COURSE GUIDE – EXTENDED FORM

Academic year 2026 – 2027

1. Program information

1.1 University	"Gheorghe Asachi" Technical University of Iasi
1.2 Faculty	"Cristofor Simionescu" Faculty of Chemical Engineering and Environmental Protection
1.3 Department	Organic, Biochemical and Food Engineering
1.4 Field	Chemical Engineering
1.5 Study level	Master
1.6 Specialization	Chemical and Biochemical Process Technology - CBPT

2. Course information

2.1.1 Course name				Management and communication in industry			
2.1.2 Course code				514.2.	2.1.3. Course category Fundamental/Specialized/Complementary)		DS
2.2 Course instructor				Professor PhD Eng Daniela Şuteu			
2.3 Course instructors for applied activities (S, L, P, Pr)				Professor PhD Eng Daniela Şuteu			
2.4 Year of study [2]	1	2.5 Semesterl[3]	1	2.6 Evaluation type[4]	E	2.7 Course type [5]	DOP

3. Amount of time estimated for course activities (hours / term)

3.1 Hours /week	2	3.2 course	1	3.3a sem.	0	3.3b laboratory	0	3.3c project	1	3.3.d. practice	0
3.4 Total hours from curriculum[6]	28	3.5 course	14	3.6a sem.	0	3.6b laboratory	0	3.6c project	14		

Time spent for related activities[7]	Hours
Study of recommended books, course support, scientific papers and course notes	20
Study in library and practical skills development	10
Preparation of seminars / laboratory works / project phases / home works / presentations	20
Evaluation[8]	3
Other activities:	

3.7 Total hours of individual study [9]	50
3.8 Total hours per semestre[10]	91
3.9 Number of credits	3

4. Prerequisites (optional)

4.1 curriculum[11]	-
4.2 learning outcomes	-

5. Requirements

5.1 Conditions for course delivery[12]	Whiteboard, video projector, specific materials will be used. Students must attend the course with their mobile phones turned off.
5.2 Project requirements[13]	- free discussions with different guests from the entrepreneurial field on topics established together with the students

6. Overall objective of the course

The course aims to provide students with the ability to use cutting edge theoretical and practical knowledge in the field of management and communication in engineering as a basis for the development and/or original application of ideas. It also aims to learn useful skills in communication in meetings, presentations of objectives and internal or external meetings.

7. Learning outcomes

Knowledge	The student / graduate: - describes the role of management and communication in development of the performance of industrial activity - explains the basic concepts, phenomena, theories, models, methods and techniques specific to industrial management and comunication - knowledge of key issues in the field of engineering management and communication and the area of interference between fields
Skills	The student / graduate: - developing marketing, communication and sales strategies based on acquired communication and negotiation skills - analyses a specific situation in the company and looks for ways to solve it - critically evaluates the role of communication at the company/industrial level in developing/avoiding management problems - learning useful skills in communication in meetings, presentations of objectives and internal or external meetings - create solutions for specific problems in industrial management using the principles of operative management
Responsibility and autonomy	The student / graduate: - respects ethical principles, standards, and values in the correct and timely completion of professional tasks, by adopting a rigorous, efficient, and responsible work strategy in decision-making and problem-solving; - assumes responsibility for contributing to professional knowledge and practices and/or for reviewing the strategic performance of teams; - engages in continuous professional development in their field by appropriately using effective lifelong learning methods and techniques.

8. Teaching methods

The teaching process will involve participatory lectures and debates, supported by PowerPoint presentations made available to students. These presentations include images and diagrams to make the information easier to understand and assimilate. Each lecture will begin with a brief review of the topics covered in the previous session.

The teaching method is also based on discovery learning models, facilitated through both direct and indirect exploration of reality (e.g., experiments, demonstrations, modelling). Additionally, action-based methods will be employed, such as practical exercises, hands-on activities, and problem-solving tasks.

9. Course content

9. 1. Courses[15]	**Teaching methods**	**Time allocation**
9.1.1. Business management: particularities of management functions in small and medium enterprises; forecasting in small and medium enterprises; organization in small and medium enterprises; coordination in small and medium enterprises; control in small and medium enterprises; human resources management in small and medium enterprises.	Interactive lecture Guided discussions Clarifying explanations	4 hours
9.1.2. Business development management: production management and quality control, supply and inventory control, risk management, growth management, penetration of foreign markets, business promotion techniques, organizational management, change management.		4 hours
9.1.3. What is communication? The specifics of internal communication and its role in structuring organizational culture; Types of institutions and the internal communication circuit: temple institutions, Y institutions, star constellation institutions, linear institutions; Barriers in internal communication: formal communication versus informal communication (virtues, defects, imbalances, complementarity), hermeticism and secrecy, non-management of communication, flawed interpersonal and interdepartmental relationships, etc.; Internal communication, an essential factor in the solidarity of staff with the organization; Techniques and methods for correcting and improving organizational communication.		4 hours

9.1.4. Communication and leadership		2 hours
Course bibliography: 1. Sorina Raula Girboveanu, Dumitru Constantinescu, Comunicare organizationala, Editura: PRO UNIVERSITARIA, Bucuresti, 2021 2. Marc Helmold, Successful Management Strategies and Tools. Industry Insights, Case Studies and Best Practices, 1st ed., Springer Nature Switzerland AG, 2021 3. Ghenea M., Antreprenoriat. Drumul de la idei catre oportunitati si succes in afaceri, Editura Universul Juridic, Bucuresti, 2011 4. Thomas Klikauer, Management Communication. Communicative ethics and action, Palgrave Macmillan London, 2008		
9.2c Project	Working methods [17]	Observations, Time allocation
9.2.c.1. Free debates with topics selected according to the target group (student group) in the field of management and industrial communication	Free discussions with specialists in the field active in the private sector or in state-owned enterprises	10 hours
9.2.c.2. Physical support of the project carried out with the theme of solving a management problem applying the principles of effective communication		3 hours
9.2.b.5. Final evaluation		1 hours
Bibliography for applied activities (seminar / laboratory / project): 1. Dan Candea, Rodica M, Candea, Comunicarea manageriala aplicata, Editura: Editura Expert, 1998		

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation method		10.3 Percentage of the final grade
10.4 Type of evaluation: Final Exam / Assessment	*Completeness and correctness of knowledge.* *Logical coherence, fluency, strength of argumentation.* *Capacity for analysis, personal interpretation, originality, creativity.* *Degree of mastery of specialized terminology and communication skills.* *Ability to apply acquired skills.* *Ability to process data and solve given problems.*	*Systematic observation of students (individual/team assignments – assignments must be completed during the week between lectures, preparation of a report – case study).*	*50 %*	50%
		Summative assessment test (final evaluation).	*50 %*	
10.5c Laboratory	*Frequency / relevance of interventions or responses* *The quality of the realized project, the correctness of the project documentation, the justification of the chosen solutions*	*Completion of laboratory sheets (all lab works must be completed, allowing the makeup of only one missed lab work);* *Assessment test (laboratory colloquium).*		50%
10.6 Conditions for passing				
The final evaluation result for a course is determined by considering the scores and weights assigned to each activity within the course. Whole-number grades from 10 to 1 will be awarded, with a grade of 5 certifying the achievement of the minimal learning outcomes required for the course and the awarding of the corresponding study credits. Supporting the activity is possible online and on site, depending on specific conditions. Also, the evaluation in all the forms included in the discipline file will be able to be performed in the on-site or online version depending on the epidemiological situation.				

Date: 3.09.2025
Course instructor: Professor PhD Eng Daniela Șuteu
Course instructors for applied activities: Professor PhD Eng Daniela Șuteu

Date of approval by the department: 5.09.2025

Head of Department
Associate professor Corina Cernatescu

Date of approval by the Faculty Council: 8.09.2025

Dean,

Professor Teodor Malutan

[1] *Bachelor's / Master's degree.*
[2] *For Bachelor's: 1-4; for Master's: 1-2.*
[3] *For Bachelor's: 1-8; for Master's: 1-4..*
[4] *Exam (E), assessment (A) – according to the curriculum.*
[5] *DOB – mandatory course, DOP– optional course, DFA– elective course;*

[6] *Duration equals 14 weeks multiplied by the number of hours listed at point 3.1 (similarly for points 3.5 and 3.6abc).*
[7] *The lines below refer to individual study; total is completed at point 3.7.*
[8] *Between 2 and 6 teaching hours, not included in individual study..*
[9] *Total number of individual study hours (sum of values from previous lines).*
[10] *Total of direct teaching hours (3.4) plus individual study hours (3.7); must equal the number of credits (3.9) multiplied by 27 hours per credit.*
[11] *Prerequisite courses that must be passed previously or their equivalents are indicated.*
[12] *Teaching resources: blackboard, video projector, flipchart, specific teaching materials, etc.*
[13] *Technical equipment: computers, software packages, experimental stands, etc*
[14] *Learning outcomes presented as knowledge, skills, responsibility, and autonomy specific to the course, aligned with level 7 of the National Qualifications Framework (NQF) and adapted to the type of university program. For research master's programs, these include competences necessary for conducting independent scientific research (https://www.aracis.ro/wp-content/uploads/2025/07/Standarde-specifice-masterat.pdf).*
[15] *Titles of chapters and paragraphs.*
[16] *Teaching methods: discussions, debates, presentations and/or paper analyses, exercises and problem solving.*
[17] *Practical demonstrations, exercises, experiments*.
[18] *Case studies, demonstrations, exercises, error analysis, etc*.