SYLLABUS

1. Data about the program of study

1.1	Institution	The Technical University of Cluj-Napoca
1.2	Faculty	of Building Services Engineering
1.3	Department	of Building Services Engineering
1.4	Field of study	Civil and Building Services Engineering
1.5	Cycle of study	Master
1.6	Program of study/Qualification	Building Services for Regenerative Cities
1.7	Form of education	Full time
1.8	Subject code	17.00

2. Data about the subject

2.1	Subject name			Communication Skills			
2.2	Course responsible/lecturer			Assoc.prof.PhD.arch. Șerban ȚIGĂNAȘ dragos.tiganas@arch.utcluj.ro			
2.3	Teachers in charge of seminars			Lect.PhD.Eng Daniel Sorin RUSU daniel.rusu@insta.utcluj.ro			
2.4 Year of study	II	2.5 Semester	I	2.6 Assessment	E	2.7 Subject category	DC/DI

3. Estimated total time

3.1 Number of hours per week	2	of which	3.2 Course	1	3.3 Seminar	-	3.3 Laboratory	1	3.3 Project	-
3.4 Total hours in the curriculum	28	of which	3.5 Course	14	3.6 Seminar	-	3.6 Laboratory	14	3.6 Project	-

3.7 Individual study:	
(a) Manual, lecture material and notes, bibliography	24
(b) Supplementary study in the library, online and in the field	7
(c) Preparation for seminars/laboratory works, homework, reports, portfolios, essays	14
(d) Tutoring	-
(e) Exams and tests	2
(f) Other activities	-
3.8 Total hours of individual study (sum (3.7(a)…3.7(f)))	47
3.9 Total hours per semester (3.4+3.8)	75
3.10 Number of credit points	3

4. Pre-requisites (where appropriate)

4.1	Curriculum	Bachelor's in civil engineering, Building Services Engineering, or Architecture and Urbanism
4.2	Competence	Technical and Humanistic Competences

5. Requirements (where appropriate)

5.1	For the course	Amphitheatre B-dul 21 December Nr.128-130, Cluj-Napoca
5.2	For the applications	Amphitheatre B-dul 21 December Nr.128-130, Cluj-Napoca

6. Specific competences

Professional Competences	- Communication skills for leadership - Communication skills within the team and between - Communication for reporting and management
Cross competence	- Interdisciplinary communication for briefing - Interdisciplinary communication for project development - Adequating the communication to the interlocutor and the phase of the process

7. Discipline objectives (as results from the *key competences gained*)

7.1	General objective	- Understanding the importance of the communication in investment processes, understanding of different types of communication and the adaptation to the context and achieving basic skills for professional communication
7.2	Specific objectives	- Understanding the specific of interdisciplinary - Positioning the building services engineer trough communication - Achieving relevant experiences of communication

8. Contents

8.1. Lecture (syllabus)	Number of hours	Teaching methods	Observations
1. Why is communication important? – an introduction	1	Oral presentations and debates	Video-projector
2. Communication types and to whom do we address?	1		
3. Verbal, visual and combined communication – means of communication	1		
4. The content and the support of a communication; technical communication	1		
5. Communication of the essential; adapting the message to the time gap and to the means	1		
6. Verbal, nonverbal and paraverbal communication	1		
7. How to prepare a communication and how to improvise	1		
8. Communicating as a team	1		
9. Templates and innovations; open communication; interaction with the audience	1		
10. Case studies: pro-active communication, discourse, offer, technical proposal, and negotiations	1		
11. Case studies: concluding, retroactive communication, feed-back	1		
12. Didactic communication	1		
13. On-line communication	1		
14. Conclusions and feed-back	1		
Total	14		

Bibliografie

1. D'Iribarne, P., Chevrier, S., Segal, A. H. J-P and Tréguer-Felten, G. "Interpersonal Communication" in Cross-Cultural Management Revisited. A Qualitative Approach, Oxford University Press, 2020
2. Hopkins, Claude C., Scientific Advertising, Fq Classics, 2007
3. Ju, I. "Marketing Communication,". in R. L. Heath and W. Johansen (Eds.), The International Encyclopedia of Strategic Communication, 2018
4. McKinsey, D., Strategic Storytelling: How to Create Persuasive Business Presentations, Kindle Edition, 2014

8.2. Applications/Seminars	Number of hours	Teaching methods	Observations
1. Definition, components and communication types. Applications and Examples.	2	Oral presentations and debates	Video-Projector, didactic materials
2. Communication in professional areas, distinctions, principals and rules. Applications.	2		
3. Modes and mediums of communication. Applications.	2		
4. Principles of non-violent, assertive communication. Positive and negative feedback offering techniques. Applications.	2		
5. Open communication, speech and presentation. Applications.	2		
6. Digital communication (e-mail, sms, voice and video). Phone call communication. Applications.	2		
7. Overview and practical applications.	2		
Total	14 ore		

Bibliografie

1. Panisoara, I.,Comunicarea eficientă. Editia a IV-a, Editura Polirom, ISBN 978-973-46-5479-6, 2015
2. DK, Effective Communication, Dorling Kindersley Ltd, ISBN 978-024-11-8616-9, 2015
3. Mucchielli, A., Arta de a comunica. Metode, forme si psihologia situatiilor de comunicare, Editura Polirom, ISBN 978-973-46-5208-2, 2015

9. Bridging course contents with the expectations of the representatives of the community, professional associations and employers in the field

The competences accumulated are necessary to activate the graduates in design activities, realization of buildings, consultancy and sales to meet the employers' requirements.

10. Evaluation

Activity type	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight in the final grade
10.4 Course	Verification of the knowledge learned as a result of completing the course activities and bibliography	Oral exam	50%
10.5Applications	Knowledge assessment of practical applications	Portfolio	50%
10.6 Minimum standard of performance			
Students must pass the laboratory test to be accepted in the final exam.			

Final grade components: Exam (E) and portfolio evaluation (L).

Final grade formula N=0.5xE+0.5xL

Credits obtained only if N≥5 where E≥5 and L≥5.

Date of filling in:		**Title Surname Name**	**Signature**
14.06.2025	Lecturer	Assoc.prof.PhD.Arch. Dragoş Şerban ŢIGĂNAŞ	
	Teachers in charge of application	Lect.PhD.Eng. Daniel RUSU	

Date of approval in the Department of Building Services Engineering 19.06.2025	Head of department Assoc.Prof.PhD.Eng. Ciprian BACOŢIU
Date of approval in the Council of the Faculty of Building Services Engineering 19.06.2025	Dean Assoc.Prof.PhD.Eng. Florin DOMNIŢA