



Politehnica University of Timișoara Faculty of Communication Sciences

Study program: **Business Communication**

Field: **Communication Sciences**

General information

Requirements: graduate degree

Duration: 4 semesters (3 semesters for study + 1 semester for the dissertation)

ECTS Credits: 120

Teaching language: Romanian

Mission

The mission of the Business Communication Master's Degree is to ensure the students' superior professional education in order to foster their personal and professional development but also in order to meet the existing need for competency in the field of business communication. The program provides a solid structure of theoretical knowledge, and market-oriented thinking and action patterns, allowing our future graduates to successfully employ communication tools in a business environment that is witnessing continual growth in the Banat region and in the Danube-Criș-Mureș-Tisa region. Through its research mission, our Master's program intends to increase our graduates' professionalism, by training them how to carry out scientific research in the fields of communication and business: case studies on ethics in business communication, communication barriers in business, the traits of a successful entrepreneur, social responsibility, etc.

Why **BUSINESS COMMUNICATION**?

Because it was designed in accordance with the present development of the economic environment, the **BUSINESS COMMUNICATION** graduate study program advances an interdisciplinary and applicative education of students. Its objective is to convey the most recent and relevant knowledge from two fundamental fields: **communication and economics**. At the same time, we emphasize new communication technologies employed in the business environment.

Thus, our graduates will become specialized in the field of business communication, while at the same time acquiring an economic vocabulary. This is how the program intends to train specialists who possess all the necessary abilities and competencies in order to create clear economic messages compatible with the contemporary economic environment, as well as in order to efficiently solve real professional situations.

Who does it address?

Bolstered by a relevant curriculum, the Business Communication Master's program is primarily aimed at those who have graduated the *Communication and PR* specialization and seek to further their knowledge by delving into the field of communication in the business environment.

The program also welcomes graduates from other specializations and offers a thorough training in the field of communication and public relations, with the added emphasis on competencies and abilities specific to the economic environment. The study program gives graduate students to opportunity to enrich their cognitive and relational acquisitions with knowledge from the field of economy, all the while ensuring that the communicational process is efficient.

The specialization is also addressed to people who work in companies and institutions, and seek to further their communication abilities or to better understand phenomena specific to the communication in the business environment. At the same time, the program is aimed at those who work in the media and want to improve their communication abilities and help them understand the intricacies of communication in the business environment.

Disciplines

- Business management
- Business ethics
- Communication and PR in the business environment
- Spoken and written communication in a foreign language E/F/G
- Entrepreneurial behavior
- Corporate social responsibility
- Discursive principles and strategies in business
- Advanced research methods in PR
- An organization's strategic positioning and online and offline reputation
- Online communication in the business environment
- Business negotiation strategies
- Promotion strategies and techniques
- Project management
- Leadership in organizations

Acquired competencies and knowledge

Professional competencies: identifying and using the language, methodologies, and specialized knowledge in the field of business communication; identifying and using communication strategies, methods, and technologies in order to solve business problems efficiently and creatively; planning and carrying out communication and PR campaigns in the business environment; efficient networking in order to solve real problems in the business environment; business design and management.

Transversal competencies: dealing with professional communication problems in the business environment with the help of practical and theoretical argumentation in order to provide realistic, efficient and deontological solutions; applying efficient work techniques in multidisciplinary teams in order to carry out certain tasks on hierarchical tiers; instilling a need for continuous learning in order to set the premises for progress and for adapting one's professional and managerial competencies to the dynamics of the economic environment.

What jobs are our students suited for after finishing their Master's degree?

Students who chose this specialization go on to become PR specialists, mediators, spokespersons, brand managers, fairs and expositions organizer, exposition presenter, social relations specialist, external relations expert, client services analyst, personal assistant, commercial correspondent, commercial assistant, advertising and marketing specialists, product manager, trainer, public relations counselor, business communication expert, economic communication expert, economic communication consultant. Graduates with entrepreneurial skills can work as consultants in business communications.



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