



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title		Code	
Communication and Conflict Management			
Academic staff		Core academic unit(s)	
Coordinating: assoc. prof. dr. Aistė Vitkūnė-Bajorinienė		Kaunas Faculty	
Study cycle		Type of the course unit	
		General University Studies	
Mode of delivery	Semester or period when it is delivered	Language of instruction	
Online	Autumn, Spring	English	
Requisites			
Prerequisites:		Co-requisites (if relevant):	
Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	48	82
Purpose of the course unit			
The goal is to develop students' abilities to analyze, evaluate, and manage their communication in various aspects, applying theoretical concepts and methods, and thus creating harmonious relationships.			
Learning outcomes of the course unit		Teaching and learning methods	Assessment methods
The student will be able to: <ul style="list-style-type: none"> recognize and describe the patterns of interpersonal, verbal, and non-verbal communication, as well as the stages of conflict dynamics, and critically evaluate the communication climate across various social and professional contexts; recognize and describe the patterns of interpersonal, verbal, and non-verbal communication, as well as the stages of conflict dynamics, and critically evaluate the communication climate across various social and professional contexts; ethically and effectively apply the principles of sustainable communication, conflict management strategies, and appropriate written communication techniques in complex interpersonal situations; critically analyze manifestations of psychological influence and manipulation, 		Problem-based teaching, demonstration, active learning methods (discussion, brainstorming, teamwork tasks, case analysis, video tasks), research methods (reading literature, article analysis, information search)	Individual or team analysis presentation in PPT format; Team project work; Written exam.

<p>identify them in a timely manner, and select reasoned and constructive resilience techniques;</p> <ul style="list-style-type: none"> • formulate and express their position with sound arguments, empathetically accept differing opinions, and engage in constructive discussions regarding intercultural and gender communication differences; • constructively manage conflict situations by finding solutions that not only resolve the dispute but also contribute to the creation of long-term psychological safety and harmony. 		
---	--	--

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. Introduction to the course. The communication process and the concept of communication barriers	2		2				4	6	Rai, U., & Rai S.M. (2008). Effective Communication, https://ebookcentral.proquest.com/lib/vilu-niv-ebooks/detail.action?docID=3011116 Barriers to communication, pp. 57-67.
2. Verbal Communication Management: persuasive communication, the role of narrative in information delivery, elements of persuasion in public speaking and presentations, and the role of humor in communication	6		4				10	6	Rai, U., & Rai S.M. (2008). Effective Communication, https://ebookcentral.proquest.com/lib/vilu-niv-ebooks/detail.action?docID=3011116 . Listening and improving communication, pp. 68-76.
3. Non-verbal Communication Management: physical appearance, kinesics, oculusics, paralinguistics, haptics, proxemics, olfactics, and chronemics	4		6				10	18	Haptic Interactions: Connections Between Touch and Emotion in Relationships Bowman J. M., Compto B. L. in Derek Ch. & Kostić A. (2024). Body Language Communication, pp. 59-75. Preparation for the presentation: individual (or team) communication problem analysis (PPT form)

4. Gender differences in communication	2		2				4	6	Coffman M. & Marques J. (2021). Gender and Communication: Are There Decisive Differences? In <i>Exploring gender at work: Multiple perspectives</i> , ed. J. Marques (pp. 67-84)
5. Conflict Concept and Dynamics: conflict management strategies, principles of sustainable communication, and creating a positive climate	2		2				4	8	Lim, J. H., & Yazdanifard, R. (2012). The difference of conflict management styles and conflict resolution in workplace. <i>Business & Entrepreneurship Journal</i> , 1(1), pp. 141-155.
6. Psychological Manipulation and Influence: diverse forms of manipulation and communicative techniques for building resilience	4		6				10	16	Applying Persuasion Theory to Sport Properties' Digital Media on JSTOR Preparation for the presentation: "Manipulation Detection Laboratory"
7. Cross-Cultural Communication Differences: foundations of sustainable cross-cultural interaction, concept of otherness (Foucault, Bauman, Buber)	4		2				6	6	Ahrndt Sh. (2020). Intercultural Communication, Social Categorization, Stereotyping, and Discrimination, pp. 29-49. https://irl.umsl.edu/er/24
Exam preparation								16	
Total	24		24				48	82	

Assessment strategy	Weight %	Deadline	Assessment criteria
Presentation of an individual (or team) communication problem analysis in PPT format	30%	During the semester	<p>Assignment Description: Students choose a relevant communication problem based on a specific personal situation and present it within the context of communication theories. They must propose practical solutions, apply at least one of them in practice, and share their reflection.</p> <p>Grading Scale: 10 points (Excellent): Comprehensive and clear analysis based on the application of theories; well-reasoned arguments, deep reflection, and excellent presentation quality. 9 points (Very Good): Clear analysis partially based on the application of theories; well-reasoned arguments, sufficient reflection, and good presentation quality. 8 points (Good): Partially clear analysis partially based on the application of theories; provides reasoned arguments, reflection, and good presentation quality.</p>

			<p>7 points (Satisfactory): Superficial analysis with limited application of theories; weak reflection and average presentation quality.</p> <p>6 points (Sufficient): Incomplete analysis with minimal application of theories; weak reflection and poor presentation quality.</p> <p>5 points (Marginal/Weak): Careless analysis with many inaccuracies; lack of reflection and poor presentation quality.</p> <p>1–4 points (Unsatisfactory/Fail): Inaccurate and incomplete analysis that does not meet the assessment criteria.</p>
Team presentations: "Manipulation Detection Laboratory"	30%	During the semester	<p>Assignment Description: The team must create (either act out and film or generate using AI tools) 3 short scenarios demonstrating different forms of interpersonal manipulation. When creating videos with AI, strict adherence to citation requirements is mandatory.</p> <p>Assessment criteria: representation of the manipulation strategy, application of resilience techniques, analytical reflection, and creative digital presentation.</p> <p>Grading Scale:</p> <p>10 points (Excellent): Clear representation of the manipulation strategy; well-reasoned application of resilience techniques; comprehensive analytical reflection; high-quality digital presentation.</p> <p>9 points (Very Good): Clear representation of the manipulation strategy; partially reasoned application of resilience techniques; comprehensive analytical reflection; good digital presentation.</p> <p>8 points (Good): Partially clear representation of the manipulation strategy; partially reasoned application of resilience techniques; solid analytical reflection; good digital presentation.</p> <p>7 points (Satisfactory): Unclear representation of the manipulation strategy; limited reasoning in the application of resilience techniques; fragmented reflection; average quality digital presentation.</p> <p>6 points (Sufficient): Limited representation of the manipulation strategy; inaccurate application of resilience techniques; minimal reflection; poor quality digital presentation.</p> <p>5 points (Marginal/Weak): Carelessly executed assignment with numerous inaccuracies.</p> <p>1–4 points (Unsatisfactory/Fail): The performance does not meet the assessment criteria.</p>
Exam task-essay: "My communicative transformation"	40%	During the session	<p>Assignment Description: The essay structure consists of five guiding questions. Assessment criteria: integration of theoretical knowledge, abundance of examples, analytical reasoning, and self-analysis.</p> <p>10 points (Excellent): Comprehensive and clear analysis of personal experiences based on the application of theories; well-reasoned arguments and deep reflection.</p> <p>9 points (Very Good): Clear analysis of personal experiences partially based on the application of theories; well-reasoned arguments and sufficient reflection.</p> <p>8 points (Good): Partially clear analysis of personal experiences partially based on the application of theories; provides reasoned arguments and partially comprehensive reflection.</p> <p>7 points (Satisfactory): Superficial analysis of personal experiences with limited application of theories; weak reflection.</p>

			<p>6 points (Sufficient): Incomplete analysis of personal experiences with minimal application of theories; weak reflection.</p> <p>5 points (Marginal/Weak): Carelessly executed analysis of personal experiences with numerous inaccuracies and a lack of reflection.</p> <p>1–4 points (Unsatisfactory/Fail): The analysis is inaccurate, incomplete, and does not meet the assessment criteria.</p>
The course can be taken externally. The external exam consists of 10 open-ended.			
The subject can be passed by external assessment. A student who (1) throughout the semester consistently fails to demonstrate progress in achieving the expected learning outcomes of a subject (module) during the practical classes (seminars, exercises, laboratory work, etc.) and (2) fails to complete all interim assessment requirements and tasks within the time specified in the course description, is not allowed to participate in the examination session.			
Rules for the use of generative artificial intelligence (AI) models in studying this course			
<p>Students may use AI for:</p> <ol style="list-style-type: none"> 1. Searching for and collecting scientific literature. 2. Managing references and bibliographies for the paper. 3. Visualizing data for the paper. 4. Correcting the language of the paper. <p>AI is prohibited for:</p> <ol style="list-style-type: none"> 1. Creating the text of the paper – direct writing. The entire text must be original and written by the student. 2. Creating the literature review. 3. Generating or interpreting results without including the student's own analysis and evaluation. <p>Disclosure of AI use:</p> <ol style="list-style-type: none"> 1. In the introduction of the paper, when describing the methods used, students must clearly indicate which AI tools were used and how they were applied. <p>AI-generated parts of the paper (e.g., data visualizations) must be identified, stating the AI tool used. (For more details, see <i>Guidelines for the Use of Artificial Intelligence at Vilnius University</i>, approved by the University Senate on June 18, 2024, Resolution No. SPN-54.)</p>			

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Ahrndt Sh.	2020	Intercultural Communication		Open Educational Resources Collection. 24. https://irl.umsl.edu/oer/24
Coffman M., & Marques J.	2021	Gender and Communication: Are There Decisive Differences?		In <i>Exploring gender at work: Multiple perspectives</i> , ed. J. Marques (pp. 67-84). Cham: Springer International Publishing 496818_1_En_Print.indd
Derek Ch., & Kostić A.	2024	Body Language Communication	1st ed.	Cham: Springer Nature Switzerland
Goss B. D., Rothschild P. C., & Hutson M. M	2021	Applying Persuasion Theory to Sport Properties' Digital Media		<i>Journal of managerial issues</i> , 33(3). Applying Persuasion Theory to Sport Properties' Digital Media on JSTOR
Lim J. H., & Yazdanifard R.	2012	The difference of conflict management styles and conflict resolution in workplace.		<i>Business & Entrepreneurship Journal</i> , 1(1) Conflict management article.pdf
Rai U., & Rai S.M.	2008	Effective Communication		https://ebookcentral.proquest.com/lib/viluniv-ebooks/detail.action?docID=3011116
Recommended reading				
Agarwal, O. P.	2010	Effective Communication		Mumbai: Himalaya Pub. House

Fexeus H.	2019	The Art of Reading Minds: How to Understand and Influence Others Without Them Noticing		St. Martin's Publishing Group
Garr, R. and Kawasaki G.	2012	Presentation Zen: Simple Ideas on Presentation Design and Delivery		2nd ed., Berkeley [Calif: New Riders]

NOTE: Including Open Educational Resources in the reading list is recommended