

Politehnica University of Timișoara
Faculty: Communication Sciences
 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 programme	CIC2C3 (domain)	a1a2
40	30	10	M	481	25

CURRICULUM
Academic year 2025 - 2026
1st YEAR

	SEMESTER 1											SEMESTER 2										
1	Business management											Entrepreneurial behaviour										
	M481.25.01.A1	5	E	14	28	0	0	0	DA	83	M481.25.02.A1	6	E	14	28	0	0	0	DA	108		
2	Business ethics											Corporate social responsibility										
	M481.25.01.V2	5	E	28	28	0	0	0	DCAV	69	M481.25.02.V2	7	E	28	28	0	0	0	DCAV	119		
3	Business communication and Public relations											Discourse principles and strategies for business										
	M481.25.01.V3	6	E	14	28	0	0	0	DCAV	108	M481.25.02.V3	6	E	28	28	0	0	0	DCAV	94		
4	Professional practice 1: 2 weeks x 40 hours/week											Professional practice 2: 2 weeks x 40 hours/week										
	M481.25.01.S4	5	C	0	0	0	0	0	80	DS	45	M481.25.02.S4	5	C	0	0	0	0	80	DS	45	
5	Elective 1											Elective 2										
	M481.25.01.V5-ij	6	E	28	28	0	0	0	DCAV	94	M481.25.02.A5-ij	6	D	28	14	0	0	0	DA	108		
6	Ethics and academic integrity																					
	M481.25.01.C6	3	D	14	7	0	0	0	DC	54												
7																						
total / semester	VAi:	217				VPI:					453	VAi:	196				VPI:					474
	VA (VAi+VAp):	297				VCA (VA+VPI):					750	VA (VAi+VAp):	276				VCA (VA+VPI):					750
	credits:	30				evaluations:					4E,1D,1C	credits:	30				evaluations:					3E,1D,1C
total / week	VAi:	15.5				VPI:					32.4	VAi:	14.0				VPI:					33.9
	VA (VAi+VAp):	21.2				VCA (VA+VPI):					53.6	VA (VAi+VAp):	19.7				VCA (VA+VPI):					53.6
	of which:										(c, s, l, p, VAp)	of which:										(c, s, l, p, VAp)

Academic year 2025 - 2026
2nd YEAR

	SEMESTER 3											SEMESTER 4																		
1	Business and Online communication											Professional practice 4: 2 weeks x 40 hours/week																		
	M481.25.03.S1	7	E	28	28	0	0	0	0	DS	119	M481.25.04.S1	5	C	0	0	0	0	80	DS	45									
2	Business negotiation strategies											Research for dissertation paper 10 weeks x 40 hours/week																		
	M481.25.03.S2	6	D	14	14	0	0	0	0	DS	122	M481.25.04.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																		
	M481.25.03.S3	6	E	14	14	0	0	0	0	DS	122	M481.25.04.S3	5	E	0	0	0	0	80	DS	45									
4	Elective 3											Dissertation exam																		
	M481.25.03.V4-ij	6	D	14	14	0	0	0	0	DCAV	122	M481.25.04.S4	10	E	0	0	0	0	0	DS	0									
5	Professional practice 3: 2 weeks x 40 hours/week																													
	M481.25.03.S5	5	C	0	0	0	0	0	80	DS	45																			
total / semester	VAi:		140		VPI:		530		VAi:		0		VPI:		340															
	VA (VAi+VAp):		220		VCA (VA+VPI):		750		VA (VAi+VAp):		410		VCA (VA+VPI):		750															
	credits:		30		evaluations:		2E, 2D, 1C		credits:		30+10*		evaluations:		2E, 2C															
total / week	VAi:		10.0		VPI:		37.9		VAi:		0.0		VPI:		24.3															
	VA (VAi+VAp):		15.7		VCA (VA+VPI):		53.6		VA (VAi+VAp):		29.3		VCA (VA+VPI):		53.6															
	of which:				5		5		0		0		6		(c, s, l, p, VAp)		of which:		0		0		0		0		29		(c, s, l, p, VAp)	

* Additional credits for Dissertation exam

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 2025 - 2026
1st YEAR

	SEMESTER 1										SEMESTER 2									
01	Elective 1 1. Oral and written communication in English*										Elective 2 1. Advanced research methods in PR									
	M481.25.01.V5-01	6	E	28	28	0	0	0	DCAV	94	M481.25.02.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									
	M481.25.01.V5-02	6	E	28	28	0	0	0	DCAV	94	M481.25.02.S4-02	6	D	28	14	0	0	0	DA	108
03	Elective 1 3. Oral and written communication in German																			
	M481.25.01.V5-03	6	E	28	28	0	0	0	DCAV	94										
04																				
05																				
06																				

ELECTIVE SUBJECTS
Academic year 2025 - 2026
2nd YEAR

	SEMESTER 3										SEMESTER 4									
01	Elective 3 1. Project management																			
	M481.25.03.V4-01	6	D	14	14	0	0	0	DCAV	122										
02	Elective 3 2. Corporate leadership*																			
	M481.25.03.V4-02	6	D	14	14	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										
M481.25.01.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

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 2025 - 2026

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