

THE FACULTY OF COMMUNICATION SCIENCES

COMPETENCES OF UPT GRADUATE IN:

Fundamental domain: **Social Sciences**

Master's degree study programme:

Business Communication

(Master's study field: Communication Sciences)

Nr. crt.	COMPETENCES
PROFESSIONAL COMPETENCES	
C1	Identifying and using the language, methodologies, and specialised knowledge in the field of business communication
C2	Identifying and using communication strategies, methods, and technologies in order to efficiently and creatively solve problems in the business environment and public sphere
C3	Planning and running communication and PR campaigns in the business environment
C4	Efficient networking in order to solve real problems in the business environment
C5	Business planning and management
TRANSVERSAL COMPETENCES	
C1	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
C2	Applying efficient work techniques in multidisciplinary teams in order to carry out certain tasks on hierarchical tiers, specific to business communication
C3	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.