COURSE OUTLINE

1.   Information about the program

1.1 Higher education institution	**"Alexandru Ioan Cuza" University of Iaşi**
1.2 Faculty	**Faculty of Economics and Business Administration**
1.3 Departament	**Management, Marketing and Business Administration**
1.4 Field of study	**Management**
1.5 Cycle of study	**Master**
1.6 Study program / Qualification	Strategic Human Resource Management in Europe

2. Information about the course

2.1 Course title			**Employee Communication and Participation**			
2.2 Course coordinator			**-**			
2.3 Seminar coordinator			Cătălin-Ioan CLIPA, lecturer, PhD			
2.4 Year of study	**2**	**2.5** Semester	**3**	**2.6** Type of evaluation*	**OE**	**2.7** Course status**	**C**

* MT-MID-TERM, O-ORAL EXAM, E-EXAM, M-MIXED; ** C-compulsory/O-optional/E-elective

3. Estimated time allocation (hours per semester and teaching activities)

3.1 Number of hours per week	**1**	out of which: **3.2** course	**-**	**3.3** seminar / laboratory	**1**
3.4 Total number of hours per semester	**14**	out of which: **3.5** course	**-**	**3.6** seminar / laboratory	**14**
Time allocation					h
Study based on course book, course materials, bibliography and other					**14**
Supplementary study in the library, on electronic platforms and on the field					**6**
Preparing seminars/laboratories, assignments, papers, portfolios and essays					**14**
Tutorship					**-**
Examination					**2**
Other activities					

3.7 Total hours of individual study	**34**
3.8 Total hours per semester	**50**
3.9 Number of credits	**2**

4. Prerequisites (if applicable)

4.1 Referring to curriculum	**1st semester**
4.2 Referring to competences	**Not necessary**

5. Conditions (if applicable)

5.1 For the course	**Not necessary**
5.2 For the seminar / laboratory	**Not necessary**

6. Specific competences accumulated

Professional competencies	• Improve employee communication and participation at organizational and departmental/ group level; • Improve collaboration between employees and management; • Improve organizational effectiveness by increasing the communication and participation; • Build an effective internal communication strategy.
Transversal competencies	• Build and sustain working relationships.

7. Course objectives (based on specific competencies accumulated)

7.1 General objective	Upon completion of this module, students will understand the general concepts of employee communication and participation and will be able to plan, implement and evaluate programmes for employee communication and participation.
7.2 Specific objectives	After successfully finalizing this course, students will be able to: ▪ understand the broad roles of communication and participation within the employment relationships; ▪ appreciate the strategic issues associated with employee participation; ▪ recognise the importance of effective employee communication; ▪ identify and describe the meaning of employee participation and its different components; ▪ use observational skills and knowledge to analyse and improve work interactions and relationships; ▪ appreciate the impact of structures of management and ownership on employee participation; ▪ reflect on the current state of employee participation in an organisation ▪ identify problems associated with employee communication and participation; ▪ critically evaluate the measurement of employee communication and participation; ▪ identify the issues associated with employee communication and participation in times of organisational change; ▪ build and sustain working relationships.

8. Content

8.1	Course	Teaching methods	Observations (time and bibliography)
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Bibliography			

8.2	Seminar	Teaching methods	Observations (time and bibliography)
1.	The new triangle: communication, participation and HR	Interactive teaching methods, case study method, examples	2 hours

2.	Employee communication: intelligence, emotions, interpretation, narrative, effective dialogue	Interactive teaching methods, case study method, examples	2 hours
3.	Employee participation: sources, types and methods	Interactive teaching methods, case study method, examples	2 hours
4.	Outcomes of employee communication and participation (ECP)	Interactive teaching methods, case study method, examples	2 hours
5.	Organizational climate and ECP: climate, leaders, culture, trust	Interactive teaching methods, case study method, examples	2 hours
6.	Measuring employee communication and participation	Interactive teaching methods, case study method, examples	2 hours
7.	Using ECP for organizational change	Interactive teaching methods, case study method, examples	2 hours

Bibliography

- Cowan, D. (2017). Strategic Internal Communication: How to Build Employee Engagement and Performance: Kogan Page.
- Wilkinson, A., Gollan, P. J., Marchington, M., & Lewin, D. (2010). The Oxford Handbook of Participation in Organizations: OUP Oxford.

9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program

On an annual basis, the course content is discussed with the representatives of the business environment, who hire or could hire graduates from this program, while students are required to provide feedback (on-line, anonymous) after each semester about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Allocation to the final grade (%)
10.4 Course			
10.5 Seminar	Theoretical and applied knowledge Applied / practical knowledge	Project: Communication Plan (to be done by two students on a provided outline)	70
		reading and discussing recommended materials, assignments, case studies, class participation	30
		Note: Attendance is required for each scheduled class meeting.	
10.6 Minimal performance standard			
Obtaining 5 points (out of 10) for the total evaluation.			

Date	Course coordinator	Seminar coordinator
September 23, 2020	**Cătălin-Ioan CLIPA**, lecturer, PhD.	**Cătălin-Ioan CLIPA**, lecturer, PhD.

Date of approval in the departament	Head of departament
September 25, 2020	**Ștefan-Andrei NEȘTIAN,** associate professor, PhD