Politehnica University of Timişoara Facult Communication Sciences Postgraduate (MA) study programme: Business Communication Form of education: on site Length of study: 2 years



Primary ranking domain (PRI Social Sciences Branch of science (BS Communication Sciences Ranking domain (RD) Communication Sciences Postgraduate (MA) domain of study (PDS_MA): Communication Sciences

PRD Code	B S Code	RD Code	PDS_ MA Code
40	30	10	10

degree programme	c1c2c3 (domain)	a1a2
м	480	18

CURRICULUM Academic year 2018 - 2019 **1st YEAR**

i	u																			
		SEMESTER 2																		
1			В	usiness r	mana	gement				Entrepreneurial behaviour										
	M480.18.01.DA1 7 E 14 28 0 0 DA 133							M480.18.02.DCA1 8 E 14 28 0 0 DA 158												
2	Business ethics									Corporate social responsibility										
	M480.18.01.DCA2	7	Е	28	28	0	0	DCAV	119	M480.18.02.DCA2	7	Е	28	28	0	0	DCAV	119		
3	Bus	ines	s con	nmunica	tion a	nd Public	relations			Discours	e pri	nciple	es ar	nd str	ategi	es fo	or busines	S		
5	M480.18.01.DA3	6	Е	14	28	0	0	DCAV	108	M480.18.02.DCA3	8	Е	28	28	0	0	DCAV	144		
4	Ethics and academic integrity									Elective 2										
	M480.18.01.S4	4	D	14	7	0	0	DS	79	M480.18.02.DA4-ij	7	D	28	14	0	0	DA	133		
5	Elective 1																			
	M480.18.01.DS5-ij	6	D	28	28	0	0	DCAV	94											
6																				
7		1							1								-			
8		1	1	1	<u>г</u> г			1			r —									
9					П			<u> </u>			1									
total /	hours:	217 VPI: 53						33	hours:	96	VPI: 554									
seme	credits: 30 evaluations: 5						3E	,2D	credits: 30 evaluations: 4 3						3E	1D				
total /	hours:	1	6					hours:	1	4	_	_	-	-						
week	of which:			7	9	0	0	(c, s, l,	p)	of which:			7	7	0	0	(c, s, l, p)			

Professional competences:

· Identification and proper use of the theoretical knowledge and fundamental practices specific to the domain and to the specialization of the MA programme;

• Deployment of the electronic and technical calculus equipment for the analysis, processing and interpretation of information in telecommunications systems and signals, including digital images

• Development and deployment of an interdisciplinary analytic set of tools for the proper identification, production and evaluation of the communication events and products in the field of PR; • Deployment of information networks and of data collection, processing and management systems for problem solving and creative applications, in accord with the communication situation;

· Analysis, processing and interpretation of digital data.

Transversal competences:

· Development of networking, cooperation, teamwork and interdisciplinary cooperation skills specific to traditional and digital media

Development of synthetic, comparative and critical thinking, and of adaptability and communication skills to tackle new situations
Development of management and organizational skills, of innovation and research skills, and of the ability to take initiative and to identify one's lifelong learning needs

Additional competences:

• Pertinent and proficient association of information and practices from two different domains (communication and telecommunications technologies);

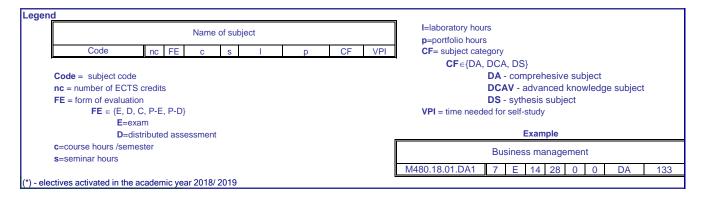
• Proper selection, adaptation, management and application of the transdisciplinary investigative system for innovative and effective problem-solving

Providing innovative technological solutions to ensure effective communication.

ELECTIVE SUBJECTS

	1st	
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		ir		0.51														
		SEMESTER 2																
	Elective 1								Elective 2									
	1. Oral and written communication in English*								1. Advanced research methods in PR*									
01		-	_			_						_			_	_		
	M480.18.01.DS5-01	6	Е	28	28	0	0	DCAV	94	M480.18.02.DA4-01	7	D	28	14	0	0	DA	133
										Elective 2								
	Elective 1									2. Strategic positioning and online/ offline reputation of								
02	2. Oral and written communication in French								organisations									
		r	1		1			r			1	-						
	M480.18.01.DS5-02	6	Е	28	28	0	0	DCAV	94	M480.18.02.DA4-02	7	D	28	14	0	0	DA	133
						4												
	Elective 1 3. Oral and written communication in German																	
03	3. 0	Jrai a	and w	ritten co	mmı	inication in	German											
	M480.18.01.DS5-03	6	Е	28	28	0	0	DCAV	94									



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

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