

Postgraduate (MSc) study programme: **Business Communication**  
Form of education: **on site**  
Length of study: **2 years**

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 program	CIC2C3 (domain)	a1a2
40	30	10	M	481	22

**CURRICULUM**  
Academic year 2022 - 2023  
1st YEAR

	SEMESTER 1										SEMESTER 2																													
1	Business management										Entrepreneurial behaviour																													
	M481.22.01.A1	5	E	14	28	0	0	0	0	DA	83	M481.22.02.A1	6	E	14	28	0	0	0	0	DA	108																		
2	Business ethics										Corporate social responsibility																													
	M481.22.01.V2	5	E	28	28	0	0	0	0	DCAV	69	M481.22.02.V2	7	E	28	28	0	0	0	0	DCAV	119																		
3	Business communication and Public relations										Discourse principles and strategies for business																													
	M481.22.01.V3	6	E	14	28	0	0	0	0	DCAV	108	M481.22.02.V3	6	E	28	28	0	0	0	0	DCAV	94																		
4	Internship 1: 2 weeks x 40 hours/week										Internship 2: 2 weeks x 40 hours/week																													
	M481.22.01.S4	5	C	0	0	0	10	80	DS	35	M481.22.02.S4	5	C	0	0	0	10	80	DS	35																				
5	Elective 1										Elective 2																													
	M481.22.01.V5-ij	6	E	28	28	0	0	0	0	DCAV	94	M481.22.02.A5-ij	6	D	28	14	0	0	0	0	DA	108																		
6	Ethics and academic integrity																																							
	M481.22.01.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 2022 - 2023  
2nd YEAR

	SEMESTER 3										SEMESTER 4																													
1	Business and Online communication										Internship 4: 2 weeks x 40 hours/week																													
	M481.22.03.S1	7	E	28	28	0	0	0	0	DS	119	M481.22.04.S1	5	C	0	0	0	10	80	DS	35																			
2	Business negotiation strategies										Research for dissertation paper 10 weeks x 40 hours/week																													
	M481.22.03.S2	6	D	14	14	0	0	0	0	DS	122	M481.22.04.S2	20	C	0	0	0	0	250	DS	250																			
3	Promotion strategies and techniques										Elaboration of dissertation paper 2 weeks x 40 hours/week																													
	M481.22.03.S3	6	E	14	14	0	0	0	0	DS	122	M481.22.04.S3	5	E	0	0	0	0	80	DS	45																			
4	Elective 3										Dissertation exam																													
	M481.22.03.V4-ij	6	D	14	14	0	0	0	0	DCAV	122	M481.22.04.S4	10	E	0	0	0	0	0	DS	0																			
5	Internship 3: 2 weeks x 40 hours/week																																							
	M481.22.03.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.

RECTOR,  
Assoc.Prof. Florin DRĂGAN, PhD

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

**ELECTIVE SUBJECTS**  
Academic year 2022 - 2023  
1st YEAR

SEMESTER 1											SEMESTER 2										
01	Elective 1 1. Oral and written communication in English*										Elective 2 1. Advanced research methods in PR*										
	M481.22.01.V5-01	6	E	28	28	0	0	0	0	DCAV	94	M481.22.02.S4-01	6	D	28	14	0	0	0	0	DA
02	Elective 1 2. Oral and written communication in French										Elective 2 2. Strategic positioning and online/ offline corporate reputation										
	M481.22.01.V5-02	6	E	28	28	0	0	0	0	DCAV	94	M481.22.02.S4-02	6	D	28	14	0	0	0	0	DA
03	Elective 1 3. Oral and written communication in German																				
	M481.22.01.V5-03	6	E	28	28	0	0	0	0	DCAV	94										
04																					
05																					
06																					

**ELECTIVE SUBJECTS**  
Academic year 2022 - 2023  
2nd YEAR

SEMESTER 3											SEMESTER 4										
01	Elective 3 1. Project management																				
	M481.22.03.V4-01	6	D	14	14	0	0	0	0	DCAV	122										
02	Elective 3 2. Corporate leadership*																				
	M481.22.03.V4-02	6	D	14	14	0	0	0	0	DCAV	122										
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										
M481.22.01.A1	5	E	14	28	0	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 sem+a 4-week exam session  
**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

(\* ) - electives activated in the academic year 2022 - 2023

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