

PRD Code	BS Code	PDS_M Code	degree programme	c1c2c3 (domain)	a1a2
40	30	10	M	481	19

**CURRICULUM**  
**Academic year 2019 - 2020**  
**1st YEAR**

		SEMESTER 1										SEMESTER 2										
1	Business management										Entrepreneurial behaviour											
	M481.19.01.A1	5	E	14	28	0	0	0	0	DA	83	M481.19.02.A1	6	E	14	28	0	0	0	DA	108	
2	Business ethics										Corporate social responsibility											
	M481.19.01.V2	5	E	28	28	0	0	0	0	DCAV	69	M481.19.02.V2	7	E	28	28	0	0	0	DCAV	119	
3	Business communication and Public relations										Discourse principles and strategies for business											
	M481.19.01.V3	6	E	14	28	0	0	0	0	DCAV	108	M481.19.02.V3	6	E	28	28	0	0	0	DCAV	94	
4	Internship 1: 2 weeks x 40 hours/week										Internship 1: 2 weeks x 40 hours/week											
	M481.19.01.S4	5	C	0	0	0	10	80	DS	35	M481.19.02.S4	5	C	0	0	0	10	80	DS	35		
5	Elective 1										Elective 2											
	M481.19.01.V5	6	E	28	28	0	0	0	0	DCAV	94	M481.19.02.A5	6	D	28	14	0	0	0	DA	108	
6	Ethics and academic integrity																					
	M481.19.01.C6	3	D	14	7	0	0	0	0	DC	54											
7																						
total / semester	VAi:	227				VPI:	443				VAi:	206				VPI:	464					
	VA (VAi+VAp):	307				VCA (VA+VPI):	750				VA (VAi+VAp):	286				VCA (VA+VPI):	750					
	credits:	30				evaluations:	4E,1D, 1C				credits:	30				evaluations:	3E,1D, 1C					
total / week	VAi:	16.2				VPI:	31.6				VAi:	14.7				VPI:	33.1					
	VA (VAi+VAp):	21.9				VCA (VA+VPI):	53.6				VA (VAi+VAp):	20.4				VCA (VA+VPI):	53.6					
	of which:	7				9	0	1	6	(c, s, l, p, VAp)	of which:				7				7	0	1	6

**Academic year 2019 - 2020**  
**2nd YEAR**

		SEMESTER 3										SEMESTER 4										
1	Business an Online communication										Practice / Research activities 7 weeks x 14 hours/weeks											
	M481.19.03.S1	8	E	28	28	0	0	0	0	DS	144	M481.19.04.S1	10	D	0	0	0	80	0	DS	170	
2	Business negotiation strategies										Elaboration of dissertation paper 7 weeks x 14 hours/weeks											
	M481.19.03.S2	8	D	28	28	0	0	0	0	DS	144	M481.19.04.S2	10	C	0	0	0	40	0	DS	210	
3	Promotion strategies and techniques										Dissertation exam											
	M481.19.03.S3	7	E	28	14	0	0	0	0	DS	133	M481.19.04.S3	10	E	0	0	0	0	0	DS		
4	Elective 3																					
	M481.19.03.V4	7	D	14	28	0	0	0	0	DCAV	133											
total / semester	VAi:	196				VPI:	554				VAi:	120				VPI:	380					
	VA (VAi+VAp):	196				VCA (VA+VPI):	750				VA (VAi+VAp):	120				VCA (VA+VPI):	500					
credits:	30				evaluations:	2E, 2D				credits:	30				evaluations:	1E,1D, 1C						
total / week	VAi:	14.0				VPI:	39.6				VAi:	8.6				VPI:	27.1					
	VA (VAi+VAp):	14.0				VCA (VA+VPI):	53.6				VA (VAi+VAp):	8.6				VCA (VA+VPI):	35.7					
	of which:	7				7	0	0	0	(c, s, l, p, VAp)	of which:				0				0	0	9	0

**Competences:**

**Professional competences**

- Identifying and using the language, methodologies, and specialised knowledge in the field of business communication
- Identifying and using communication strategies, methods, and technologies in order to efficiently and creatively solve problems in the business environment and public sphere
- Planning and running communication and PR campaigns in the business environment
- Efficient networking in order to solve real problems in the business environment
- Business planning and management

**Transversal competences**

- 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, specific to business communication
- Instilling a need for continuous learning in order to set the premises for progress and for adapting one's professional and managerial competences to the dynamics of the economic environment.

**ELECTIVE SUBJECTS**  
Academic year 2019 - 2020  
1st YEAR

	SEMESTRUL 1										SEMESTRUL 2									
01	Elective 1 1. Oral and written communication in English*										Elective 2 1. Advanced research methods in PR*									
	M481.19.01.V5-01	6	E	28	28	0	0	0	DCAV	94	M481.19.02.S4-01	6	D	28	14	0	0	0	DA	108
02	Elective 1 2. Oral and written communication in French										Elective 2 2. Strategic positioning and online/ offline reputation of organisations									
	M481.19.01.V5-02	6	E	28	28	0	0	0	DCAV	94	M481.19.02.S4-02	6	D	28	14	0	0	0	DA	108
03	Elective 1 3. Oral and written communication in German																			
	M481.19.01.V5-03	6	E	28	28	0	0	0	DCAV	94										
04																				
05																				
06																				

**ELECTIVE SUBJECTS**  
Academic year 2019 - 2020  
2nd YEAR

	SEMESTRUL 3										SEMESTRUL 4									
01	Elective 3 1. Project management																			
	M481.19.03.V4-01	7	D	14	28	0	0	0	DCAV	133										
02	Elective 3 2. Organizational leadership*																			
	M481.19.03.V4-02	7	D	14	28	0	0	0	DCAV	133										
03																				
04																				
05																				
06																				

Legend											Example										
Name of subject											Business management										
Code	nc	FE	c	s	l	p	VAp	CF	VPI		M481.19.01.A1	5	E	14	28	0	0	0	DA	83	
<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> =oral exam  <b>c</b> =course hours /semester <b>s</b> =seminar hours <b>l</b> =laboratory hours  <b>p</b> =portfolio hours  <b>VAp</b> =time needed for partially assisted activities											<b>CF</b> = subject category <b>CF</b> ={DA, DCAV, DS,DC} <b>DA</b> - comprehensive subject <b>DCAV</b> - advanced knowledge subject <b>DS</b> - synthesis subject <b>DC</b> - complementary subject  <b>VPI</b> = time needed for self-study during a 14-week semester + a 4-week exam session  <b>VAI</b> - time needed for fully assisted activities=c+s+l+p <b>VA</b> - time needed for both fully and partially assisted activities =VAi+Vap <b>VCA</b> - total time needed for all activities = VA+VPI										
(*) - electives activated in the academic year 2019 - 2020																					

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

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