

SYLLABUS

1.Data about the program of study

1.1 Institution	The Technical University of Cluj-Napoca
1.2 Faculty	Faculty of Automation and Computer Science
1.3 Department	Computer Science
1.4 Field of study	Computer Science and Information Technology
1.5 Cycle of study	Bachelor of Science
1.6 Program of study / Qualification	Computer Science / Engineer
1.7 Form of education	Full time

2.Data about the subject

2.1 Subject name	Management and communication			Subject code	51
2.2 Course responsible / lecturer	Lecturer Maier Veronica, PhD - veronica.maier@enm.utcluj.ro				
2.3 Teachers in charge of seminars / Laboratory/project	-				
2.4 Year of study	IV	2.5 Semester	7	2.6 Type of assessment (E - exam, C - colloquium, V – verification)	C
2.7 Subject category	Formative category: DF – fundamental, DS – specialty, DC – complementary				DC
	Optionality: DOB – mandatory, DOP – optional (alternative), DFA – optional (free choice)				DOB

3.Estimated total time

3.1 Number of hours per week	2	of which, course:	2	applications:	-
3.2 Total hours in the curriculum	28	of which, course:	28	applications:	
a) Individual study					hours
b) Manual, lecture material, and notes, bibliography					6
c) Supplementary study in the library, online, and in the field					8
d) Preparation for seminars/laboratory works, homework, reports, portfolios, essays					4
e) Tutoring					2
f) Exams and tests					2
g) Other activities					
3.3 Total hours of individual study	22				
3.4 Total hours per semester	50				
3.5 Number of credit points	2				

4.Pre-requisites (where appropriate)

4.1 Curriculum	Not the case
4.2 Competence	Not the case

5.Requirements (where appropriate)

5.1 For the course	The existence of multimedia equipment
5.2 For the applications	Not the case

6. Specific competences

6.1 Professional competences	• Apply basic management principles and methods in organizational contexts. • Apply planning, organizing, coordinating, and controlling methods to professional activities and projects. • Use relevant information and data to support managerial analysis and decision-making. • Apply effective communication methods in professional and organizational contexts.
6.2 Cross competences	• Think analytically and solve problems in professional contexts. • Work effectively and responsibly in teams. • Communicate effectively in professional and organizational contexts. • Demonstrate autonomy in learning and professional development.

7. Expected Learning Outcomes

Knowledge	Upon completion of the course, the student will be able to: • define and explain fundamental management concepts and managerial functions, including planning, organising, coordinating, and controlling; • describe the internal and external environment of an organisation; • identify organisational structures and managerial roles; • explain the principles and forms of business communication, including written, oral, and behavioural communication; • describe communication processes, barriers to effective communication, and basic conflict management concepts; • explain the principles of assertive communication and professional interaction.
Skills	Upon completion of the course, the student will be able to: • apply basic management methods and techniques in organisational and decision-making contexts; • analyse the organisational environment and evaluate its impact on managerial activities; • apply effective communication techniques in professional and team settings; • prepare and structure professional written documents, including CVs, reports, and business correspondence; • identify and evaluate communication barriers and propose appropriate solutions; • apply appropriate conflict management strategies in simulated or real organisational situations.
Responsibilities and autonomy	Upon completion of the course, the student will be able to: • assume appropriate roles and responsibilities within a team and contribute effectively to collaborative tasks; • apply ethical and professional communication practices in academic and organisational contexts; • demonstrate autonomy in learning and use relevant resources for personal and professional development; • adapt communication and behaviour to different professional and organisational contexts.

8. Discipline objectives (as results from the *key competences gained*)

8.1 General objective	To understand and apply fundamental management and organisational communication concepts, principles, methods, and techniques.
8.2 Specific objectives	• To understand managerial functions, roles, and organisational structures. • To apply basic methods and techniques to support managerial decision-making. • To develop the ability to use relevant management methods and managerial creativity techniques. • To apply effective communication techniques in team and organisational contexts. • To analyse the internal and external environment of an organisation. • To understand the relationship between leadership and communication.

9. Contents

9.1 Lecture (syllabus)	Teaching methods	Notes
Introduction in management: management concept, managerial functions, the managers, challenges confronting contemporary management	• multimedia presentation, • interactivity by exemplifying the presented concepts, • using the question-answer method during the course, • discussing case studies, • playing thematic strategy games, • interactive lectures; • short projects made by students in teams of 2-3 and discussed in class	2h
Organization’s internal environment		2h
External environment (general and specific external environment)		4h
Planning		2h
Organizing		2h
Coordinating and motivating people		2h
Controlling and performance assessment		2h
Business communication (definition, objective, functions)		2h
Types of communication		2h
Communication barriers		2h
Conflict and conflict management		2h
Assertive communication		2h
Written business communication		2h
Looking for a job (CV, interview, letter of recommendation, etc.)		2h
Bibliography:		
1. Bell, A.H., Smith, D.M., Management communication, 2nd ed., John Wiley&Sons Inc., 2006 2. Catana D., Dobra Constantinescu A., Management in Power Point, UTPRES 2004 3. Constantinescu A., Anastasiu L., Bodi Ș., Câmpean E., Cîrstea Ș., Coțiu M. A., Lobonțiu G., Maier V., De la idee la afacere: Drumul antreprenorial al unui inginer, Editura UT Press, Cluj-Napoca, 2023, ISBN 978-606-737-671-5, cap. 7 Strategia de MK, p.123-141 (152 total -19 p. ACD), tiraj 100 ex., https://biblioteca.utcluj.ro/files/carti-online-cu-coperta/783-5.pdf 4. Constantinescu A., Maier V., Lobontiu G., Anastasiu L., Coțiu M. A., Cîrstea Ș, Bodi Ș., Câmpean E, Meza S., Sechel I. Metode antreprenoriale pentru domeniul tehnic. Managementul creșterii unei firme mici, Editura UT Press, Cluj-Napoca, 2024, 220 p. ISBN 978-606-737-736-1, https://biblioteca.utcluj.ro/files/carti-online-cu-coperta/785-9.pdf 5. Fournier, C., 2017. <i>The Manager's Path: A Guide for Tech Leaders Navigating Growth</i>. Sebastopol, CA: O'Reilly Media 6. Jones,G.R., George J.M., Contemporary management, Second edition, McGraw-Hill, 2000 7. Nicolescu, O. Fundamentele managementului organizației, Editura Universitară, 2008 8. O'Rourke, J. S. (2023). <i>Management Communication: A Case Analysis Approach</i> (7th ed.). Routledge 9. Young, D.J., Fundations of Business Communication, NcGraw-Hill, 2006		
Virtual course material:		
1. Maier Veronica, Management and communication course, 2026, Teams		

10. Bridging course contents with the expectations of the representatives of the community, professional associations, and employers in the field

The course takes into consideration the requirements and expectations of the business environment.

11. Evaluation

Activity type	Assessment criteria	Assessment methods	Weight in the final grade
Course	The students answer open-ended and closed questions; active involvement during the course; continuous assessment throughout the semester through periodic in-class tests.	Written exam, periodic in-class tests, and ongoing assessment of student participation	100%
Applications	-	-	-

Minimum standard of performance:

Requirement for the credits: N>5

For grade 5, students must know the following: the organization's internal and external environment, the four managerial functions, Porter's five competitive forces, the communication process, knowledge related to conflict management in an organization, and assertive communication.

Date of filling in:	Responsible	Title First name Last name	Signature
	Course	Lecturer PhD. Veronica MAIER	
	Applications	-	

Date of approval in the department

Head of department,
Prof.dr.eng. Rodica Potolea

Date of approval in the Faculty Council

Dean,
Prof.dr.eng. Vlad Mureșan