

DISCIPLINE RECORD
Academic year 2025/2026**1. Information about the program**

University	Constanta Maritime University
Faculty	Navigation and Maritime Transport
Department	Management in Transport
Domain of study	Engineering and Management
Academic level	Master
Study programme/ qualification	Business Administration in Transport

2. Information about discipline

Course title	Business Communication and Media				
Lecture tenured	Assoc.Prof Simona MINA PhD				
Application tenured	Assoc.Prof Simona MINA PhD				
Year of study	V	Semester	I	Type of examination	V+P
Conditions of discipline	Course category: DF – Fundamental subjects, DS – Specialization subjects, DC – Complementary subjects				DC
	Course type: DOB – compulsory subjects; DOP – elective subjects; DFA – optional subjects				DFA

3. The total time estimated

I a) Number of hours per week	5	Course	2	Seminar	1	Laboratory		Project	2
I b) Total hours per semester from the curriculum	70	Course	28	Seminar	14	Laboratory		Project	28

II Time distribution for the semester:	ore
II a) Study after manual, course support, bibliography and notes	25
II b) Additional documentation in library, specialized electronic platforms	20
II c) Training seminars / labs, homework, essays, portfolios and essays	10
III Tutorial	12
IV Examinations	2
V Other activities:	

Total hours of individual study II (a+b+c)	55
Total hours per semester (Ib+II+III+IV+V)	139
Number of credits	5

4. Prerequisites (if necessary)

Curriculum	Management knowledge and skills; marketing knowledge and skills
Expected learning outcomes	Organizational behaviour; communication skills

5. Conditions (if necessary)

Progress of the course	ppt presentations; public exposes	
Progress of application	Seminar	Case studies; playing roles
	Laboratory	
	Project	

6. Objectives of discipline (based on the grid of specific skills acquired – no7)

The overall objective of discipline	
The specific objectives of discipline	<ul style="list-style-type: none"> • Ability to develop work teams • The ability to make yourself known through networking skills, diversity Ability to manage crisis and conflict situations in which graduates may be involved • Develop skills of alumni relations, in terms of diversity and multilingualism • Ability to make yourself known through networking skills, in terms of diversity

- Ability to manage crises and conflicts in which graduates may be involved
 - Implementation of proper leadership complements management systems
 - Develop participative leadership styles, team spirit, motivation, determination and commitment on going work tasks
- Developing communication skills in working groups

7. Expected learning outcomes:

No.	Knowledge	Skills	Responsibility and autonomy
1	The student understands techniques for financial risk assessment.	The student analyzes internal organizational processes.	The graduate independently proposes risk mitigation strategies.
2	The student is aware of trends and innovations in the transport sector.	The student conducts qualitative and quantitative market research.	The graduate leads initiatives to improve the quality of transport services.
3	The student masters ICT solutions applicable to business problems.	The student advises on strategic business decisions based on data analysis.	The graduate assumes responsibility for implementing ICT innovations.
4	The student comprehends organizational behavior and needs analysis.	The student builds and maintains effective business relationships.	The graduate identifies and reports previously undetected organizational needs.
5	The student knows the principles of financial performance evaluation.	The student accurately interprets complex financial statements.	The graduate manages financial risk with autonomy.
6	The student analyzes external factors impacting the business environment.	The student performs SWOT and PESTEL analyses.	The graduate recommends innovations in current business practices.
7	The student understands quality assurance standards in transport services.	The student ensures compliance with quality and safety metrics.	The graduate is responsible for continuous service quality improvement.
8	The student has knowledge of project management methodologies.	The student applies modern economic and decision-making techniques.	The graduate initiates and manages projects with minimal supervision.
9	The student is knowledgeable about ethical principles in engineering management.	The student communicates technical information clearly to diverse audiences.	The graduate promotes ethical and social responsibility in professional practice.
10	The student masters techniques for data acquisition and processing.	The student evaluates business performance through financial indicators.	The graduate takes responsibility for continuous professional development.

8. Competences covered by the discipline, according to the diploma supplement

Professional competences	<ul style="list-style-type: none"> • Provides advice on efficiency improvements • Analyzes external factors affecting companies <ul style="list-style-type: none"> • Negotiates with stakeholders • Adapts to changing situations • Exercises results-oriented leadership towards colleagues <ul style="list-style-type: none"> • Assesses financial viability • Ensure project management • Performs quality control • Ensures continuous training for audits • Focuses on innovation in current practices <ul style="list-style-type: none"> • Manage contracts • Plans transport operations • Port operations manager
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Transversal
competences

- Create risk reports
- Seek innovation in current practices
- Propose ICT solutions to business problems

9. Contents

Course	Nr. hours	Teaching methods	Obs.
1.Construction of messages. Persuasion within the relates	2		
2.Distorsion in creating and difusion of the messages.	2		
3. Managerial communication and business communication	2		
4. Formal communication within organizations.	2		
5.Typologies of clients within the business relate	2		
6. Palo Alto School. Principals, axioms, objectivesin the communication's process	2		
7. Communicational transactions.	2		
8.Multicultural and multilingual characteristics in communication within media channels	2		
9. Double/hidden transactions.	2		
10. Stamp collections.	2		
11. Communication's conflicts	2		
12.Transaction analysis of the interpersonal communication	2		
13. Conflicts within the organizations' management	2		
14. Misunderstandings in media messages	2		

Bibliography

Ambler M. (coord.), Managing mobility matters – a European perspective, Price Waterhouse Coopers, 2002
 Bancroft N. H., Implementing SAP R/3, How to introduce a large system into a large organization, Manning, Greenwich, 1996
 Burdus E., Caprarescu Gh., Androniceanu A., Miles M., Management for organizational changes, Ed. Economica, Bucharest, 2000
 Cornelius H., Faire S., The science of solving conflicts, 2nd edition, Ed. Stiinta si Tehnica (Science and Technology), Bucharest, 2000
 Daniels C.A., The perfomance of management- strategies in obtaining maximum results from your employees, Ed. Polirom, 2007
 Koontz H., Odonnell C., Wehrich H., Management, 8th edition, McGraw Hill Book Company, N.Y., 2004
 Larson Ch. U., Persuasion, reception, and responsibility, Ed. Polirom, Iasi, 2003
 Luthans F., Organisational bahviour, McGraw-Hill Book Company, New York, 2003
 Popescu D., Dolle M.P., Chivu I., d'Eyrames S., Business communication and negotiation – Ed. Economica, Bucharest, 2002
 Stanton N., Communication, Ed. Societatea Stiintifica si Tehnica – S.A., Bucharest, 2001
 Vlasceanu M., Organizations and organizational culture, Ed. Trei, Bucuresti, 1999
 Zlate M., Leadership and management, Ed. Polirom, Iasi, 2004
 Wilmot W., Hocker L.J, Interpersonal conflict, McGraw-Hill, London, 1997

Selective bibliographyCourse notes available on the platform campus.cmu-edu.eu**Additional Notes**

- Students may take photographs or make audio-video recordings in classrooms where teaching activities are conducted **only with the consent of the instructor and under the conditions established by the instructor.**
- Upon entering the classroom, students are kindly requested to **switch their mobile phones to silent mode and refrain from using them during classes.**
- All materials received by students, either directly or through postings on the platform *campus.cmu-edu.eu*, are subject to **national and international copyright legislation.** These materials may be used by students **solely for educational purposes.** Any other use or posting on publicly accessible websites without the consent of the copyright holder may be punished in accordance with **Law no. 8/1996 on copyright and related rights** and the **Berne Convention.**

Application (Seminar / laboratory / project)	Nr. hours	Teaching methods	Obs.
1 Communication within the work groups. Institutional efficiency and efficacy.	2		
2 Content analysis of a business plan	2		
3 Organizational culture. The methaphores' system and the specific organizations' language	2		
4 Informal communicational networks.	2		

5	Control and counteracting mechanisms	2		
6	The theory and analysis of conflicts.	2		
7	Managing crisis and conflict situations within the relate with clients	2		
Bibliography				
<p>Ambler M. (coord.), Managing mobility matters – a European perspective, Price Waterhouse Coopers, 2002 Bancroft N. H., Implementing SAP R/3, How to introduce a large system into a large organization, Manning, Greenwich, 1996 Burdus E., Caprarescu Gh., Androniceanu A., Miles M., Management for organizational changes, Ed. Economica, Bucharest, 2000 Cornelius H., Faire S., The science of solving conflicts, 2nd edition, Ed. Stiinta si Tehnica (Science and Technology), Bucharest, 2000 Daniels C.A., The performance of management- strategies in obtaining maximum results from your employees, Ed. Polirom, 2007 Koontz H., Odonnell C., Weihrich H., Management, 8th edition, McGraw Hill Book Company, N.Y., 2004 Larson Ch. U., Persuasion, reception, and responsibility, Ed. Polirom, Iasi, 2003 Luthans F., Organisational behaviour, McGraw-Hill Book Company, New York, 2003 Popescu D., Dolle M.P., Chivu I., d'Eyrames S., Business communication and negotiation – Ed. Economica, Bucharest, 2002 Stanton N., Communication, Ed. Societatea Stiintifica si Tehnica – S.A., Bucharest, 2001 Vlasceanu M., Organizations and organizational culture, Ed. Trei, Bucuresti, 1999 Zlate M., Leadership and management, Ed. Polirom, Iasi, 2004 Wilmot W., Hocker L.J., Interpersonal conflict, McGraw-Hill, London, 1997</p>				
Selective bibliography				
Seminar notes available on the platform campus.cmu-edu.eu				
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Application (project)	Nr. hours	Teaching methods	Obs.
Carry out a campaign to restore the altered image of an institution in a situation of crisis and conflict	14	Case study	
Media image crisis management	10	Case study	
Restoring the image of an organization through the strategy of humiliation and strategies of public support	4	Public expose	
Bibliography			
<p>Cornelius H., Faire S., The science of solving conflicts, 2nd edition, Ed. Stiinta si Tehnica (Science and Technology), Bucharest, 2000 Daniels C.A., The performance of management- strategies in obtaining maximum results from your employees, Ed. Polirom, 2007 Koontz H., Odonnell C., Weihrich H., Management, 8th edition, McGraw Hill Book Company, N.Y., 2004 Larson Ch. U., Persuasion, reception, and responsibility, Ed. Polirom, Iasi, 2003 Luthans F., Organisational behaviour, McGraw-Hill Book Company, New York, 2003 Popescu D., Dolle M.P., Chivu I., d'Eyrames S., Business communication and negotiation – Ed. Economica, Bucharest, 2002 Stanton N., Communication, Ed. Societatea Stiintifica si Tehnica – S.A., Bucharest, 2001</p>			
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10. The corroboration of contents of discipline with expectations epistemic community representatives, professional associations and representative employers in the corresponding program

The course is developed according to syllabus items, including new information. Teaching is done using practical examples, like pictures, schemes, diagrams, also performing of practical calculus. During the teaching process, questions related to learned knowledge are addressed to the students, within brainstorming sessions and focus-groups.

11. Examination

Type of activity	Examination Criteria	Methods of examination	Percentage of final grade
Course	Synthesis capacity and response to the indicated topics	open questions to which the candidate is answering	60%
Seminar	Direct and active involvement in the conduct of seminars	Elaboration of papers, response to intermediate tests	20%
Laboratory			
Project	Drafting responses to project requirements	Analysis of the elaborated project	20%

Minimum performance standards

- **Ability to develop work teams**
- **Ability to make yourself known through networking skills, in terms of diversity**
- **Ability to manage crises and conflicts in which graduates may be involved**
- **Ability to create and interpret correctly messages that you have received or transmit**

Grading Requirements

Minimum score required: **50 points: 50-54->nota 5; 55-64-> nota 6; 65-74-> nota 7; 75-84-> nota 8; 85-94-> nota 9; 95-100-> nota 10**

Additional Notes

- A **midterm exam** may be organized during the semester.
- If a student participates in **conferences** (student, local, national, or international) or **competitions** (national or international) related to the subject of this course, they may receive **additional points or equivalence for certain assignments, papers, and/or attendance**, depending on the results obtained.
- During written examinations, students are **not allowed to use mobile phones or any other electronic devices, except for simple scientific calculators**.

Minimum performance standards

Fulfilment of the assigned tasks at a 50% level

Date of completion	Signature of lecture tenured	Signature of application tenured
23.09.2025	Assoc.Prof Simona MINA PhD	Assoc.Prof Simona MINA PhD

Date of approval in the department	Signature of Director of Department
26.09.2025	Lector univ.dr. Ana-Cornelia Olteanu

Date of approval in the faculty council	Signature of Dean
29.09.2025	Conf.univ.dr.ing. Nicoleta Acomi