

Primary ranking domain (PRI Social Sciences)

Branch of science (BS Communication Sciences)

Ranking domain (RD) Communication Sciences

Postgraduate (MA) domain of study (PDS\_MA): Communication Sciences

PRD Code	B S 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	7	E	14	28	0	0	DA	133	M480.18.02.DCA1	8	E	14	28	0	0	DA	158								
2	Business ethics										Corporate social responsibility															
	M480.18.01.DCA2	7	E	28	28	0	0	DCAV	119	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	6	E	14	28	0	0	DCAV	108	M480.18.02.DCA3	8	E	28	28	0	0	DCAV	144								
4	Ethics and academic integrity										Elective 2															
	M480.18.01.S4	4	D	14	7	0	0	DS	79	M480.18.02.DA4-ij	7	D	28	14	0	0	DA	133								
5	Elective 1																									
	M480.18.01.DS5-ij	6	D	28	28	0	0	DCAV	94																	
6																										
7																										
8																										
9																										
total / seme	hours:	217		VPI:				533		hours:	196		VPI:				554									
	credits:	30		evaluations: 5				3E,2D		credits:	30		evaluations: 4				3E,1D									
total / week	hours:	16												hours:	14											
	of which:			7	9	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.

# 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.DS5-01	6	E	28	28	0	0	DCAV	94	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.DS5-02	6	E	28	28	0	0	DCAV	94	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.DS5-03	6	E	28	28	0	0	DCAV	94											

Legend									
Name of subject									
Code	nc	FE	c	s	l	p	CF	VPI	
<p><b>Code</b> = subject code  <b>nc</b> = number of ECTS credits  <b>FE</b> = form of evaluation  <b>FE</b> ∈ {E, D, C, P-E, P-D}  <b>E</b>=exam  <b>D</b>=distributed assessment  <b>c</b>=course hours /semester  <b>s</b>=seminar hours</p>									
<p><b>l</b>=laboratory hours  <b>p</b>=portfolio hours  <b>CF</b>= subject category  <b>CF</b> ∈ {DA, DCA, DS}  <b>DA</b> - comprehensive subject  <b>DCAV</b> - advanced knowledge subject  <b>DS</b> - sythesis subject  <b>VPI</b> = time needed for self-study</p>									
<b>Example</b>									
Business management									
M480.18.01.DA1	7	E	14	28	0	0	DA	133	
(*) - electives activated in the academic year 2018/ 2019									

**RECTOR,**  
 Prof.univ.dr.ing.Viorel-Aurel ȘERBAN

**DEAN,**  
 Prof.univ.dr. Daniel-Codruț DEJICA-CARTIȘ