

## 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	Automation
1.4	Field of study	System Engineering
1.5	Cycle of study	Bachelor of Science
1.6	Program of study/Qualification	Automation and Applied Informatics/ Engineer
1.7	Form of education	Full time
1.8	Subject code	37.00 AIA En

### 2. Data about the subject

2.1	Subject name	Management and communication					
2.2	Subject area	Management					
2.3	Course responsible/lecturer	Lecturer Veronica Maier, PhD - <a href="mailto:veronica.maier@enm.utcluj.ro">veronica.maier@enm.utcluj.ro</a>					
2.4	Teachers in charge of seminars	-					
2.5	Year of study	III	2.6 Semester	V	2.7 Assessment	Summative	2.8 Subject category Compulsory

### 3. Estimated total time

3.1	Number of hours per week	2	3.2 of which, course:	2	3.3 applications:	-
3.4	Total hours in the curriculum	28	3.5 of which, course:	28	3.6 applications:	
Individual study						hours
Manual, lecture material and notes, bibliography						6
Supplementary study in the library, online and in the field						8
Preparation for seminars/laboratory works, homework, reports, portfolios, essays						4
Tutoring						2
Exams and tests						2
Other activities						
3.7	Total hours of individual study	22				
3.8	Total hours per semester	50				
3.9	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

Professional competences	<ul style="list-style-type: none"> <li>• Elaboration and implementation of organizational strategies.</li> <li>• Knowledge of the managerial system, as a whole.</li> <li>• Identifying, selecting and using methods/tools for planning, organizing, coordinating, controlling.</li> <li>• Use of databases, information and knowledge in the application of managerial methods, techniques and procedures.</li> <li>• Knowing and understanding the basics of different forms of communication within the organization (written, oral and behavioral communication)</li> </ul>
Cross competences	<ul style="list-style-type: none"> <li>• Identifying roles and responsibilities in a work team and applying communication techniques and effective work within the team.</li> <li>• Identifying continuous training opportunities and effectively capitalizing on learning resources and techniques for personal development.</li> <li>• Knowledge, understanding, analysis and use of concepts, theories, principles and fundamental methods of administration/management of all company resources, respectively the environment.</li> </ul>

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

7.1	General objective	Understand, assimilate and use of basic management and communication concepts, principles and techniques
7.2	Specific objectives	<ul style="list-style-type: none"> <li>• Understanding and mastering managerial functions and roles.</li> <li>• Exemplification of concrete situations in which the methods and techniques for substantiating managerial decisions are used.</li> <li>• Acquiring the ability to use the most important management methods and managerial creativity techniques.</li> <li>• Use of effective communication techniques in the group and organization.</li> <li>• Understand the organization's internal and external environment.</li> <li>• Understand the link between leadership and communication.</li> </ul>

## 8. Contents

8.1. Lecture (syllabus)		Teaching methods	Notes
1.	Introduction in management: management concept, managerial functions, the managers, challenges confronting contemporary management	<ul style="list-style-type: none"> <li>• multimedia presentation,</li> <li>• interactivity by exemplifying the presented concepts,</li> <li>• using the questions-answer method during the course,</li> <li>• discussing case studies,</li> <li>• playing thematic strategy games,</li> <li>• interactive lectures;</li> </ul>	2h
2.	Organization's internal environment		2h
3.	External environment (general and specific external environment)		4h
4.	Planning		2h
5.	Organizing		2h
6.	Coordinating and motivating people		2h
7.	Controlling and performance assessment		2h
8.	Business communication (definition, objective, functions)		2h
9.	Types of communication		

10.	Communication barriers	● short projects made by students in teams of 2-3 and discussed in class	2h
11.	Conflict and conflict management		2h
12.	Assertive communication		2h
13.	Written business communication		2h
14.	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. Jones,G.R., George J.M., Contemporary management, Second edition, McGraw-Hill, 2000			
4. Nicolescu, O. Fundamentele managementului organizației, Editura Universitară, 2008			
5. Young, D.J., Foundations of Business Communication, NcGraw-Hill, 2006			

**9. 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.

**10. Evaluation**

Activity type	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight in the final grade
Course	The students answer open-ended and closed questions; involvement during the course	Written exam	100%
Applications	-	-	-
10.4 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, 25.02.2025

Teacher in charge of lectures  
Lecturer Veronica Maier, PhD

Date of approval in the department

Head of department  
Prof. Eng. Vălean Honoriu Mugurel. PhD

Date of approval by the Faculty Council

Dean  
Prof.dr.ing. Vlad Muresan