentation and discussions	
6. Corporate identity and strategic communication: corporate communication, corporate behavior, corporate culture, corporate design	Oral presentation and discussions	
7. Identity <i>versus</i> climate <i>versus</i> culture	Oral presentation and discussions	
8. Corporate culture	Oral presentation and discussions	
9. Internal communication and performance management	Oral presentation and discussions	
10. Internal strategic communication: publics and targeted communication actions	Oral presentation and discussions	
11. Internal communication in crisis situations	Oral presentation and discussions	
12. Internal communication campaigns	Oral presentation and discussions	
13. New communication technologies. Challenges and perspectives	Oral presentation and discussions	
14. Final recapitulation	Oral presentation and discussions	

Bibliography:

Abrudan, Mirela (2013): Online Public Relations: Opportunities and Threats for Corporate Communication, în Balaban, Delia Cristina/Hosu, Ioan/ Mucundorfeanu Meda, PR Trend. New Media: Challenges and Perspectives, Mittweida Hochschulverlag, Mittweida, pp.107-116.

Cameron, Kim/ Quinn, Robert (2006): Diagnosing and Changing Organizational Culture: Based on the Competing Values Framework, san Francisco: Jossey-Bass.

Cismaru, Diana-Maria (2008): Comunicarea interna in organizatii, Bucuresti: Tritonic.

Cutlip, Scott/ Center, Alan/ Broom, Glenn (1994): Effective Public Relations, New Jersey: Pretince Hall.

Goffman, Ervin (2004): Despre caracteristicile instituțiilor totale, in Aziluri, Iași: Polirom, pp. 13-115.

Grunig, James (1992): Excellence in public relations and communication management, Hillsdale: Lawrence Erlbaum Inc.

Handy, Charlers (1985): Understanding organizations, Middlesex Harmondsworth: Penguin Books.

Hofstede, Geert (1980): Culture's consequences, London: Sage.

Hofstede, G./ Neuijen, B./ Daval Ohayv D./ Sanders, G (1990): Measuring organizational cultures: a qualitative and quantitative study across twenty cases. Administrative Science Quarterly, Vol. 35.

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Jacob, Dumitru/ Diana-Maria Cismaru (2003): Organizatia inteligenta – zece teme de managementul organizatiei, Bucuresti: comunicare.ro.

Ruisinger, D. (2007): Online Relations. Leitfaden für moderne PR im Netz. Stuttgart: Schäffer-Poeschel, 2007.

Schindler, Marie-Christine, Liller, Tapio (2012): PR im Social Web. Das Handbuch für Kommunikationsprofis, 2. aktualisierte und erweiterte Auflage, Köln: O'Reilly Verlag.

Schmidt, J.-H., Paus-Hasebrik, I. & Hasebrick, U. (Hrsg). (2009): Heranwachsen mit dem Social Web. Zur Rolle von Web 2.0 – Angeboten im Alltag von Jugendlichen und jungen Erwachsenen. Berlin: Vistas.

Scott, W. Richard (2004): Instituții și organizații, Iași: Polirom.

Stanciu, Ștefan/ Mihaela Alexandra Ionescu (2005): Cultură și comportament organizațional, București: comunicare.ro.

Van Maanen, J./ Schein, E.H.: Toward a Theory of Organizational Socialization, MIT.

Van Riel, Cees (2004): Principles of Organisational Communication, Oxford: Oxford University Press.

8.2 Seminar / laboratory	Teaching methods	Observations
1. An introduction to the seminar's requirements	Class discussions & fieldwork debriefing	
2. Organizations and institutions – debate and case studies	Class discussions & fieldwork debriefing	
3. Leadership and communication. Management styles – debate and case studies	Class discussions & fieldwork debriefing	
4. Integrated research methods in internal corporate communication. Quantitative <i>versus</i> qualitative – debate and exercises	Class discussions & fieldwork debriefing	
5. Formal and informal communication networks in internal communication – exercises	Class discussions & fieldwork debriefing	
6. Corporate behavior and internal communication. Roles and conflicts. Stress and performance – analysis and case studies	Class discussions & fieldwork debriefing	
7. Debate on differences between corporate identity, climate, culture. Tools for the communication of corporate identity – case studies and creativity exercises	Class discussions & fieldwork debriefing	
8. Corporate culture and philosophy. Values and directions – debate and case studies	Class discussions & fieldwork debriefing	
9. Motivation and performance through internal communication. Downshifting – creativity exercises and case studies	Class discussions & fieldwork debriefing	
10. Internal strategic communication: publics and targeted communication actions. Plans, objectives and strategies – case studies	Class discussions & fieldwork debriefing	
11. Internal communication campaigns – case studies and creativity exercises	Class discussions & fieldwork debriefing	
12. Internal communication in crisis situations – case studies and debate	Class discussions & fieldwork debriefing	
13. Discussions on specific projects' issues	Class discussions & fieldwork debriefing	
14. Projects' presentations	Class discussions & fieldwork de briefing	

Bibliography:

Abrudan, Mirela (2013), Online Public Relations: Opportunities and Threats for Corporate Communication, în Balaban, Delia Cristina/Hosu, Ioan/ Mucundorfeanu Meda, PR Trend. New Media: Challenges and Perspectives, Mittweida Hochschulverlag, Mittweida, p.107-116.

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Van Riel, Cees (2004): Principles of Organisational Communication, Oxford: Oxford University Press.

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Evaluation of the acquired knowledge and the use of the specific terminology	Written Examination	50%
10.5 Seminar/laboratory	Project		50%
10.6 Minimum performance standard			

Course Lecturer, name surname and signature
Mirela Abrudan

Date:
05.04.2018

Prof. univ. dr. Ioan Hosu, Head of DCRPP,

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