

Postgraduate (MA) study programme: **Business Communication**

Form of education: **on site**

Length of study: **2 years**

Primary ranking domain (PRD): Social Sciences

Branch of science (BS): Communication Sciences

Ranking domain (RD): Communication Sciences

Postgraduate (MA) domain of study (PDS_MA): Communication Sciences

PRD Code	BS Code	RD Code	PDS_MA Code
40	30	10	10

degree programme	c1c2c3 (domain)	a1a2
M	480	18

CURRICULUM
Academic year 2018 - 2019
1st YEAR

SEMESTER 1													SEMESTER 2																																			
1	Business management												Entrepreneurial behaviour																																			
	M480.18.01.DA1	8	E	14	28	0	0	DA	158	M480.18.02.DCA1	8	E	14	28	0	0	DA	158																														
2	Business ethics												Corporate social responsibility																																			
	M480.18.01.DCA2	8	E	28	28	0	0	DCAV	144	M480.18.02.DCA2	7	E	28	28	0	0	DCAV	119																														
3	Business communication and public relations												Discourse principles and strategies for business																																			
	M480.18.01.DA3	7	E	14	28	0	0	DCAV	133	M480.18.02.DCA3	8	E	28	28	0	0	DCAV	144																														
4	Elective 1												Elective 2																																			
	M480.18.01.DS4-ij	7	D	28	28	0	0	DCAV	119	M480.18.02.DA4-ij	7	D	28	14	0	0	DA	133																														
5																																																
6																																																
7																																																
8																																																
9																																																
total / semester	hours:	196											VPI:	554											hours:	196											VPI:	554										
	credits:	30											evaluations:	4											credits:	30											evaluations:	4										
total / week	hours:	14																							hours:	14																						
	of which:	6	8	0	0	(c, s, l, p)							of which:	7	7	0	0	(c, s, l, p)																														

Professional competences:

- Identification and proper use of the theoretical knowledge and fundamental practices specific to the domain and to the specialization of the MA programme;
- Deployment of the electronic and technical calculus equipment for the analysis, processing and interpretation of information in telecommunications systems and signals, including digital images;
- Development and deployment of an interdisciplinary analytic set of tools for the proper identification, production and evaluation of the communication events and products in the field of PR;
- Deployment of information networks and of data collection, processing and management systems for problem solving and creative applications, in accord with the communication situation;
- Analysis, processing and interpretation of digital data.

Transversal competences:

- Development of networking, cooperation, teamwork and interdisciplinary cooperation skills specific to traditional and digital media
- Development of synthetic, comparative and critical thinking, and of adaptability and communication skills to tackle new situations
- Development of management and organizational skills, of innovation and research skills, and of the ability to take initiative and to identify one's lifelong learning needs

Additional competences:

- Pertinent and proficient association of information and practices from two different domains (communication and telecommunications technologies);
- Proper selection, adaptation, management and application of the transdisciplinary investigative system for innovative and effective problem-solving
- Providing innovative technological solutions to ensure effective communication.

CURRICULUM
Academic year 2018 - 2019
2nd YEAR

SEMESTER 3										SEMESTER 4																							
1	Digital communication for business										Practice / Research activities 7 weeks x 14 hours/weeks																						
	M480.18.03.DA1	8	E	28	28	0	0	DS	144	M480.18.04.DS1	10	D	0	0	0	98	DS	152															
2	Business negotiation strategies										Elaboration of dissertation paper 7 weeks x 14 hours/weeks																						
	M480.18.03.DCA2	8	D	28	28	0	0	DS	144	M480.18.04.DS2	10	C	0	0	0	98	DS	152															
3	Promotion strategies and tactics										Dissertation exam																						
	M480.18.03.DCA3	7	E	28	14	0	0	DS	133	M480.18.04.DS3	10	E					DS																
4	Elective 3																																
	M480.18.03.DA4-ij	7	D	14	28	0	0	DCAV	133																								
total / semester		hours:	196							VPI:	554							hours:	196							VPI:	304						
		credits:	30							evaluations:	4							credits:	30							evaluations:	3						
total / week		hours:	14															hours:	14														
		of which:	7	7	0	0			(c. s. l. p)	of which:		0	0	0	14			(c. s. l. p)															

ELECTIVE SUBJECTS
1st YEAR

SEMESTER 1										SEMESTER 2										
01	Elective 1 1. Oral and written communication in English										Elective 2 1. Advanced research methods in PR									
	M480.18.01.DS4-01	7	E	28	28	0	0	DCAV	119	M480.18.02.DA4-01	7	D	28	14	0	0	DA	133		
02	Elective 1 2. Oral and written communication in French										Elective 2 2. Strategic positioning and online/ offline reputation of organisations									
	M480.18.01.DS4-02	7	E	28	28	0	0	DCAV	119	M480.18.02.DA4-02	7	D	28	14	0	0	DA	133		
03	Elective 1 3. Oral and written communication in German																			
	M480.18.01.DS4-03	7	E	28	28	0	0	DCAV	119											

2nd YEAR

SEMESTER 3										SEMESTER 4										
01	Elective 3 1. Project management																			
	M480.18.03.DA4-01	7	D	14	28	0	0	DCAV	133											
02	Elective 3 2. Organisational leadership																			
	M480.18.03.DA4-02	7	D	14	28	0	0	DCAV	133											

Legend

Name of subject									
Code	nc	FE	c	s	l	p	CF	VPI	

Code = subject code
nc = number of ECTS credits
FE = form of evaluation
FE ∈ {E, D, C, P-E, P-D}
E=exam
D=distributed assessment
c=course hours /semester
s=seminar hours

l=laboratory hours
p=portfolio hours
CF= subject category
CF∈{DA, DCA, DS}
DA - comprehensive subject
DCAV - advanced knowledge subject
DS - synthesis subject
VPI = time needed for self-study

Example

Business management									
Code	nc	FE	c	s	l	p	CF	VPI	
M480.18.01.DA1	8	E	14	28	0	0	DA	158	

(*) - electives activated in the academic year 2018/ 2019

RECTOR,
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