

PRD Code	BS Code	PDS_M Code	degree programme	c1c2c3 (domain)	ai+2
40	30	10	M	481	20

**CURRICULUM**  
**Academic year 2020 - 2021**  
**1st YEAR**

		SEMESTER 1										SEMESTER 2												
1	Business management										Entrepreneurial behaviour													
	M481.20.01.A1	5	E	14	28	0	0	0	0	DA	83	M481.20.02.A1	6	E	14	28	0	0	0	DA	108			
2	Business ethics										Corporate social responsibility													
	M481.20.01.V2	5	E	28	28	0	0	0	0	DCAV	69	M481.20.02.V2	7	E	28	28	0	0	0	DCAV	119			
3	Business communication and Public relations										Discourse principles and strategies for business													
	M481.20.01.V3	6	E	14	28	0	0	0	0	DCAV	108	M481.20.02.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													
	M481.20.01.S4	5	C	0	0	0	0	10	80	DS	35	M481.20.02.S4	5	C	0	0	0	0	10	80	DS	35		
5	Elective 1										Elective 2													
	M481.20.01.V5-ij	6	E	28	28	0	0	0	0	DCAV	94	M481.20.02.A5-ij	6	D	28	14	0	0	0	DA	108			
6	Ethics and academic integrity																							
	M481.20.01.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	0	1	6	(c, s, l, p, VAp)					7	7	0	0	1	6	(c, s, l, p, VAp)	

**Academic year 2020 - 2021**  
**2nd YEAR**

		SEMESTER 3										SEMESTER 4												
1	Business and Online communication										Practice / Research activities 7 weeks x 14 hours/weeks													
	M481.20.03.S1	8	E	28	28	0	0	0	0	DS	144	M481.20.04.S1	10	D	0	0	0	0	80	0	DS	170		
2	Business negotiation strategies										Elaboration of dissertation paper 7 weeks x 14 hours/weeks													
	M481.20.03.S2	8	D	28	28	0	0	0	0	DS	144	M481.20.04.S2	10	C	0	0	0	0	40	0	DS	210		
3	Promotion strategies and techniques										Dissertation exam													
	M481.20.03.S3	7	E	28	14	0	0	0	0	DS	133	M481.20.04.S3	10	E	0	0	0	0	0	0	DS			
4	Elective 3																							
	M481.20.03.V4-ij	7	D	14	28	0	0	0	0	DCAV	133													
5																								
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	0	(c, s, l, p, VAp)					0	0	0	0	9	0	(c, s, l, p, VAp)	

**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.

**RECTOR,**  
 Assoc.prof.dr.eng. Florin DRĂGAN

**DEAN,**  
 Prof.dr. Daniel-Codruț DEJICA-CARȚIȘ

**ELECTIVE SUBJECTS**  
Academic year 2020 - 2021  
1st YEAR

		SEMESTER 1										SEMESTER 2									
01	Elective 1 1. Oral and written communication in English										Elective 2 1. Advanced research methods in PR										
	M481.20.01.V5-01	6	E	28	28	0	0	0	DCAV	94	M481.20.02.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 corporate reputation										
	M481.20.01.V5-02	6	E	28	28	0	0	0	DCAV	94	M481.20.02.S4-02	6	D	28	14	0	0	0	DA	108	
03	Elective 1 3. Oral and written communication in German																				
	M481.20.01.V5-03	6	E	28	28	0	0	0	DCAV	94											
04																					
05																					
06																					

**ELECTIVE SUBJECTS**  
Academic year 2020 - 2021  
2nd YEAR

		SEMESTER 3										SEMESTER 4									
01	Elective 3 1. Project management																				
	M481.20.03.V4-01	7	D	14	28	0	0	0	DCAV	133											
02	Elective 3 2. Corporate leadership*																				
	M481.20.03.V4-02	7	D	14	28	0	0	0	DCAV	133											
03																					
04																					
05																					
06																					

**Legend**

Name of subject										
Code	nc	FE	c	s	l	p	VAp	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**=oral exam  
**c**=course hours /semester  
**s**=seminar hours  
**l**=laboratory hours  
**p**=portfolio hours  
**VAp**=time needed for partially assisted activities

**Example**

Business management										
M481.20.01.A1	5	E	14	28	0	0	0	DA	83	

**CF**= subject category  
**CF**={DA, DCAV, DS,DC}  
**DA** - comprehensive subject  
**DCAV** - advanced knowledge subject  
**DS** - sythesis subject  
**DC** - complementary subject  
**VPI** = time needed for self-study during a 14-week semester + a 4-week exam session  
**VAl**- time needed for fully assisted activities=c+s+l+p  
**VA** - time needed for both fully and partially assisted activities  
=VAI+Vap  
**VCA** - total time needed for all activities = VA+VPI

(\* ) - electives activated in the academic year 2020 - 2021

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