

Primary ranking domain (PRD): Social Sciences
 Branch of science (BS): Communication Sciences
 Postgraduate (MSc) domain of study (PDS_M): Communication Sciences

PRD Code	BS Code	PDS_M Code	degree programm	C1C2C3 (domain)	a1a2
40	30	10	M	481	21

CURRICULUM
 Academic year 2021 - 2022
 1st YEAR

SEMESTER 1											SEMESTER 2																													
Business management											Entrepreneurial behaviour																													
1	M481.21.01.A1	5	E	14	28	0	0	0	0	DA	83	M481.21.02.A1	6	E	14	28	0	0	0	0	DA	108																		
Business ethics											Corporate social responsibility																													
2	M481.21.01.V2	5	E	28	28	0	0	0	0	DCAV	69	M481.21.02.V2	7	E	28	28	0	0	0	0	DCAV	119																		
Business communication and Public relations											Discourse principles and strategies for business																													
3	M481.21.01.V3	6	E	14	28	0	0	0	0	DCAV	108	M481.21.02.V3	6	E	28	28	0	0	0	0	DCAV	94																		
Internship 1: 2 weeks x 40 hours/week											Internship 2: 2 weeks x 40 hours/week																													
4	M481.21.01.S4	5	C	0	0	0	10	80	DS	35	M481.21.02.S4	5	C	0	0	0	10	80	DS	35																				
Elective 1											Elective 2																													
5	M481.21.01.V5-ij	6	E	28	28	0	0	0	0	DCAV	94	M481.21.02.A5-ij	6	D	28	14	0	0	0	0	DA	108																		
Ethics and academic integrity																																								
6	M481.21.01.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 (c, s, l, p, VAp)								

Academic year 2021 - 2022
 2nd YEAR

SEMESTER 3											SEMESTER 4																													
Business and Online communication											Internship 4: 2 weeks x 40 hours/week																													
1	M481.21.03.S1	7	E	28	28	0	0	0	0	DS	119	M481.21.04.S1	5	C	0	0	0	10	80	DS	35																			
Business negotiation strategies											Research for dissertation paper 10 weeks x 40 hours/week																													
2	M481.21.03.S2	6	D	14	14	0	0	0	0	DS	122	M481.21.04.S2	20	C	0	0	0	0	250	DS	250																			
Promotion strategies and techniques											Elaboration of dissertation paper 2 weeks x 40 hours/week																													
3	M481.21.03.S3	6	E	14	14	0	0	0	0	DS	122	M481.21.04.S3	5	E	0	0	0	0	80	DS	45																			
Elective 3											Dissertation exam																													
4	M481.21.03.V4-ij	6	D	14	14	0	0	0	0	DCAV	122	M481.21.04.S4	10	E	0	0	0	0	0	DS	0																			
Internship 3: 2 weeks x 40 hours/week																																								
5	M481.21.03.S5	5	C	0	0	0	10	80	DS	35																														
total / semester	VAi:	150									VPI:	520									VAi:	10									VPI:	330								
	VA (VAi+VAp):	230									VCA (VA+VPI):	750									VA (VAi+VAp):	420									VCA (VA+VPI):	750								
	credits:	30									evaluations:	2E, 2D, 1C									credits:	30									evaluations:	2E, 2C								
total / week	VAi:	10.7									VPI:	37.1									VAi:	0.7									VPI:	23.6								
	VA (VAi+VAp):	16.4									VCA (VA+VPI):	53.6									VA (VAi+VAp):	30.0									VCA (VA+VPI):	53.6								
	of which:											5 5 0 1 6 (c, s, l, p, VAp)									of which:											0 0 0 1 29 (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.

ELECTIVE SUBJECTS
Academic year 2021 - 2022
1st YEAR

SEMESTER 1											SEMESTER 2										
01	Elective 1 1. Oral and written communication in English*										Elective 2 1. Advanced research methods in PR*										
	M481.21.01.V5-01	6	E	28	28	0	0	0	DCAV	94	M481.21.02.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										
	M481.21.01.V5-02	6	E	28	28	0	0	0	DCAV	94	M481.21.02.S4-02	6	D	28	14	0	0	0	DA	108	
03	Elective 1 3. Oral and written communication in German																				
	M481.21.01.V5-03	6	E	28	28	0	0	0	DCAV	94											
04																					
05																					
06																					

ELECTIVE SUBJECTS
Academic year 2021 - 2022
2nd YEAR

SEMESTER 3											SEMESTER 4										
01	Elective 3 1. Project management																				
	M481.21.03.V4-01	6	D	14	14	0	0	0	DCAV	122											
02	Elective 3 2. Corporate leadership*																				
	M481.21.03.V4-02	6	D	14	14	0	0	0	DCAV	122											
03																					
04																					
05																					
06																					

Legend											Example										
Name of subject											Business management										
Code	nc	FE	c	s	l	p	VAp	CF	VPI		M481.21.01.A1	5	E	14	28	0	0	0	DA	83	
<p>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</p> <p>c=course hours /semester s=seminar hours l=laboratory hours</p> <p>p=portfolio hours VAp=time needed for partially assisted activities</p>											<p>CF= subject category CF={DA, DCAV, DS,DC} DA - comprehensive subject DCAV - advanced knowledge subject DS - sythesis subject DC - complementary subject</p> <p>VPI = time needed for self-study during a 14-week semester + a 4-week exam session</p> <p>VAI- 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</p>										
(*) - electives activated in the academic year 2021 - 2022																					

RECTOR,
Assoc.Prof. Florin DRĂGAN,PhD

DEAN,
Prof. Daniel-Codruț DEJICA-CARTIȘ, PhD