### COURSE CATALOGUE 2016-2017

**Field:** Business Administration  
**Programme:** Business Administration  B.A. in Business Administration  
**Length of studies:** 3 years (6 semesters)  
**Number of ECTS Credits:** 180 + 20 for the B.A. Thesis  
**Languages of teaching:** Romanian (English/French tutoring available for Erasmus students)  
**Form of education:** Full-time

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**Field:** Marketing  
**Programme:** B.A. in Economic Sciences  
**Length of studies:** 3 years (6 semesters)  
**Number of ECTS Credits:** 180 + 20 for the B.A. Thesis  
**Languages of teaching:** Romanian (English/French tutoring available for Erasmus students)  
**Form of education:** Full-time

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COURSE CATALOGUE 2016-2017

Field: **FINANCE**  
Programme: **Bachelor's Degree Programme in Banking and Finance**  
Length of studies: **3 years (6 semesters)**  
Number of ECTS Credits: **180 +20 for the B.Sc. Thesis**  
Languages of teaching: **Romanian (English/French tutoring available for Erasmus students)**  
Form of education: **Full-time**

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# COURSE CATALOGUE 2016-2017

Field: **ACCOUNTING**  
Programme: **Bachelor’s Degree Programme in Management Accounting and Computer Science**  
Length of studies: **3 years (6 semesters)**  
Number of ECTS Credits: **180 +20 for the B.Sc. Thesis**  
Languages of teaching: **Romanian (English/French/German tutoring available for Erasmus students)**  
Form of education: **Full-time**  

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SYLLABUS

MICROECONOMICS
Course code: AA 111
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iulian Bogdan DOBRA, PhD
Full time studies

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COURSE AIMS:
This course covers several topics related to microeconomics. This introductory course teaches the fundamentals of microeconomics. Also, topics include consumer theory, producer theory, and the behaviour of firms, market equilibrium, monopoly, issues about costs of production, completion, price, and the role of the government in the economy, allocation of net income.

COURSE CONTENTS:
CH 1. Introduction to Political Economy
CH 2. Economic Activity - The Main Form Social Action
CH 3. General Characteristics of Exchange Economy
CH 4. The Modern System of Market Economy
CH 5. Production Factors and Their Use
CH 6. Costs of Production
CH 7. Market, Competition, Price
CH 8. Allocation of Net Income

TEACHING METHODS:
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

LEARNING OUTCOMES:
• To provide an introduction to fundamentals of microeconomics;
• The course is intended both for graduate students who wish to develop a solid background in game theory in order to pursue research in the applied fields of economics and related disciplines, and for students wishing to specialize in economic theory;
• To give an introduction and to learn, judge, make decisions, have a personal opinion or interpretation to some of the main subjects in this field: economic activity, exchange economy, market economy, production factors, cost production, competition, price, net income.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%; Verification during semester – 30%.

RECOMMENDED READING:
• JOHN LANCELOT SHADWELL, (1877), “A system of political economy”, Chapter I, page 1, Trubner and Co., Ludgate Hill;
• ADAM SMITH, (1920), “The Wealth of Nations” BOOK I, Chapter IV, page 66; P.F. Collier and son, New York, USA;
• POPPA DORINA, KISS MELINDA & SZIKI KLARA, “Contemporary approaches of company performance analysis based on relevant financial information” University of Oradea, faculty of Economic;
• HERBERT J. DAVENPORT “Economics of enterprise” (1968), Chapter II, page 19; Chapter III, page 28 Augustus M. Kelley, New York, USA;
The Faculty of Economic Sciences

MATHEMATICS APPLIED IN ECONOMICS

Course Code: AA 112
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Lucia Căbulea, PhD
Seminar tutor: Dorin Wainberg, PhD
Full time studies

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving a credit for a course | Number of ECTS credits allocated
--- | --- | --- | --- | --- | ---
Class | 56 | 4 | 1 | Grade | 6

COURSE AIMS:
This course is designed to introduce students to various topics in mathematics and uncertainty that they will encounter in economics sciences. The concepts are illustrated with actual examples from the specialized literature. Exercises are designed to encourage the student to begin thinking about applied mathematics within a theoretical context. Today, the theory of applied mathematics has found many applications in economics. In this course, the students will learn the basic terminology and concepts of applied mathematics in economics. Mathematics is increasingly important in terms of the expression and communication of ideas in economics. A thorough knowledge of mathematics is indispensable for understanding almost all fields of economics, including both applied and theoretical fields. Especially understanding of elements of calculus and linear algebra are crucial to the study of economics. This class is designed to provide the appropriate mathematical tools for students who are interested in economics with policy concentration. The formal derivations of the mathematical tools needed will be the heart of this class. Economic concepts and models can often be easily and precisely described in terms of mathematical notation when words and graphs would fail or mislead us so the intent of this course is to teach you the language of mathematics and how to use it to better understand economics. Therefore, as applications of the mathematical concepts covered in class, examples and motivation will be drawn from important topics in economics.

ENTRY REQUIREMENTS:
-

COURSE CONTENTS:
Chapter 1. Linear Programming
1.1. Solving a linear programming problem
1.2. Duality. Dual simplex algorithm
1.3. Reoptimization of linear programming problems
1.4. Parametric linear programming
1.5. Transportation problems
1.6. Reoptimization of transportation problems
1.7. Parametric transportation problems
1.8. Special types of transportation problems
Chapter 2. Elements of financial mathematics
2.1. Simple interest
2.2. Compound interest
2.3. Annual installment payments (annuities)
2.4. Repayment of loans and borrowings

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
Modelling and solving some medium complexity level problems, using the mathematical and computer sciences knowledges.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper 50%; mid-term test 30%; seminar activities 20%.

RECOMMENDED READING:
- Dixit, A.K., Optimization in economics theory, Oxford University Press, 1990
- Carter, M., Mathematical Economics, MIT, Cambridge, 2001
BUSINESS LAW
Course Code: AA 113
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gânfâlean Ioan, PhD
Seminar tutor: -
Full time studies

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COURSE AIMS:
- Knowing, understanding and a correct using of fundamental ideas concerning concepts specific to Law.
- Integration in a coherent structure of main theorizations and value landmarks recognised in Law as well as in connected domains.

ENTRY REQUIREMENTS:
Introduction to Law; Introduction to General Elements of Law.

COURSE CONTENTS:
1. Introduction in Law.
2. Juridical Methodology.
3. The Concept of Business Law.
4. Law and State.
5. The Principles of Business Law.
6. The Functions of Business Law.
7. Juridical Norm.
8. The origins of Business Law.
10. Interpretation of Juridical Norms.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- retrieval of written sources on the Business Law;
- establishing general aspects in connection with the Business Law;
- the concrete issues in connection with the general views of Business Law.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper – 60%; continuous assessment – 40%.

RECOMMENDED READING:
MANAGEMENT
Course code: AA 114
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

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COURSE AIMS:
Students will learn to use specific management concepts that they will use in their economic practice.

COURSE CONTENTS:
1. Define management science and its study object
2. The general principles of company's management
3. Management developments worldwide and in Romania
4. The functions of company management course
5. Procedural Organizing of the company
6. Structural organization of the company
8. The company's pending decision
9. Information system of company
10. Systems, methods and management techniques
11. Management systems and general methods
12. Methods and techniques of management
13. Methods to stimulate creativity
14. Managers and managerial science

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge of students in general management
- Training of managerial economic thinking in terms of general management
- Acquisition systems, methods and techniques specific overall management

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
- Management Basics, Susan Quinn, e-Book, 2010
ECONOMIC INFORMATICS  
Course code: AA 115  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Cucu Ciprian, PhD  
Full time studies

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COURSE AIMS:  
Familiarizing students with the basic concepts of IT, especially with the ones used in economics.  
Specializing students using internet services and office applications - document processing, spreadsheet, presentations.

COURSE CONTENTS:  
1. Individual study through specific material  
The computing system  
- defining computing systems  
- the components of a computer system  
- types of computers  
Concepts Internet: Internet domains, websites  
Design documents and presentations: principles and recommendations  
Concepts for spreadsheets:  
- organizing and filtering data  
- mechanisms funciilor\t  
2. Tutorial activities and verification works - if necessary  
3. Assisted Activities  
Internet services  
- email configuration, e-mail clients  
- files sharing services, online applications  
Processing documents  
- formatting pages, paragraphs, using styles  
- arrange the images in documents  
- headers and footers  
- page breaks, automatically included contents and footnotes  
Spreadsheets  
- format cells  
- filters, sorts  
- simple functions

TEACHING METHODS:  
Lecture, Discussions.

LEARNING OUTCOMES:  
- Ensuring a minimum level of knowledge of students in general computer science  
- Acquisition systems, methods and techniques specific computer science in economics

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:  
Written test examination - 60%, Verification during the semester (project) - 40%.

RECOMMENDED READING:  
PSYCHOLOGY
Course code: AA 116
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Petrovan Ramona, PhD
Full time studies

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**COURSE AIMS:**
To familiarize the students with concepts and psychological theories

**COURSE CONTENTS:**
1. Cognitive processes
2. Learning
3. Motivation
4. Affective processes
5. Personality

**TEACHING METHODS:**
Lecture, Discussions.

**LEARNING OUTCOMES:**
Familiarize the students with psychological concepts and theories, stimulate interest in scientific psychology study
Forming an overall picture of human behavior and cognitive processes

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written test examination - 80%, verification papers- 20%.

**RECOMMENDED READING:**
- Hayes N, Orrell S (2010). Introducere în psihologie, Editura All
BUSINESS ENGLISH
Course Code: AA 117.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Assistant lecturer Maria Muresan
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business administration, tourism, commerce, marketing).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS:

COURSE CONTENTS:
S1. The Business of Business. Types of business (Unit 1, Unit 2)
1.1. Listening- preparing for a lecture
1.2. Listening-understanding lecture organization
1.3. Speaking- speaking from notes

S2. The Business of Business. The history of businesses (Unit 1, Unit 2)
2.1 Vocabularies focus-prefixes and suffixes
2.2. Vocabulary focus-words from general English with a special meaning in business
2.3. Listening-making lecture notes

S3. The Organization of Work. Structure of organizations (Unit 1, Unit 2)
3.1. Vocabulary focus-English-English dictionaries
3.2. Vocabulary focus-headwords, definitions, phonemes, stress makers
3.3. Reading-using topic sentences to get an overview of the text

S4. The Organization of Work. Leadership and teams (Unit 1, Unit 2)
4.1. Vocabulary focus-countable/uncountable
4.2. Vocabulary focus-transitive/intransitive
4.3. Writing-summarizing a text

S5. Getting the Work Done. Productivity (Unit 1, Unit 2)
5.1. Listening-preparing for a lecture
5.2. Listening-predicting lecture content
5.3. Listening-making lecture notes

S6. Getting the Work Done. Theories of motivation (Unit 1, Unit 2)
6.1. Vocabulary focus-stress patterns in multi-syllable words
6.2. Vocabulary focus-prefixes
6.3. Speaking-reporting research findings

S7. Getting the Work Done. Management by objectives (Unit 1, Unit 2)
7.1. Vocabulary focus-suffixes
7.2. Speaking-formulating questions

TEACHING METHODS:
Lecture, Debate, Power Point Presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).
MANATORY ASSIGNMENTS
Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral presentation
Interview

RECOMMENDED READING:

Online sources
- www.cnn.com
- www.economist.com
- www.nytimes.com
FUNDAMENTALS OF ACCOUNTING
Course code: AA121
Type of course: compulsory
Language of instruction: Romanian
Name of lecturer: Tamas Szora Attila/Cioca Ionela Cornelia, PhD
Full time studies

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COURSE AIMS:
- Acquisition of knowledge necessary basic accounting profession;
- Creating conditions for the further enlargement of accounting knowledge, branches and fields;
- Integrate knowledge of accounting knowledge with other economic sectors;
- Development of economic thought and operationalization of financial and accounting regulations;
- Acquiring practical skills related to the application of accounting in the context of the market economy;
- Development decision-making capacity by using financial information - accounting;
- Broadening the knowledge of microeconomics.

COURSE CONTENTS:
1. What is accounting?
2. Double entry bookkeeping
3. Work accounting year-end
4. Trial balance

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge, understanding concepts, theories and basic methods of field and area of specialization; their appropriate use in professional communication
- Using the knowledge base for explanation and interpretation of various types of concepts, situations, processes, projects, etc. associated domain
- Appropriate use of standard evaluation criteria and methods to assess the quality of the merits and limitations of processes, programs, projects, concepts, methods and theories
- Developing professional projects using established principles and methods in the field

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- Order no. 1802/2014 for the approval of accounting regulations on the annual individual and consolidated financial statements, published in the Official Gazette of Romania no. 963 / 12.30.2014.
STATISTICS
Course code: AA 122
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Breaz Nicoleta, PhD
Full time studies

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COURSE AIMS:
The general aim of the discipline consists in forming data analysis skills in order to understand the fundamental concepts, theories, and methods in the field and the specialty area and to use them in order to explain and interpret various types of concepts and processes associated to the field. More precisely, the course transfers knowledge about the fundamental concepts in statistics and forms skills for statistical data processing, analysis and estimation, in order to acquire the capacity to analyze and interpret statistical results.

COURSE CONTENTS:
I. Main concepts in statistics
II. Observation, systematization and graphical representation of the statistical data
III. Statistical parameters
IV. Correlation and regression
V. Introduction to inferential statistics

TEACHING METHODS:
Instruction is a combination of lectures, seminars and individual work; there are also compulsory assignments. There is 80% attendance requirement for seminars.

LEARNING OUTCOMES:
- assimilating fundamental knowledge in the field of economic statistics, starting with aspects of descriptive statistics up to aspects about inferential statistics;
- forming aptitudes needed for statistical data processing and analysis;
- developing the capacity to relate to standards connected with rigor and accuracy in data analysis.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
- Final evaluation – written exam: Assessment of the statistical knowledge during the synthesis problems solving process (90% of the final grade)
- Continuous assessment: assessment of the practical skills in solving statistical problems, by assessing the individual portfolio with applicative works (written papers) presented at the seminars, according to a specified schedule (10% of the final grade).

RECOMMENDED READING:
- N. Breaz, Statistics - Theory And Applications, Didactical Series, “1 Decembrie 1918” University of Alba Iulia, (in printing), 2016*
- ***, Statistical Yearbook, 2015
MACROECONOMICS
Course code: AA 123
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iulian Bogdan DOBRA, PhD
Full time studies

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COURSE AIMS:
This course provides an overview of macroeconomic issues: the determination of output, employment, unemployment, interest rates, income, consumption and investment. Also, important policy debates such as, economic growth in the long run, government finances in the intermediate run, and economic stability in the short run, are judgmentally explored. Finally, monetary, fiscal policies, inflation and world economy are debated.

COURSE CONTENTS:
CH 1. Fundamental Principles of Macroeconomic Theory
CH 2. Economic Growth and Sustainable Economic Development
CH 3. Economic Equilibrium
CH 4. Income, Consumption and Investment
CH 5. Financial Markets
CH 6. Labour Economics
CH 7. Employment and Unemployment
CH 8. The Money Markets
CH 9. Inflation
CH 10. World Economy and Globalisation

TEACHING METHODS:
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

LEARNING OUTCOMES:
• To provide an introduction to fundamentals of macroeconomics;
• The course is intended both for graduate students who wish to develop a solid background in game theory in order to pursue research in the applied fields of economics and related disciplines, and for students wishing to specialize in economic theory;
• To give an introduction and to learn, judge, make decisions, have a personal opinion or interpretation to some of the main subjects in this field: economic activity, exchange economy, market economy, production factors, cost production, competition, price, net income.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%; Verification during semester – 30%.

RECOMMENDED READING:
• ADAM SMITH (1920), "The Wealth of Nations" BOOK I, Chapter IV, page 66; P.F. Collier and son, New York, USA;
• Greg Chase and Charles W. Upton, 2000- Principles of Macroeconomics, Lecture notes at Kent State University;
• Andrew Hurrell and Ngaire Woods (1999), (eds), Globalization, Inequality, and World Politics, Oxford University Press, Oxford, UK;
• Robert E. Hall, ed., Inflation: Causes and Effects (Chicago: University of Chicago Press, 1982);
• Alvin L. Marty and Daniel L. Thornton, "Is There a Case for 'Moderate' Inflation?", Federal Reserve Bank of St. Louis, Review 77 (July/August 1995), pp. 27-37;
MARKETING
Course code: AA 124
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Muntean Andreea, PhD
Full time studies

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COURSE AIDS:
The aim of course is to demonstrate the role of marketing in the company and to explore the relationship of marketing to other functions in a company.

COURSE CONTENTS:
1. Marketing concept
2. Marketing environment of a company
3. The company’s market
4. Product strategy
5. Price strategy
6. Placement strategy
7. Promotional strategy

TEACHING METHODS:
Lecture, Discussions, Simulation

LEARNING OUTCOMES:
• Make marketing decisions in the context of general management.
• Control the elements of the marketing mix—product policy, channels of distribution, communication, and pricing—to satisfy customer needs profitably.
• Use this knowledge in elaborating a Marketing plan for a company.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester- 30%.

RECOMMENDED READING:
• CASES IN MARKETING MANAGEMENT / BERNHARDT, Kenneth L. (1997)
• ESSENTIALS OF MARKETING / Jim BLYTHE (2001)
• FUNDAMENTALS OF MARKETING / STONE, Marilyn A. (2007)
• MANAGING MARKETING / Francis NICHOLSON; Richard MEEK (2009)
BUSINESS ENGLISH
Course Code: AA 125.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Assistant lecturer Maria Muresan
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business administration, tourism, commerce, marketing).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS:

COURSE CONTENTS:

S1. The world of Technology. Computers for research(Unit 1, Unit 2)
1.1. Vocabulary focus- computer jargon
1.2. Vocabulary focus –verb and noun suffixes
1.3. Vocabulary focus-abbreviations and acronyms

S2. The world of Technology. Technological change(Unit 1, Unit 2)
2.1. Reading-using the Internet effectively
2.2. Reading-evaluating Internet search results
2.3. Writing-reporting research findings

S3. People and Markets. Definition of marketing; importance of marketing(Unit 1,Unit 2)
3.1. Vocabulary focus-word sets: synonyms, antonyms
3.2. Vocabulary focus-common lecture language
3.3. Listening-using symbols and abbreviations in note-taking

S4. People and Markets. Types of market; market research(Unit 1,Unit 2)
4.1. Vocabulary focus-countable/uncountable
4.2. Vocabulary focus-transitive/intransitive
4.3. Writing-summarizing a text

S5. Products and Strategies. The role of a product(Unit 1,Unit 2)
5.1. Vocabulary focus-replacement subjects, synonyms
5.2. Reading-locating key information in complex sentences
5.3. Writing- paraphrasing

S6. Products and Strategies. Product life cycle(Unit 1,Unit 2)
6.1. Vocabulary focus- countable/uncountable
6.2. Writing-writing complex sentences

S7. Operations: producing the goods. The production process: input/transformation/output(Unit 1,Unit 2)
7.1. Vocabulary focus-compound nouns
7.2. Vocabulary focus-fixed phrases from business studies
7.3. Listening-understanding speaker emphasis

TEACHING METHODS:
Lecture, Debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).
MANDATORY ASSIGNMENTS
Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral presentation
Interview

RECOMMENDED READING:

Online sources
- www.cnn.com
- www.economist.com
- www.nytimes.com
PRACTICE
Course code: AA 127
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrilă – Paven Ionela
Full time studies

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COURSE AIMS:
Students will learn to use specific management concepts that they will use in their economic practice.

COURSE CONTENTS:
1. Overview of organization
   1.1 Short history
   1.2 The shareholding structure and form of ownership
   1.3 Presenting the object of activity
2. Structure and organization within the organization
   2.1 Organizational structure (personnel and organizational structure detailing each position, internal regulations)
3. The efficiency of doing business by the organization
   3.1 Presenting the evolution of the microeconomic indicators of the organization in the last three years (turnover, profit, profit rate, indebtedness, liquidity ratio)
4. Issues relating to the supply and sale of products/services
   4.1 Presenting the relationships with suppliers
   4.2 Presenting the relationships with customers and managing them
   4.3 The organization's marketing environment
   4.4 The organization's marketing mix
5. Conclusions on the analyzed issues

TEACHING METHODS:
Practice, Discussions

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge of students in general management
- Training of managerial economic thinking in terms of general management
- Acquisition systems, methods and techniques specific overall management

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral examination - 100%

RECOMMENDED READING:
- Management Basics, Susan Quinn, e-Book, 2010
BUSINESS COMMUNICATION AND PUBLIC RELATIONS
Course code: AA 128
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrila - Paven Ionela, PhD
Full time studies

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COURSE AIMS:
The objective of this discipline is to know and understand the fundamental concepts, theories and methods in the field and specialty area; their adequate use in professional communication; to apply the fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance; to draw up professional projects with methods and principles acknowledged in the field of communication and public relations.

COURSE CONTENTS:
1. Introduction in Communication (Meaning and definition of communication)
2. Communication Skills (Barriers to Effective Communication, Guidelines for Effective Communication)
3. Written Communication (Commercial Letter Types, Written Communication, Principles of Better Writing, Steps of Writing a Report, Kinds of Reports in Inter-Departmental Communication)
4. Verbal Communication (Advantages and Disadvantages of Oral Communication, Characteristics of Good/Effective Presentation, Public Speaking and Negotiations)
5. Non-Verbal Communication (Types of Non-Verbal Communication, Body Language)
8. Writing and Speaking in Public Relations (The Challenge of Writing and Speaking in Public Relations, Editing and Proofreading, The Press Release, Speaking in Public Relations)

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
This discipline offers the ability to: form the students’ skills needed in the business communication with their partners and imposed by the economic practice; familiarize the students with the fundamental concepts employed in communication in companies, a business relations, negotiation and public relations; become aware of the need and significance of the PR department in a company, and about the mode of creating and implementing successful public relations in companies.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%, Verification during the semester – 30%.

RECOMMENDED READING:
FINANCE
Course code: AA 211
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Danuletiu Dan, PhD
Full time studies

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COURSE AIMS:
• To acquire fundamental knowledge about and abilities to use the concepts, principles, mechanisms, methods and instruments in the field of public and private finance;
• To explain and critically analyze the budget system, the revenues (especially taxes) and expenditures of the state and the financing possibilities of the deficit.

COURSE CONTENTS:
1. Introduction in finance – economic content, functions.
2. Financial system and financial mechanism.
3. Fiscal policy.
4. Financial institutions.
5. The budget system.
7. Public incomes.
8. General view about taxes.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
• Adequate use of the concepts, methods and instruments in the field of public and private finance;
• Applying financial concepts, mechanisms, methods, instruments in private or public organizations to solve specific problems.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 60%; verification during semester (project) – 40%.

RECOMMENDED READING:
• Hyman D., Public Finance: A Contemporary Application of Theory to Policy; South-Western, Cengage Learning, 2011
• Rosen H., Gayer T., Public finance, McGraw-Hill, 2010
MARKETING RESEARCH
Course code: AA 212
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Muntean Andreea, PhD
Full time studies

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COURSE AIMS:
The aim of course is to provide a fundamental understanding of marketing research process. The course focuses on helping managers recognize the role of systematic information gathering and analysis in making marketing decisions, and develop an appreciation for the potential contributions and limitations of marketing research data.

COURSE CONTENTS:
1. The role of marketing research;
2. Types of Marketing research methods;
3. Marketing research process;
4. Measurement of marketing research phenomena;
5. Gathering data in marketing research;
6. Questionnaire design;
7. Sampling methods;
8. Data analysis in marketing research.

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
• To understand the complex process of marketing research
• To provide the students with aspects about the knowledge and measurement of marketing phenomena
• To analyse the items of information obtained as result of there search project.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%. Verification during the semester- 30%.

RECOMMENDED READING:
• BURNS, A.C., BUSH, R., MARKETING RESEARCH, PRENTINCE HALL, NEW YORK, 2006
• HOUSDEN M, MARKETING RESEARCH AND INFORMATION, 2007 - 2008
The Faculty of Economic Sciences

BUSINESS NEGOTIATION TECHNIQUES
Course code: AA 213
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Dragolea Larisa, PhD
Full time studies

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COURSE AIMS:
Students will learn to use negotiating tactics and techniques.

COURSE CONTENTS:
Negotiation - form of communication
Negotiation Strategies
Negotiating Tactics
Countering the manipulative tactics
Negotiation Techniques
Non-verbal communication
International negotiations
International Negotiation Styles

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Teaching the students the theoretical and methodological aspects of negotiation in business
- Presentation of concepts, relationships, techniques and procedures specific to business negotiations
- Identify and practice negotiating capacity in the commercial sphere.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
- Management Basics, Susan Quinn, e-Book, 2010
- Business Negotiation: A Practical Workbook, Paul Steele, Tom Beasor, Gower Publishing Limited, 1999
COURSE AIMS:
The aim of this field of study is to provide both specialized training for students in the banking profession, and training for a future scientific research.
In the first chapters we offer students a complex picture of the banking systems architecture that highlights the diversity of banking institutions, the role and importance of finance and banking marketing in the present economic and social context.
After the incursion in the first chapters, the emphasis is on the notions concerning international payment instruments, the risks faced by a bank, the mechanisms of prudential banking supervision activity course and banking strategies to increase profitability. Issues related to banking strategies and techniques for financial performance management, to risk assessment and vulnerability of the credit institutions, and specific sales strategies in banking sector are considered. The subject regarding the correlation between monetary policy strategies and the manner in which the central bank, in cooperation with other international institutions, help maintain financial stability, is also approached.

COURSE CONTENTS:
CHAPTER 1. THE EUROPEAN CENTRAL BANK
CHAPTER 2. THE STRUCTURE OF BANKING SYSTEMS. THE CONTENT AND FUNCTIONS OF THE BANKING SYSTEM
CHAPTER 3. COMMERCIAL BANK OPERATIONS
CHAPTER 4. PAYMENT INSTRUMENTS. PAYMENT INSTRUMENTS IN INTERNATIONAL ECONOMIC RELATIONS
CHAPTER 5. CENTRAL BANKS AND THEIR OPERATIONS
CHAPTER 6. THE BANK CARD
CHAPTER 7. CREDIT RISK, LIQUIDITY RISK, OPERATIONAL RISK, LEGAL RISK, SYSTEMIC RISK
CHAPTER 8. BANKS STRATEGY

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
The present course aims to provide students with the main operations that a commercial and a central bank carries out, with deepening knowledge in banking loan operations, with the correct definition of the risks faced by a bank, and establishing the relationships that this course has with other disciplines.
This course contributes to shaping and strengthening the managerial vision on banking activity, presenting both conceptual and methodological issues, and also quantitative measuring tools for the phenomena and risks referenced to in each chapter.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- Government Emergency Ordinance No. 99 of 6 December 2006 on Credit Institutions and Capital Adequacy
  (*Published in Monitorul Oficial al României, Part One, No. 1027 of 27 December 2006)*
  (*Published in Monitorul Oficial al României, Part One, No. 480 of 18 July 2007)*
- Government Emergency Ordinance No. 98 of 6 December 2006 on the supplementary supervision of credit institutions, insurance and/or reinsurance entities investment firms and asset management companies in a financial conglomerate
  (*Published in Monitorul Oficial al României, Part One, No. 1023 of 22 December 2006)*
- Regulation on winding-up of credit institutions
  Ordinance No. 10/22 January 2004 and Law No. 278/23 June 2004
  (*Published in Monitorul Oficial al României, Part I, No. 84 /30 January 2004 and No. 579 /30 July 2004, respectively*).
BUSINESS ENGLISH  
Course Code: AA215.1 
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students 
Name of lecturer: Assistant lecturer Maria Muresan  
Full time studies

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COURSE AIMS:  
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business administration, tourism, commerce, marketing).  
2. To develop oral and written communication abilities with the adequate use of Business English standards.  
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
S1. Operations: efficiency, costs and quality. Types of production: job, batch, flow (Unit 1, Unit 2)  
11. Vocabulary focus- compound nouns  
12. Vocabulary focus-fixed phrases from business studies  
13. Listening- understanding speaker emphasis

S2. Efficiency in operations management (Unit 1, Unit 2)  
2.1. Vocabulary-nouns from verbs  
2.2. Vocabulary focus- definitions  
2.3. Reading-understanding dependent clauses with passives

S3. Managing financial accounts. Japanese management practices (Unit 1, Unit 2)  
3.1. Writing- paraphrasing  
3.2. Writing-writing essay plans  
3.3. Writing-writing essays

S4. Accounting: management accounting, financial accounting (Unit 1, Unit 2)  
4.1. Vocabulary focus-fixed phrases from finance  
4.2. Vocabulary focus-fixed phrases from academic English  
4.3. Listening-using the Cornell note-taking system

S5. Balance sheet, profit and loss accounts (Unit 1, Unit 2)  
5.1. Speaking-making effective contributions to a seminar  
5.2. Speaking-referring to other people’s ideas in a seminar

S6. Sources of business finance (Unit 1, Unit 2)  
6.1. Vocabulary focus-neutral and marked words  
6.2. Vocabulary focus-fixed phrases from finance  
6.3. Vocabulary focus-fixed phrases from academic English

S7. Start-up and expansion finance (Unit 1, Unit 2)  
7.1. Reading-inferring implicit ideas  
7.2. Writing-writing situation-problem-solution-evaluation essays  
7.3. Writing-using direct quotations

TEACHING METHODS:  
Lecture, Debate, Power point presentation.

LEARNING OUTCOMES:  
Students use English correctly, fluently and adequately in oral and written business communication. 
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).
MANDATORY ASSIGNMENTS
Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral presentation
Interview

RECOMMENDED READING:

Online sources
- www.cnn.com
- www.economist.com
- www.nytimes.com
QUALITY MANAGEMENT
Course code: AA 216.4
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

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COURSE AIMS:
Students will learn to use specific quality management concepts that they will use in their economic practice.

COURSE CONTENTS:
- Quality - concepts, implications
- Theoretical Foundations of quality management
- Techniques and modern tools of quality management
- Total Quality Management
- Analysis of organizational change and overall development stages of TQM in SMEs
- Model implementation of TQM in SMEs in Romania
- Quality planning
- Quality control
- Quality costs or costs related to quality
- Design and implementation of quality management systems

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge of students in general management
- Training of managerial economic thinking in terms of general management
- Acquisition systems, methods and techniques specific overall management

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
- Management Basics, Susan Quinn, e-Book, 2010
- Valuing Changes in Environmental Indicators, Barg, St., Swanson, D., Venema, H.D., IISD, 2005
COURSE AIMS:
- to present to the students the problems in the field of insurance in society as means of protection against natural and economic risks;
- to familiarize the students with the main categories and types of insurance;
- to develop the students’ capacity to analyse the elements that make a difference between products and insurances;
- to provide the students with abilities meant to establish the premium of insurance and to calculate the damage compensations, to present the main possibilities of reinsurance

COURSE CONTENTS:
1. **Theoretical and methodological framework of insurance**
   1.1. Conceptual delimitations upon insurance
   1.2. Insurance functions
   1.3. Role of insurances;
2. **Technical elements of insurance. Classification of insurances**
   2.1. Technical elements of insurances
   2.2. Classification of insurances
3. **Insurance contract**
   3.1. Definition and components
   3.2. Completion
   3.3. Length of contract
   3.4. Effects
   3.5. Cessation
4. **Insurance of goods**
   4.1. General outlooks
   4.2. Substantiation of the premium of insurance in the case of insurance of goods
   4.3. Main types of insurance of goods
5. **Insurance against civil liability**
   5.1. General outlooks of insurance against civil liability
   5.2. Peculiarities of insurance against civil liability
   5.3. Main types of insurance against civil liability
6. **Road transport insurance**
   6.1. Motor vehicle insurance against damage and theft
   6.2. Insurance against civil liability for motor vehicle holders
   6.3. Carrier’s liability insurance for transporting goods
   6.4. Carrier’s liability insurance for transporting goods only in the Romanian territory
7. **Third party liability insurance**
   7.1. General outlooks
   7.2. Peculiarities
   7.3. Main types of third party liability insurance
8. **Insurance against financial risks**
   8.1. Credit insurance
   8.2. Guarantee insurance
   8.3. Guarantee insurance
   8.4. Profit loss insurance from insured risks
9. **Reinsurance**
   9.1. Need and significance
   9.2. Methods of reinsurance
   9.3. Forms of reinsurance

TEACHING METHODS:
Lecture, conversation, exemplification.
LEARNING OUTCOMES:

- Knowledge and understanding of general concepts of risk identification and management, as well as how various products and methods, including insurance, can be used to manage the non-speculative risks of individuals and businesses. Emphasis will be placed on analysing various types of insurance products, including life, health, property, and liability insurance contracts, and how the insurance industry develops, manages, markets, and underwrites such contracts in a complex economic and regulatory environment.
- The student should demonstrate a strong basic understanding of property, liability, automobile insurance, introduction to reinsurance,
- Use of individual and group life and health insurance to manage the financial risks that illness, incapacity, and death pose to individuals and organizations. It includes a review of various health and life insurance products and their utility in addressing specific needs and situations, as well as the underwriting and operational mechanisms that insurers employ in providing such products.
- Understanding of reinsurance, methods and types of reinsurance, and functions of reinsurance
- Awareness of pre-contract negotiations and the documentation that is required to enter into a reinsurance arrangement
- Familiarity with common reinsurance clauses and common standard treaty wording
- Knowledge of the distinction between facultative and treaty reinsurance contracts

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written exam – 60%; verification during semester – 40%.
MANAGEMENT ACCOUNTING
Course code: AA 222
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Teiûsan Sorin-Ciprian, PhD
Full time studies

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COURSE AIMS:
- To acquire theoretical and practical knowledge and skills on cost calculation and management accounting;
- To form and develop the students’ capacity to use cost calculation methods and procedures within entities.

COURSE CONTENTS:
1. Introduction to management accounting: accounting definition, the users of accounting information, differences between management accounting and financial accounting, cost accounting/management accounting;
2. Costs terms and concepts: costs objects, classifications of costs, direct and indirect costs, categories of manufacturing costs, period and product costs, cost behaviour in relation to volume of activity (variable and fixed costs), relevant and irrelevant costs and revenues, avoidable and unavoidable costs, sunk costs, opportunity costs, incremental (differential) costs and revenues, standard costs;
3. Cost assignment: assignment of direct and indirect costs, cost allocation, under- and over-recovery of overheads;
4. Cost-volume-profit analysis: the economist’s model, the accountant’s model, mathematical approach of CVP analysis (break-even point, profit-volume ratio);
5. The budgeting process: stages in the budgeting process, sales budget, production budget, direct materials purchase budget, direct labour budget, factory overhead budget, selling and administration budget, cash budget, master budget.

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
- To explain the concepts in the area of management accounting;
- To describe the cost assignment and the budgeting process;
- To apply knowledge to business decision-making.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written and oral examination (80% of the grade), students' assessments (20% of the grade)

RECOMMENDED READING:
- Ponorica, Andreea; Popescu, Adriana; Stanila, Oana, Practice Guide of Basic, Financial and Management Accounting, Bucureşti: CECCAR, 2006.
- Teiûsan, Sorin-Ciprian, Contabilitate de gestiune, Universitatea „1 Decembrie 1918, Seria Didactica, Alba Iulia, 2014.
ASSESSING AND FINANCING INVESTMENTS
Course code: AA223
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iuga Iulia, PhD
Full time studies

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COURSE AIMS:
This course presents the operating methods specific economic environment. The aims of this course provide background knowledge and create ability to use language and tools specific to the main organizational structures and commercial operations at the macroeconomic level - a process involving money, investment assessment and approaches credit in the economic entity.

COURSE CONTENTS:
1. AN INTRODUCTION TO INVESTMENT THEORY
2. APPROACHES FOR EVALUATING AND FINANCING INVESTMENT PROJECTS
3. THE RELATIONSHIP BETWEEN FEASIBILITY STUDY AND BUSINESS PLAN
4. BASIC CONCEPTS OF ECONOMIC EVALUATION
5. INVESTMENT PROFIT MEASURES
6. ECONOMIC EVALUATION OF FACILITY INVESTMENTS

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Ability to identify investment activity;
- The ability to explain the mechanisms policies and investment strategies;
- Ability to characterize methods of evaluation of investment projects;
- Ability to present technical and economic documents for financial investments;
- The ability to synthesize credit characteristics of economic entities;
- Ability to present a financing plan;
- Ability to analyse sources of funding;
- Ability to present instruments leasing and factoring;

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:
- www.bis.org
- www.bnr.ro
- www.imf.org
- www.ecb.europa.eu
- www.europa.eu/european-investment-bank
ENTREPRENEURSHIP
Course code: AA 224
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

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COURSE AIMS:
Knowledge, understanding concepts, theories and basic methods of field and area of specialization; their appropriate use in professional communication
Applying basic principles and methods for solving problems / situations well defined conditions typical domain expert assistance

COURSE CONTENTS:
1. Entrepreneurial activities and entrepreneurship
2. Identifying and evaluating opportunities for business ideas
3. Business entry
4. Managing business growth

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
• To facilitate the complex process of entrepreneurship
• To provide the students with aspects about the knowledge entrepreneurship phenomena.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
PRACTICE
Course code: AA 225
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrilă – Paven Ionela
Full time studies

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COURSE AIMS:
Students will learn to use specific management concepts that they will use in their economic practice.

COURSE CONTENTS:
1. Overview of organization
   1.1 Short history
   1.2 The shareholding structure and form of ownership
   1.3 Presenting the object of activity
2. Structure and organization within the organization
   2.1 Organizational structure (personnel and organizational structure detailing each position, internal regulations)
3. The efficiency of doing business by the organization
   3.1 Presenting the evolution of the microeconomic indicators of the organization in the last three years (turnover, profit, profit rate, indebtedness, liquidity ratio)
4. Issues relating to the supply and sale of products/services
   4.1 Presenting the relationships with suppliers
   4.2 Presenting the relationships with customers and managing them
   4.3 The organization's marketing environment
   4.4 The organization's marketing mix
5. Conclusions on the analyzed issues

TEACHING METHODS:
Practice, Discussions

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge of students in general management
- Training of managerial economic thinking in terms of general management
- Acquisition systems, methods and techniques specific overall management

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral examination - 100%

RECOMMENDED READING:
- Management Basics, Susan Quinn, e-Book, 2010
BUSINESS ENGLISH
Course Code: AA 226.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Assistant lecturer Maria Muresan
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business administration, tourism, commerce, marketing).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
S1. External influences on businesses. External influences: national, political, international, economic (Unit 1, Unit 2)
1.1. Vocabulary focus- words/phrases used to link ideas
1.2. Vocabulary focus – stress patterns in noun phrases and compounds
1.3. Vocabulary focus-fixed phrases in academic English

S2. Environmental issues (Unit 1, Unit 2)
2.1. Vocabulary focus-words and phrases related to environmental issues
2.2. Listening-recognizing the speaker’s stance
2.3. Speaking-building an argument in a seminar

S3. Company performance – SWOT analysis (Unit 1, Unit 2)
3.1. Vocabulary focus-verbs used to introduce ideas from other sources
3.2. Vocabulary focus-linking words/ phrases conveying contrast, result, reasons

S4. Case study: responding to external factors
Management of change (Unit 1, Unit 2)
4.1. Vocabulary focus-words for quantities
4.2. Reading-understanding how ideas in a text are linked
4.3. Writing-summarizing a text

S5. Commercial correspondence. Writing letters of enquiry (Unit 1, Unit 2)
5.1. Asking for catalogues, price-lists, prospectuses
5.2. Asking for details
5.3. Asking for goods on approval or on sale or return

S6. Commercial correspondence. Replies and quotations (Unit 1, Unit 2)
6.1. ‘Selling’ your product
6.2. Suggesting alternatives
6.3. Catalogues, price-lists, prospectuses, samples

S7. Commercial correspondence. Orders (Unit 1, Unit 2)
7.1. Payment, Discounts, Methods of delivery
7.2. Specimen letters and forms: covering letter, order form, acknowledgement of order, advice of dispatch
7.3. Specimen letters: delay in delivery, refusing an order

TEACHING METHODS:
Lecture, Debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).
MANDATORY ASSIGNMENTS
Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral presentation
Interview

RECOMMENDED READING:

Online sources
• www.cnn.com
• www.economist.com
• www.nytimes.com
EUROPEAN ECONOMY
Course code: AA 227
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrila - Paven Ionela, PhD
Full time studies

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COURSE AIMS:
The objective of this discipline is to know and understand the fundamental concepts in the field of European economy, and the mechanisms and methods according to which the resource economic circuit is formed and allotted at microeconomic level.

COURSE CONTENTS:
1. International Integration Concept (Economic International Integration, Forms of the European Integration, History of the European Union)
3. Institutions of the European Union (European Parliament, European Commission, European Council, European Court of Justice, European Account Court, Regional Committee, European Social Committee)
4. European Funds (Pre-adhering Funds, Structural Funds)
5. European Policies (Common Agricultural Policy, Social Cohesion Policy, Regional Development Policy, Industrial Policy, Competition Policy)
6. Equilibrium and Disparities in European Union

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
This discipline offers the ability to: understand the economic processes and phenomena; form and develop an adequate economic language; conscious use of economic categories; development of an economic mode of thinking; understand the functioning modes in economics.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%, Verification during the semester – 30%.

RECOMMENDED READING:
SERVICES MARKETING
Course code: AA 228
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Pastiu Carmen, PhD
Full time studies

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COURSE AIMS:
The main objective of the course is to familiarize students with concepts of external marketing, internal marketing, interactive marketing services firm, etc. The course focuses also on clarifying the content services market and especially the service consumer behavior.
Knowledge, understanding concepts, theories and methods of marketing basic services and area of specialization; their appropriate use in professional communication marketing
Use the knowledge base for explanation and interpretation of various types of concepts, situations, processes, projects, etc. domain associated services marketing
Applying the basic principles and methods for solving problems / situations well defined conditions typical domain expert assistance

COURSE CONTENTS:
1. Introduction to services marketing
2. Media marketing services firm
3. Specificity marketing services
4. Specifics of quality services
5. Market services firm
6. Policies marketing services
7. Product Policy
8. Distribution Policy
9. Pricing
10. Communication Policy
11. Educational marketing
12. Political marketing

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
According to the requirements of the labor market, the course will provide students the opportunities and skills to do a comparison between products and services; analysis and interpretation of phenomena and processes imposed by the specific market services marketing; to analyze the elements of the marketing mix in services

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
CONSUMER BEHAVIOUR  
Course code: AA 311  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Muntean Andreea, PhD  
Full time studies  

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COURSE AIMS:  
The aim of course is understand the consumer behavior, how and why consumers make purchase decisions, how they think, feel and act before, during and after the purchase.  
The objectives for the course will be:  1. Understand consumer behavior in an informed systematic way.  
2. Understand the processes used when individuals, group or organizations make consumption decisions.  
3. Understand how the selection, use and disposal of consumer goods affect almost every aspect of our daily lives.

COURSE CONTENTS:  
1. Introduction to consumer behavior;  
2. Purchase decision making;  
3. Psychological factors influencing consumer behavior (perception, motivation, learning, attitude, personality;  
4. Social factors influencing consumer behavior (family, social groups, social classes, culture, subculture);  
5. Direct influences on consumer behavior (demographics, economics and marketing-mix factors).

TEACHING METHODS:  
Lecture, Discussions.

LEARNING OUTCOMES:  
• To acquire an understanding of the psychological processes that underlie the effectiveness of marketing strategy in terms of impact on consumer behavior  
• Understand how and why marketers craft particular messages to appeal to consumers and to understand the strategic importance of this process for businesses.  
• Developing the tools needed to analyze this process from a consumer and a business viewpoint.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:  
Written test examination - 70%. Verification during the semester - 30%.

RECOMMENDED READING:  
• Michael SOLOMON; Gary BAMOSSY; Soren ASKEGAARD; Margaret K. HOGG  
ECONOMIC AND FINANCIAL ANALYSIS
Course code: AA 312
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Burja Camelia, PhD
Full time studies

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COURSE AIDS:
To form and develop students’ capacity to use methods and techniques in order to analyse the economic and financial company phenomena.

COURSE CONTENTS:
1. Object and methodology of the Economic-financial analysis
2. The analysis of Turnover revenue
3. Analysis of Value Added
5. Analysis of Fixed Asset Management
6. Analysis of Profitability

TEACHING METHODS:
Lecture, conversation, case study, exercises.

LEARNING OUTCOMES:
- Application of adequate tools to analysis the influence of internal and external environment on enterprise/organization
- Application of adequate tools for solving the problems related to the relations between the enterprise/organization phenomena
- Solving problems/situations specific to human resource activity, fixed capital and in the field of economic-financial results
- Drawing up of a study about possibilities to analyse the activity of a enterprise/organisation

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- Burja Camelia, Analiză economico-financiară, Aspecte metodologice și aplicații practice, Casa Cărții de Știință (House of Science Book), Cluj-Napoca, 2009
MANAGEMENT INFORMATION SYSTEMS
Course code: AA 313
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Teiușan Sorin-Ciprian, PhD
Full time studies

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COURSE AIMS:
- To acquire theoretical and practical knowledge and skills on management information systems;
- To form and develop the students’ capacity to use computers and software in business administration field.

COURSE CONTENTS:
1. Introduction to management information systems;
2. Accounting computer systems;
3. Information systems for commercial activity;
4. Information systems for financial activity;
5. Information systems for human resource management;
6. Digital signature;
7. Control and auditing of information systems.

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
- To define the concepts in the area of management information systems;
- To use computers and software in accounting field.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written and oral examination (80% of the final grade), students' assessments (20% of the final grade)

RECOMMENDED READING:
AUDIT
Course code: AA 314
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Dobra Iulian – Bogdan, PhD
Full time studies

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COURSE AIMS:
- To acquire fundamental knowledge about the aims and methods in the field of internal audit;
- To know the main principles, procedures, technics, instruments used to perform an internal audit mission;
- To form and open-minded epistemic attitude related to the field of internal audit.

COURSE CONTENTS:
1. Introduction to internal audit
2. Standardization of internal audit
3. International set of Internal Audit Standards
4. Internal audit and internal control – function of the management’s entity
5. Risks as a fundamental in performing and internal audit mission

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge and understanding of the fundamental concepts, theories, and methods in the field and speciality area;
- Use of fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field;
- Adequate use of standard assessment methods and criteria in order to evaluate the quality, merits and limits of various processes, programs, projects, concepts, theories, and methods, etc.;
- Drawing up professional projects using several methods and principles acknowledged in the field.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- www.theiia.org
COMMODITY AND STOCK EXCHANGE
Course code: AA 316
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Danuletiu Adina, PhD
Full time studies

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COURSE AIMS:
- Identification of the students of the importance and place of the stock markets in the economy;
- Familiarize students with the types and characteristics of instruments operating in the capital markets and stock exchanges;
- Familiarize students with the organizational structure and main features of stock exchange and stock markets, and especially the functioning of the stock exchanges;
- Familiarize students with securities trading mechanisms used primary and secondary markets;
- Provide students with mechanisms hedges and the hedge;
- Provide students with specific notions used in stock assessment work;
- Provide students with specific tools stock analysis.

COURSE CONTENTS:
2. Concept of commodity exchange. Stock exchange – component of capital market. Stock exchange role and functions in contemporary economics
3. The economic content of financial instruments. Shares
5. Derived and synthetic financial instruments
6. Commodity-backed bonds
7. Commodity exchange functioning and organisation
8. Stock exchange functioning and organisation
9. Transactional and brokerage mechanisms
10. Stock exchange trading and classification. Trading with primary financial instruments
11. Trading with derived financial instruments. Stock exchange placements
12. Stock market indices
13. Elements of stock exchange analysis
14. Introduction to portfolio administration

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge and understanding of the fundamental concepts, theories, and methods in the field of capital market; their adequate use in professional communication;
- Use of fundamental knowledge in order to explain and interpret various types and characteristics of instruments operating in the capital markets and stock exchanges

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 60%; verification during semester – 40%.

RECOMMENDED READING:
- www.bvb.ro
- https://www.nyse.com/
STRATEGIC MANAGEMENT
Course code: AA 317.4
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

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COURSE AIMS:
Students will learn to use specific concepts of strategic management applied in economic practice.

COURSE CONTENTS:
2. The analysis of the internal environment. Company resources. Capabilities firm. Analysis of the activities that create value for a company. Company performance skills. The influencing factors for achieving competitive advantages
4. The origin and evolution of the concept of strategy. Strategy components. Typology of strategies

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Identifying the role and importance of practicing strategic management in organizations
- Defining specific concepts for the strategic management
- Using patterns of strategic management
- Plan, develop, implement and evaluate a company's overall strategy

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 60%, Verification during the semester (project) - 40%.

RECOMMENDED READING:
• Strategic Management for Senior Leaders. A Handbook for Implementation, Denise Lindsey Wells, e-Book
BUSINESS ETHICS
Course code: AA321
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Todoran Matei Radu, PhD
Full time studies

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COURSE AIMS:
The aim of course is to provide the students with the main items of information about business ethics

COURSE CONTENTS:
1. General terms of ethics.
2. Ethics of ”profit”;
3. Moral - science and art.
4. Moral and they values .
5. Human - creator of moral discipline.
6. Virtue and immorality.
7. Business and their integrity.
8. The importance of studying business ethics.
10. Modern management and ethics in business
11. Ethics of management.
12. Managers and duties ensemble, obligations, pressures.

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
• Presentation and discussion of new approaches facing the world economy;
• Implementation contribution to the training of specialists in business
• Building a practical guide to real life guidance and moral improvement in business

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 60%, Case study- 40%.

RECOMMENDED READING:
• Bonciu, D., Controlul social și sancțiuni sociale, București, Publishing house, Victor.
• Buchanan, j., Etica și progresul economic, București, 1997
• Rachels, J., Introducere în etică, București, Publishing house Punct, 2000
• Savu, D., Acțiune socială - acțiune mangerială, București, Publishing house. ASE, 2000
HUMAN RESOURCE MANAGEMENT
Course code: AA 322
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Achim Moise Ioan, PhD
Full time studies

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**COURSE AIMS:**
Students will learn to use correct and effective human resource management tools

**COURSE CONTENTS:**
1. The content, objectives and nature of human resource management activities
2. Strategic planning of human resources
3. Employee Motivation
4. Description and job analysis
5. Human Resources Recruitment
6. Selection of human resources
7. Training and Career Development
8. Professional integration
9. Staff rewarding
10. Leadership in the management of organizations
11. Career management
12. Communication and human resources
13. Decision making process

**TEACHING METHODS:**
Lecture, Discussions.

**LEARNING OUTCOMES:**
Sending to the students theoretical and methodological aspects regarding human resource management;
Presentation of concepts, relationships, techniques and procedures specific to human resource management;
Training practical, appropriate and specific working skills and usage of those skills, in systematic human resources management tools.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written test examination - 70%, project presentation- 30%.

**RECOMMENDED READING:**
- Nicolescu, O., Verboncu, I., „Management” (ediția a III-a), Editura Economică, București, 1999
- Păunescu, I., „Managementul resurselor umane. Studii de caz”, Editura Eficient, București, 2000
INTERNATIONAL MARKETING
Course code: AA 323
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Muntean Andreea, PhD
Full time studies

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COURSE AIMS:
Upon satisfactory completion of this course competency, a student should have the ability to analyze, discuss, describe, and demonstrate the marketing processes and strategies that firms utilize when marketing their products ion foreign countries.

COURSE CONTENTS:
1. Introduction to international marketing;
2. International marketing environment;
3. Entering a new market;
4. International marketing mix: product, price, placement, promotion

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
• To understand how companies adjust their international strategies based on the global environmental changes (e.g., globalization);
• To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing,

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester- 30%.

RECOMMENDED READING:
• CZINKOTA, Michael R. RONKAINEN, Ilkka A, INTERNATIONAL MARKETING, (2007)
• Isobel DOOLE; Robin LOWE; Chris PHILLIPS INTERNATIONAL MARKETING STRATEGY: Analysis, Development and Implementation, (1998)
EUROPEAN BUSINESS ENVIRONMENT
Course code: AA324
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrila-Paven Ionela, PhD
Full time studies

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COURSE AIMS:
The objective of this discipline is to know and understand the fundamental concepts in the field of European business environment, and the mechanisms and methods according to which the resource economic circuit is formed and allotted at microeconomic level.

COURSE CONTENTS:
1. European Investments (Concept of Investment and Influence Factors, Population Savings, Investment Costs)
2. Investments and Convergent Growth (Economic Growth, Investments, Costs Economic Growth)
3. Evolution of the Business Environment (Evolution of the Main Economic Indicators of Business Environment, Economic Growth Rate)
4. Investors (Financing Sources, Categories of Investors, Investors' Interests)
5. Motivations for Investors (Economic Impact of Investments, Theories regarding the Investment Process, International Companies Impact upon National Economies)

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
This discipline offers the ability to: understand the economic processes and phenomena; form and develop an adequate economic language; conscious use of economic categories; development of an economic mode of thinking; understand the functioning modes in economics.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%, Verification during the semester – 30%.

RECOMMENDED READING:
COMPETITION AND PRICES
Course code: AA 325
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iulian Bogdan DOBRA, PhD
Full time studies

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COURSE AIMS:
This course covers a number of topics related to competition policy and pricing. The objective is to provide a guide to all students who have an interest in competition issues. Also, following the course chapters, one can notice a set of pricing techniques, each of which might apply in some economic situations, market economy, but not in others. Finally this course is designed to teach students how to price goods.

COURSE CONTENTS:
CH 1. Competition Policy: History, Objectives, and the Law
CH 3. Collusion and Horizontal Agreements
CH 4. Horizontal Mergers
CH 5. Vertical Restraints and Vertical Mergers
CH 6. Predation, Monopolisation and Other Abusive Practices
CH 7. Pricing Beyond the 3 Cs
CH 8. Pricing Economic Value to the Customer
CH 9. Pricing under Consumer Uncertainty
CH 10: Measuring Customer Reactions to Prices. Pricing to Segment Customers.

TEACHING METHODS:
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

LEARNING OUTCOMES:
- To provide a systematic treatment of economics of competition policy;
- To deal with important issues as cartels, joint-ventures, mergers, vertical contracts, predatory pricing, exclusionary practices and price discrimination;
- To formulate policy implications on aspects outline before.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%; Verification during semester – 30%.

RECOMMENDED READING:
- Bernheim, Douglas B. and Michael D. Whinston (1990), "Multi-market Contact and Collusive Behavior", Rand Journal of-Economics 21(1), 1-26;
- Phlips, L., (1995), Competition Policy: A Game-Theoretic Perspective, Press Syndicate of University of
COMMERCIAL TECHNIQUES AND TRANSACTIONS
Course code: AA 326
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: MAICAN Silvia, PhD
Full time studies

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COURSE AIMS:
Conceived and developed as part of the specialized economic training, the discipline "Foreign trade transactions" provides essential knowledge in the field of the foreign trade. The issue of the course is primarily intended for the students of economics, which is useful for those interested in international affairs, tends to convey to students the main components of practical foreign trade business, to form habits related to study in this area essential for any country.

COURSE CONTENTS:
1. Aspects regarding the Contemporary International Trade
2. Specifics of the external trade transactions
3. Penetrating foreign markets
4. Contracting in the international trade
5. Negotiating the International Sales Contracts
6. Conducting the export - import operations
7. Foreign Trade Policies

TEACHING METHODS:
Lecture, Discussions, Examples, Team work and Study Cases

LEARNING OUTCOMES:
- Cognitive skills: knowledge regarding the business internationalization stages.
- Professional skills: identifying ways of making external trade transactions; identifying ways of entering foreign markets; knowledge of international commercial contracting premises.
- Emotional value skills: acquisition of skills and effective ways of negotiating the sales - buying contract and skills necessary for the export -import operations.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Projects during the semester- 30%.

RECOMMENDED READING:
- Ciobanu Gheorghe, coord. s.a., *Tranzacţii economice internaţionale*, Editura Risoprint, Cluj- Napoca, 2009;
- Danciu V., *Marketing international*, Editura Economică, Bucureşti, 2005;
- Ioan, P., *Tranzacţii de comerţ exterior*, Editura Economică, Bucureşti, 2002;
- Jean Francois Durfour, Pierre Barret, s.a., *Marketing international - Études et vieille commerciales Vendre et negocier a l’export*.
- Kotler Ph., *Managementul marketingului*, Editura Teora, Bucureşti, 2005;
- Pop Al. N., Dumitru I., *Marketing internaţional*, Editura Uranus, Bucureşti, 2001;
- Streănțan F., *Tranzacții de comerț exterior*, Note de curs, Seria Didactica, Alba- Iulia, 2010;
MICROECONOMY
Course code: CIG 111
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Vasile BURJA PhD/Iulian Bogdan DOBRA, PhD
Full time studies

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COURSE AIMS:
These course cover a number of topics related to microeconomics. This introductory course teaches the fundamentals of microeconomics. Also, topics include consumer theory, producer theory, and the behaviour of firms, market equilibrium, monopoly, issues about costs of production, completion, price, and the role of the government in the economy, allocation of net income.

COURSE CONTENTS:
CH 1. Introduction to Political Economy
CH 2. Economic Activity - The Main Form Social Action
CH 3. General Characteristics of Exchange Economy
CH 4. The Modern System of Market Economy
CH 5. Production Factors and Their Use
CH 6. Costs of Production
CH 7. Market, Competition, Price
CH 8. Allocation of Net Income

TEACHING METHODS:
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

LEARNING OUTCOMES:
• To provide an introduction to fundamentals of microeconomics;
• The course is intended both for graduate students who wish to develop a solid background in game theory in order to pursue research in the applied fields of economics and related disciplines, and for students wishing to specialize in economic theory;
• To give an introduction and to learn, judge, make decisions, have a personal opinion or interpretation to some of the main subjects in this field: economic activity, exchange economy, market economy, production factors, cost production, competition, price, net income.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%; Verification during semester – 30%.

RECOMMENDED READING:
• JOHN LANCELOT SHADWELL, (1877), “A system of political economy”, Chapter I, page 1, Trubner and Co., Ludgate Hill;
• ADAM SMITH, (1920), “ The Wealth of Nations” BOOK I, Chapter IV, page 66; P.F. Collier and son, New York, USA;
• POPPA DORINA, KISS MELINDA & SZIKI KLARA, “Contemporary approaches of company performance analysis based on relevant financial information” University of Oradea, faculty of Economic;
• HERBERT J. DAVENPORT “Economics of enterprise” (1968), Chapter II, page 19; Chapter III, page 28 Augustus M. Kelley, New York, USA;
COURSE AIMS:

This course is designed to introduce students to various topics in mathematics and uncertainty that they will encounter in economics sciences. The concepts are illustrated with actual examples from the specialized literature. Exercises are designed to encourage the student to begin thinking about applied mathematics within a theoretical context. Today, the theory of applied mathematics has found many applications in economics. In this course, the students will learn the basic terminology and concepts of applied mathematics in economics. Mathematics is increasingly important in terms of the expression and communication of ideas in economics. A thorough knowledge of mathematics is indispensable for understanding almost all fields of economics, including both applied and theoretical fields. Especially understanding of elements of calculus and linear algebra are crucial to the study of economics. This class is designed to provide the appropriate mathematical tools for students who are interested in economics with policy concentration. The formal derivations of the mathematical tools needed will be the heart of this class. Economic concepts and models can often be easily and precisely described in terms of mathematical notation when words and graphs would fail or mislead us so the intent of this course is to teach you the language of mathematics and how to use it to better understand economics. Therefore, as applications of the mathematical concepts covered in class, examples and motivation will be drawn from important topics in economics.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:

Chapter 1. Linear Programming
1.1. Solving a linear programming problem
1.2. Duality. Dual simplex algorithm
1.3. Reoptimization of linear programming problems
1.4. Parametric linear programming
1.5. Transportation problems
1.6. Reoptimization of transportation problems
1.7. Parametric transportation problems
1.8. Special types of transportation problems

Chapter 2. Elements of financial mathematics
2.1. Simple interest
2.2. Compound interest
2.3. Annual installment payments (annuities)
2.4. Repayment of loans and borrowings

TEACHING METHODS:

Lecture, conversation, exemplification.

LEARNING OUTCOMES:

Modelling and solving some medium complexity level problems, using the mathematical and computer sciences knowledges.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written paper 50%; mid-term test 30%; seminar activities 20%.

RECOMMENDED READING:

BASICS OF INFORMATICS
Course code: CIG 113
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cucu Ciprian, PhD
Full time studies

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COURSE AIMS:
Familiarizing students with the basic concepts of IT, especially with utility in economics.

COURSE CONTENTS:
1. The computing system
2. Concepts Internet: Internet domains, websites
3. Design documents and presentations: principles and recommendations
4. Concepts spreadsheet
5. internet service
6. Processing documents
7. Spreadsheets

TEACHING METHODS:
Interactive lecture (slide show), discussions

LEARNING OUTCOMES:
Students specialization using internet services and office applications, document processing, spreadsheet, presentations.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 40%; Practical work during semester – 60%.

RECOMMENDED READING:
BASICS OF ACCOUNTING
Course code: CIG 114
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cenar Iuliana, PhD
Full time studies

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COURSE AIMS:
- To develop the student’s capacity to make up and use the accounting information at unit level correctly and efficiently
- To acquire fundamental knowledge about the aims and methods in the field of accounting;
- To know the principles, procedures, and instruments used to reflect accounting transactions and events
- To form and open-minded epistemic attitude related to the field of accounting

COURSE CONTENTS:
4. Double representation of the financial positioning with adjutancy of the balance sheet. Balance sheet definition and characteristics. Presentation of the structure with the balance sheet. Types of balance sheet changes. Previous stages to the setting up of the balance sheet

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge and understanding of the fundamental concepts, methods and theories in the field of accounting
- Use of fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the accounting field;

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:
The Faculty of Economic Sciences

**HISTORY OF ECONOMY**
Course Code: CIG 115  
Type of course: optional 
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Cosmin Popa-Gorjanu, PhD  
Seminar tutor:- 
Full time studies

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**COURSE AIMS:**
- To stimulate the formation of historical perspective in understanding the working of economic systems
- The learning of chronological and thematic landmarks in economic history.
- Recognition of the interdependence between social, cultural, and economic phenomena.
- Recognition of the synchronicity of economic phenomena in Romania and the broader regional and global economic systems.

**ENTRY REQUIREMENTS:**
Introduction to Ancient General History; introduction to Medieval History of Romanians; Introduction in the General Medieval History.

**COURSE CONTENTS:**
3. The economy on the territory of Romania between 1000-1600. The conditions of development in tenth-eleventh centuries. The formation and expansion of Kingdom of Hungary. The organization of Transylvania. The formation of the principalities of Wallachia and Moldova. Political and administrative organization of the Romanian principalities. Economic development of Romanian principalities. The regime of Ottoman domination and its economic features.

**TEACHING METHODS:**
Lecture, conversation, exemplification.

**LEARNING OUTCOMES:**
- retrieval of written sources on the historical past;
- establishing historical facts on the basis of historical sources and outside of these;
- the concrete production of new historical knowledge on the basis of deeper insights within the study of an epoch and/or of a medium complexity historical subject.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written paper – 30%; oral exam – 70%.

**RECOMMENDED READING:**
• Turnock, David, „The Pattern of Industrialization in Romania” în *Annales of the Association of American Geographers*, vol. 60, No. 3 (Sep., 1970), pp. 540-599.
BUSINESS ENGLISH
Course Code: CIG 116.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Senior lecturer Crina Herteg, PhD
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS:

COURSE CONTENTS:
- UNIT 1: THE BUSINESS WORLD
- UNIT 2: THE INVISIBLE HAND OF THE MARKET
- UNIT 3: INFLATION, INTEREST AND EXCHANGE RATES AND THEIR LINKS WITH INFLATION
- UNIT 4: STARTING UP A BUSINESS
- UNIT 5: THE FLOW OF FUNDS
- UNIT 6: ORGANIZING A COMPANY
- UNIT 7: FORMS OF BUSINESS
- UNIT 8: TYPES OF INSURANCE
- UNIT 9: THE MARKET AND THE MARKETING PROCESS
- UNIT 10: PRICING, ADVERTISING AND SELLING
- UNIT 11: FINANCIAL RESOURCES
- UNIT 12: WAGES AND SALARIES
- UNIT 13: ACCOUNTING AND BOOKKEEPING
- UNIT 14: FINANCIAL STATEMENTS

TEACHING METHODS:
- Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
- ORAL PRESENTATION
- INTERVIEW
- TWO-WAY DISCUSSION

RECOMMENDED READING:
FRENCH LANGUAGE
Course Code: CIG 116.2
Type of Course: compulsory
Language of Instruction: English tutoring available for Erasmus students
Teacher’s name: Teaching Assistant Aura-Celestina Cibian PhD
Seminar tutor: -

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COURSE AIMS:
Students capacity development to use the tools properly and effectively understanding and written expression in French language.

ENTRY REQUIREMENTS:

COURSE CONTENTS:
1. Introductory elements in text analysis
2. Vocabulary - text
3. Lexical exercises
4. Morphosyntactic analysis
5. Understand the main ideas
6. Exercise questions-response
7. Keyword searching
8. Expression ideas main
9. Exercises reformulation
10. Checking the knowledge

TEACHING METHODS:
Problem solving, learning by discovery, exercises

LEARNING OUTCOMES:
Students will:
• Conceived and developed as part of a complementary training, discipline "French Language" provides knowledge towards recognizing and using elements of textual analysis.
• Besides language skills, students are confronted with information about French cultural-civilizational, indispensable in developing multicultural current.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA:
Students will be examined at the end of the semester, on practical aspects acquisition (75% of the final grade) and active participation in seminar (25% of the final grade).

RECOMMENDED READING:
• Caron-Michamble, Catherine et alii, Grammaire et expression 5e et 6e, Paris, Hachette, 1995.
• Cristea, Teodora: Grammaire structurale du français contemporain, EDP, 1979.
• Eterstein, Catherine, Rédaction 4e et 5e. L'apprentissage de l'expression écrite, Paris, Hatier.
PHYSICAL EDUCATION I
Course code: CIG 117
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ursu Vasile Emil, PhD
Full time studies

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COURSE AIMS:
Capacity development of basic motor and specific for students.

COURSE CONTENTS:
Is not the case

TEACHING METHODS:
The conversation, exercises, games.

LEARNING OUTCOMES:
- Knowledge influences the practice of exercise and sport on the body, requirements for independent practice of physical exercises;
- Knowledge of the relationship between heart rate and adaptation to effort;
- Ensuring disconnection factor compensation and professional balance psihomotric good mood through movement.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Practical exam – 50%; continuous assessment during semester – 50%.

RECOMMENDED READING:
BASICS OF TECHNOLOGY
Course Code: CIG 118
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Mihai Teopent Corches, PhD
Seminar tutor: Mihai Teopent Corches, PhD
Full time studies

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COURSE AIMS:
The overall objective of the course:
To familiarize students with the main concepts, approaches, methods and techniques used in technology.
Specific objectives:
- To learn specific concepts used in technology;
- To understand the role and importance of technology in organizations;
- To develop the ability to synthesize and select the information necessary for making decisions on choosing and implementing a technology.
- To create and develop the ability to analyze and propose solutions to improve the technology.

ENTRY REQUIREMENTS:

COURSE CONTENTS:
The course covers the following main topics:
- Basic concepts of industrial technology;
- Technical-economic indicators;
- Principal technologies in industry;
- Extraction and processing of minerals;
- Metallurgy of ferrous and non-ferrous metals;
The seminar covers the following main topics:
- Case studies.
- Technological calculations.

TEACHING METHODS:
Lectures and laboratories (The course is given as a combination of lectures and laboratories.)

LEARNING OUTCOMES:

Professional Skills
Students who have completed a course in Technology should be able to:
- demonstrate a knowledge of technology through solving problems;
- show awareness of the possibilities represented by the development of materials, techniques and equipment;
- recognise the limitations of technology;
- discuss the environmental issues arising from the use of technology;
- demonstrate an understanding of the evolution of technology as a response to the needs of society

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
A two-hour written examination (80% of the final grade)
Carrying out practical work. (20% of the final grade)

RECOMMENDED READING:
- Achim M, 1999, Bazele tehnologiei;
- Popa M, 2006, Bazele tehnologiei. Aplicatii si studii de caz;
- Baloi, 1992, Bazele tehnologiei;
MACROECONOMY
Course code: CIG 121
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iulian Bogdan DOBRA, PhD
Full time studies

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<td>Summer</td>
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COURSE AIMS:
This course provides an overview of macroeconomic issues: the determination of output, employment, unemployment, interest rates, income, consumption and investment. Also, important policy debates such as, economic growth in the long run, government finances in the intermediate run, and economic stability in the short run, are judgmentally explored. Finally, monetary, fiscal policies, inflation and world economy are debated.

COURSE CONTENTS:
CH 1. Fundamental Principles of Macroeconomic Theory
CH 2. Economic Growth and Sustainable Economic Development
CH 3. Economic Equilibrium
CH 4. Income, Consumption and Investment
CH 5. Financial Markets
CH 6. Labour Economics
CH 7. Employment and Unemployment
CH 8. The Money Markets
CH 9. Inflation
CH 10. World Economy and Globalisation

TEACHING METHODS:
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

LEARNING OUTCOMES:
• To provide an introduction to fundamentals of macroeconomics;
• The course is intended both for graduate students who wish to develop a solid background in game theory in order to pursue research in the applied fields of economics and related disciplines, and for students wishing to specialize in economic theory;
• To give an introduction and to learn, judge, make decisions, have a personal opinion or interpretation to some of the main subjects in this field: economic activity, exchange economy, market economy, production factors, cost production, competition, price, net income.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination– 70%; Verification during semester – 30%.

RECOMMENDED READING:
- ADAM SMITH (1920), "The Wealth of Nations" BOOK I, Chapter IV, page 66; P.F. Collier and son, New York, USA;

• Greg Chase and Charles W. Upton, 2000- *Principles of Macroeconomics*, Lecture notes at Kent State University;


• Andrew Hurrell and Ngaire Woods (1999), (eds), Globalization, Inequality, and World Politics, Oxford University Press, Oxford, UK;


• Robert E. Hall, ed., Inflation: Causes and Effects (Chicago: University of Chicago Press, 1982);


• Alvin L. Marty and Daniel L. Thornton, "Is There a Case for 'Moderate' Inflation?", Federal Reserve Bank of St. Louis, Review 77 (July/August 1995), pp. 27-37;

MARKETING
Course code: CIG 122
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Muntean Andreea, PhD
Full time studies

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COURSE AIMS:
The aim of course is to demonstrate the role of marketing in the company and to explore the relationship of marketing to other functions in a company.

COURSE CONTENTS:
1. Marketing concept
2. Marketing environment of a company
3. The company’s market
4. Product strategy
5. Price strategy
6. Placement strategy
7. Promotional strategy

TEACHING METHODS:
Lecture, Discussions, Simulation

LEARNING OUTCOMES:
• Make marketing decisions in the context of general management.
• Control the elements of the marketing mix—product policy, channels of distribution, communication, and pricing—to satisfy customer needs profitably.
• Use this knowledge in elaborating a Marketing plan for a company.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester - 30%.

RECOMMENDED READING:
• CASES IN MARKETING MANAGEMENT / BERNHARDT, Kenneth L. (1997)
• ESSENTIALS OF MARKETING / Jim BLYTHE (2001)
• FUNDAMENTALS OF MARKETING / STONE, Marilyn A. (2007)
• MANAGING MARKETING / Francis NICHOLSON; Richard MEEK (2009)
BUSINESS ENGLISH  
Course Code: CIG 123.1  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Senior lecturer Crina Herteg, PhD  
Full time studies

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COURSE AIMS:  
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).  
2. To develop oral and written communication abilities with the adequate use of Business English standards.  
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:  
UNIT 1: ASSETS AND LIABILITIES  
UNIT 2: THE CHART OF ACCOUNTS  
UNIT 3: THE STOCK EXCHANGE  
UNIT 5: CUSTOMERS  
UNIT 6: COMPANIES  
UNIT 7: TRAVEL  
UNIT 8: TROUBLESHOOTING  
UNIT 9: COMPANY HISTORY  
UNIT 10: RETAILING  
UNIT 11: PRODUCTS  
UNIT 12: PEOPLE  
UNIT 13: BUSINESS ENVIRONMENT  
UNIT 14: FINANCE

TEACHING METHODS:  
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:  
Students use English correctly, fluently and adequately in oral and written business communication. Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS  
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:  
ORAL PRESENTATION  
INTERVIEW  
TWO-WAY DISCUSSION

RECOMMENDED READING:  
**FRENCH LANGUAGE**

Course Code: CIG 123.2  
Type of Course: compulsory  
Language of Instruction: English tutoring available for Erasmus students  
Teacher’s name: Teaching Assistant Aura-Celestina Cibian PhD  
Seminar tutor: -

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**COURSE AIMS:**

Students capacity development to use the tools properly and effectively understanding and written expression in French language.

**ENTRY REQUIREMENTS:**

**COURSE CONTENTS:**

1. Vocabulary - text  
2. Lexical exercises  
3. Morphosyntactic analysis  
4. Understand the main ideas  
5. Exercise questions-response  
6. Keyword searching  
7. Expression ideas main  
8. Exercises reformulation  
9. Writing by computer. Azerty Keyboard  
10. Create a text using the computer  
11. Checking the knowledge

**TEACHING METHODS:**

Lecture, discussion, problem solving, learning by discovery, exercises

**LEARNING OUTCOMES:**

Students will:

- Conceived and developed as part of a complementary training, discipline "French Language" provides knowledge towards recognizing and using elements of textual analysis.
- Besides language skills, students are confronted with information about French cultural-civilizational, indispensable in developing multicultural current.

**LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA:**

Students will be examined at the end of the semester, on practical aspects acquisition (75% of the final grade) and active participation in seminar (25% of the final grade).

**RECOMMENDED READING:**

- Riegel, Martin ; Pellat, Jean-Christophe ; Rioul, René: *Grammaire méthodique du français* (Manuel), PUF Quadrige, Paris, 2002.
COURSE AIMS:
This course presents operating methods specific to the economic environment and banking. The course aims to provide students with background knowledge to create ability to use language and tools specific to the main organizational structures and banking operations at the macroeconomic level - a process involving money, currency, organizing monetary money supply, monetary policy and its instruments and approaches of credit in the economy.

COURSE CONTENTS:
1. MONEY AND CURRENCY
2. INTERNATIONAL MONETARY FINANCIAL ACTIVITY
3. NATIONAL MONETARY SYSTEMS
4. INTERNATIONAL MONETARY SYSTEM
5. EUROPEAN MONETARY SYSTEM
6. OPTIMUM CURRENCY AREA
8. MONEY MARKET, REGULATORY MONETARY EXPANSION.
9. MONETARY MASS, INDICATORS AND MONETARY AGGREGATES.
10. MONETARY POLICY, THE CORE OF POLICY MACROSTABILIZATION
11. THE STRUCTURE OF CENTRAL BANKS
12. THE ROLE OF COMMERCIAL BANKS AND CREDIT IN MONETARY POLICY IMPLEMENTATION

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Ability to identify traits involving currency transactions;
- Ability to explain the mechanisms of monetary policy;
- Ability to characterize monetary systems;
- Ability to present the money market;
- Ability to present payment instruments;
- Ability to describe the particularities of the money market;
- Ability to analyze the role of Central Bank;
- Ability to present monetary policy instruments;
- Ability to present the calculation of interest;
- Ability to calculate monetary indicators.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 50%; projects during semester – 50%.

RECOMMENDED READING:
- www.imf.org
- www.bis.org
- www.ecb.europa.eu
SPECIALTY PRACTICE
Course code: CIG 125
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Deaconu Sorin-Constantin, PhD
Full time studies

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COURSE AIMS:
Completion and deepening of the knowledge gained, to familiarize students with the application of theoretical knowledge into economic units, acquired in the education process and formation of new practical skills in accounting issues.

COURSE CONTENTS:
1. Entity overview
2. The entity's organizational structure
3. Organization and management of financial and accounting activity

TEACHING METHODS:
Is not the case

LEARNING OUTCOMES:
• Knowledge on the development of accounting profession practice at entity level;
• Capacity building and concrete realities attitudes investigation and application of research results in improving accounting information;
• An open attitude and innovative training in accounting.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral exam – 100%

RECOMMENDED READING:
• Is not the case
COURSE AIMS:
- Assimilating the theoretical concept on the role and utility of financial accounting, the operation of accounts, financial reporting;
- acquiring skills so as to use correctly the accounts used to reflect the financial operations in the accounting field;
- Knowing the information gathering flux and processing the information in the accounting;
- Compiling the accounting records, the trial balance and the financial statements;
- Using the professional judgment in analyzing and interpreting the accounting information;
- Forming an open epistemic attitudes in accounting.

COURSE CONTENTS:
1. Defining financial accounting: financial accounting’ role and setting within the organization.
2. Accounting as a social activity. The role played by accounting in society. The supply for and demand of accounting information.
3. The accounting recognition of basic transactions and events: accounts and transactions regarding non-current assets, inventories, accounts receivable, cash, liabilities, equity, revenues, expenses and profit or loss.
5. Trial Balance.
7. Other fundamental elements of financial accounting: accounting calculation; the accounting management of entities, monism and dualism in accounting.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge of procedures and instruments used to reflect accounting transactions and events;
- Identify connections between technical instruments of the accounting;
- Knowledge of collection and processing flow of accounting information;
- To process items of information in order to carry out financial and accounting reports;
- To elaborate accounting monographies.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:
Databases and Programming Languages

Course code: CIG 127
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Kadar Manuella, PhD
Full time studies

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COURSE AIMS:
- Knowledge and principles, concepts elementary processing of data or form, structure and content.
- Knowledge of advanced concepts about the media and systems used to manage data and familiarity with the specific modalities of representation, transfer and access to information.

COURSE CONTENTS:
2. The relational model. Relational Algebra. relational scheme
3. The physical model of the data. Methods of accessing data
4. Normalization of relations. The advantages of the relational model
5. Design Methods BD. Design relational model through normalization
7. Implementing the relational model.
8. The main features of the DBMS sites (examples ACCESS, Oracle, Visual Fox Pro). Creating tables. Defining the primary key and indexes
9. Define relationships between tables. Restrictions referential integrity. BD query. Types of queries
11. The language SQL (Structured Query Language) General characteristics. Data Definition Language SQL - LDD
12. Instructions for updating the database. Management view sites. Achieving using SQL relational operators
13. variables. Operators and functions. Implementation of fundamental control structures in VBA. procedures

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Acquiring knowledge on the management of databases, data representation models, query and update databases;
- The acquisition of practical skills for developing computer applications with databases in financial accounting and management.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 50%; verification during semester – 50%.

RECOMMENDED READING:
PHYSICAL EDUCATION II
Course code: CIG 128
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ursu Vasile Emil, PhD
Full time studies

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COURSE AIMS:
Capacity development of basic motor and specific for students.

COURSE CONTENTS:
Is not the case

TEACHING METHODS:
The conversation, exercises, games.

LEARNING OUTCOMES:
- Developing basic and specific propellent ability;
- Knowledge influences the practice of exercise and sport on the body, requirements for independent practice of physical exercises;
- Knowledge of the relationship between heart rate and adaptation to effort;
- Ensuring disconnection and factor compensation professional balance psihomotric for good mood through movement.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Practical exam – 50%; continuous assessment during semester – 50%.

RECOMMENDED READING:
COMPUTER AIDED ACCOUNTING

Course code: CIG 129
Type of course: optional
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Teiușan Sorin-Ciprian, PhD
Full time studies

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COURSE AIMS:
- To acquire theoretical and practical knowledge and skills on computer systems in accounting;
- To form and develop the students’ capacity to use computers and software in accounting.

COURSE CONTENTS:
1. Introduction to computer-aided accounting;
2. Computer technology for the financial-accounting activity;
3. Internet and accounting;
4. Configuration in accounting programs;
5. Computerized management of companies’ data;
6. Recording in programs of the companies’ transactions.

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
- To define the concepts in the area of accounting programs;
- To use computers and software in accounting;
- To record in programs of the companies’ transactions.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written and oral examination (80% of the grade), students' assessments (20% of the grade)

RECOMMENDED READING:
COURSE AIMS:
To acquire fundamental knowledge about and abilities to use the concepts, principles, mechanisms, methods and instruments in the field of public finance;
To explain and critically analyze the budget system, the revenues (especially taxes) and expenditures of the state and the financing possibilities of the deficit.

COURSE CONTENTS:
1. Introduction in finance – economic content, functions.
2. Financial system and financial mechanism.
3. Fiscal policy.
4. Financial institutions.
5. The budget system.
7. Public incomes.
8. General view about taxes.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Adequate use of the concepts, methods and instruments in the field of public and private finance;
- Applying financial concepts, mechanisms, methods, instruments in private or public organizations to solve specific problems.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 60%; verification during semester (project) – 40%.

RECOMMENDED READING:
- Hyman D., Public Finance: A Contemporary Application of Theory to Policy, South-Western, Cengage Learning, 2011
BUSINESS LAW
Course Code: CIG 212
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Vasile Luha, PhD
Seminar tutor: Miruna Tudorascu, PhD
Full time studies

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COURSE AIMS:
- Knowing, understanding and a correct using of fundamental ideas concerning concepts specific to Law.
- Integration in a coherent structure of main theorizations and value landmarks recognised in Law as well as in connected domains.

ENTRY REQUIREMENTS:
Introduction to Law; Introduction to General Elements of Law.

COURSE CONTENTS:
1. Introduction in Law.
2. Juridical Methodology.
3. The Concept of Business Law.
4. Law and State.
5. The Principles of Business Law.
6. The Functions of Business Law.
7. Juridical Norm.
8. The origins of Business Law.
10. Interpretation of Juridical Norms.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- retrieval of written sources on the Business Law;
- establishing general aspects in connection with the Business Law;
- the concrete issues in connection with the general views of Business Law.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper – 60%; continuous assessment – 40%.

RECOMMENDED READING:
ACCOUNTING AND FISCAL MANAGEMENT
Course code: CIG 213
Type of course: optional
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Sorin-Constatin Deaconu, PhD
Full time studies

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COURSE AIMS:
- The use of the professional reasoning by the students in order to recognise various transactions and events in accountancy.

COURSE CONTENTS:
1. Theoretical approaches concerning capital
2. Characteristics and management accounting of fixed asset
3. Evaluation of fixed assets – features
4. Theoretical approaches stocks and production in progress
5. Particularities of the evaluation of the nature of material goods of stocks
6. Concepts, typology, assessment of third parties
7. Theoretical approaches on entities treasury
8. The characteristics and management accounting of expenditure and revenue
9. Method of determining the outcome
10. Annual financial statements. Composition and method of preparation

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowing the duties of the accountancy for organising and managing the accountancy;
- Presenting the main supporting documents related to the operations upon the actives, the debts and the capitals of a company;
- Learning registering modalities in the journal register for the operations upon the actives, the debts and the capitals of a company

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 80%; verification during semester – 20%.

RECOMMENDED READING:
- Accounting Law no. 82/1991 with the further amendments and completions republished in the Official Journal no. 454/2008.
- The Law no. 227/2015 regarding the Fiscal Code with the further amendments and completions, Official Journal no. 688/2015.
MANAGEMENT ACCOUNTING
Course code: CIG 214
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Teiuşan Sorin-Ciprian, PhD
Full time studies

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COURSE AIMS:
- To acquire theoretical and practical knowledge and skills on cost calculation and management accounting;
- To form and develop the students’ capacity to use cost calculation methods and procedures within entities.

COURSE CONTENTS:
- Introduction to management accounting: accounting definition, the users of accounting information, differences between management accounting and financial accounting, cost accounting/management accounting;
- Costs terms and concepts: costs objects, classifications of costs, direct and indirect costs, categories of manufacturing costs, period and product costs, cost behaviour in relation to volume of activity (variable and fixed costs), relevant and irrelevant costs and revenues, avoidable and unavoidable costs, sunk costs, opportunity costs, incremental (differential) costs and revenues, standard costs;
- Cost assignment: assignment of direct and indirect costs, cost allocation, under- and over-recovery of overheads;
- Cost-volume-profit analysis: the economist’s model, the accountant’s model, mathematical approach of CVP analysis (break-even point, profit-volume ratio);
- The budgeting process: stages in the budgeting process, sales budget, production budget, direct materials purchase budget, direct labour budget, factory overhead budget, selling and administration budget, cash budget, master budget.

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
- To explain the concepts in the area of management accounting;
- To describe the cost assignment and the budgeting process;
- To apply knowledge to business decision-making.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written and oral examination (80% of the grade), students' assessments (20% of the grade)

RECOMMENDED READING:
- Ponorica, Andreea; Popescu, Adriana; Stanila, Oana, Practice Guide of Basic, Financial and Management Accounting, Bucureşti: CECCAR, 2006.
- Teiuşan, Sorin-Ciprian, Contabilitate de gestiune, Universitatea „1 Decembrie 1918, Seria Didactica, Alba Iulia, 2014.
INFORMATION MANAGEMENT SYSTEMS
Course code: CIG215
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Teiuşan Sorin-Ciprian, PhD
Full time studies

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COURSE AIMS:
- To acquire theoretical and practical knowledge and skills on management information systems;
- To form and develop the students’ capacity to use computers and software in accounting field.

COURSE CONTENTS:
1. Introduction to management information systems;
2. Accounting computer systems;
3. Information systems for financial activity;
4. Information systems for human resource management;
5. Digital signature;
6. Control and auditing of information systems.

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
- To define the concepts in the area of management information systems;
- To use computers and software in accounting field.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written and oral examination (80% of the final grade), students' assessments (20% of the final grade)

RECOMMENDED READING:
**FINANCIAL MANAGEMENT**

Course code: CIG 216  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Burja Camelia, PhD  
Full time studies

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**COURSE AIMS:**
Knowledge and understanding of basic concepts with which operates in the financial management of the company; legalities, mechanisms, methods and techniques which are formed by funds allocated to the micro level.

**COURSE CONTENTS:**
1. Introduction to company finances  
2. Objectives of the company  
3. Financial management of fixed assets  
4. Asset management assets  
5. Determine the needs of stocks and NFR  
6. correlation indicators of current assets  
7. The financial decision under the credit customer  
8. Treasury  
9. ETE  
10. Financial planning  
11. Budgets mandatory  
12. Profit

**TEACHING METHODS:**  
Lecture, exhibition, discussions, examples

**LEARNING OUTCOMES:**  
- Financial management of the enterprise aims to familiarize students with the concept of company finances and their functions.  
- Financial organization defines concepts as: mechanisms, flows, cycles and financial circuits. Financing policy for economic enterprises is addressed by the concept of funding.  
- Long-term funding decision aims at the formation of permanent capital businesses. The cost of capital is viewed in terms of the criterion of choice of financing.  
- Short-term financing deals with the financing of current assets. The facilities granted to companies is another way of financing. Finally treated other funding and financing in special situations.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**  
Written exam – 70%; Practical work during semester – 30%.

**RECOMMENDED READING:**
BUSINESS ENGLISH
Course Code: CIG 217.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Senior lecturer Crina Herteg, PhD
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
UNIT 1: COMMUNICATION
UNIT 2: BUILDING RELATIONSHIPS
UNIT 4: JOB SATISFACTION
UNIT 5: RISK
UNIT 6: E-COMMERCE
UNIT 7: TEAM BUILDING
UNIT 8: CUSTOMER SERVICE
UNIT 9: CRISIS MANAGEMENT
UNIT 10: MANAGEMENT STYLES
UNIT 11: TAKEOVERS AND MERGERS
UNIT 12: CORPORATE RESPONSIBILITY
UNIT 13: COMPETITION
UNIT 14: INCOTERMS

TEACHING METHODS:
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
ORAL PRESENTATION
INTERVIEW
TWO-WAY DISCUSSION

RECOMMENDED READING:
FRENCH LANGUAGE  
Course Code: CIG 217.2  
Type of Course: optional  
Language of Instruction: French and Romanian  
Teacher’s name: Teaching Assistant Aura-Celestina Cibian PhD  
Seminar tutor: -  

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COURSE AIMS:  
Accurate knowledge acquisition and efficient using of concepts and contextual communication specific to the job market field of study.

ENTRY REQUIREMENTS:

COURSE CONTENTS:  
1. - 2. Introductory lecture  
3. Job application. The CV and Cover Letter  
4. Job application. The job interview  
5. – 6. Working conditions  
7. – 8. Internal company or organisation documents  
9. – 12. Enterprise and entrepreneurship  
13.-14. Learning verification

TEACHING METHODS:  
The main method: Communicative language teaching (CLT)  
The focus of this method is to enable the learner to communicate effectively and appropriately in the various situations specific to the jobs market field he would be likely to find himself in. Lecture and exemplification.

LEARNING OUTCOMES:  
Students will  
• match a good knowledge of the jobs market principles to an awareness of their uses and limitations;  
• establish identities, similarities and differences between French and Romanian jobs markets;  
and  
• integrate their own ideas with those of others;  
• identify their own strengths and challenges as writers and speakers.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA:  
Students will be examined at the end of the semester, on practical aspects acquisition (75% of the final grade) and active participation in seminar (25% of the final grade).

RECOMMENDED READING:  
• CILIANU-LASCU, Corina (2004), Culegere de exerciții lexico-gramaticale cu profil economic, Meteor Press, București;  
• CORADO, L, SANCHEZ-MACAGNO, M-O, (1990), Français des affaires (350 exercices, textes et documents), Hachette, Paris;  
• DANILÔ, M et PENFORNIS, J, LINCOLN, M, (1993), Le français de la communication professionnelle, CLE International, Paris;  
• DANILÔ, M, TAUZIN, B (1990), Le français de l’entreprise, CLE International, Paris;  
• DĂNILĂ, Sorina et alii (2006), Examenle DELF, DALF, nivelurile A și B, Polirom, Iași;  
• SZILAGYI, E (1990), Affaires à faire, Presses Universitaires, Grenoble.
BUSINESS MANAGEMENT
Course code: CIG 221
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Achim Moise Ioan PhD, Larisa Dragolea PhD
Full time studies

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COURSE AIMS:
Students will learn to properly use and effective management tools at the level of business management.

COURSE CONTENTS:
1. Basic concepts of business management
2. Entrepreneurial management and intrapreneurial
3. The company management culture
4. Identifying, initiating and business planning
5. The Business Plan
6. The sources of financing business
7. The negotiations strategy and technical
8. Initiating marketing business
9. The supply and sale management

TEACHING METHODS:
Lectures, discussions

LEARNING OUTCOMES:
- Transmission of the students theoretical and methodological aspects of business management;
- Development of concepts, relationships, techniques and procedures to reflect their specific business management practice in the future practical work of students;
- Training of practical skills and appropriate use of specific work skills, systematic management tools at economic units.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; Practical work during semester – 30%.

RECOMMENDED READING:
STATISTICS
Course code: CIG 222
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Prof. Breaz Nicoleta, PhD
Full time studies

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COURSE AIMS:
The general aim of the discipline consists in forming data analysis skills in order to understand the fundamental concepts, theories, and methods in the field and the specialty area and to use them in order to explain and interpret various types of concepts and processes associated to the field. More precisely, the course transfers knowledge about the fundamental concepts in statistics and forms skills for statistical data processing, analysis and estimation, in order to acquire the capacity to analyze and interpret statistical results.

COURSE CONTENTS:
I. Main concepts in statistics
   II. Observation, systematization and graphical representation of the statistical data
   III. Statistical parameters
   IV. Correlation and regression
   V. Introduction to inferential statistics

TEACHING METHODS:
Instruction is a combination of lectures, seminars and individual work; there are also compulsory assignments. There is 80% attendance requirement for seminars.

LEARNING OUTCOMES:
• assimilating fundamental knowledge in the field of economic statistics, starting with aspects of descriptive statistics up to aspects about inferential statistics;
• forming aptitudes needed for statistical data processing and analysis;
• developing the capacity to relate to standards connected with rigor and accuracy in data analysis.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
- Final evaluation-- written exam: Assessment of the statistical knowledge during the synthesis problems solving process (90% of the final grade)
- Continuous assessment: assessment of the practical skills in solving statistical problems, by assessing the individual portfolio with applicable works (written papers) presented at the seminars, according to a specified schedule (10% of the final grade).

RECOMMENDED READING:
• N. Breaz, Statistics- Theory And Applications, Didactical Series, “1 Decembrie 1918” University of Alba Iulia, (in printing), 2016*
• ***, Statistical Yearbook, 2015
GOVERNMENTAL ACCOUNTING
Course code: CIG 223
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cenar Iuliana, PhD
Full time studies

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<td>Class</td>
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<td>Summer</td>
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COURSE AIMS:
- Transmission of the theoretical and methodological basis of the management grafted by the public assets;
- Accomplishing the practical skills and work skills in order to use the appropriate, systematic accounting instruments accounting for the public institutions.

COURSE CONTENTS:
1. General coordinates regarding the public institutions and their accounting;
2. The accounting of transactions and events for public institutions;
3. The financial statements of public institutions;
4. International aspects of the accounting in the public sector;

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge and understanding of the fundamental concepts, theories, and methods in the field and specialty area; their adequate use in professional communication;
- Identifying and recording the specific transactions in the accounting of public institutions;
- Realising financial - accounting reports, the analysis of information.
  - Drawing up professional projects using several methods and instruments acknowledged in the field.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:
- Cenar I., Accounting policies and treatments of contingent assets and liabilities in public institutions, Annales Universitatis Apulensis, Series Oeconomica, Finanţe-Contabilitate, Alba Iulia, 2011, ISSN 1454-9409, p. 231 – 240.
APPLIED FINANCIAL ACCOUNTING

Course code: CIG 224
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Deaconu Sorin-Constantin, PhD
Full time studies

COURSE AIMS:
The course aims to train the students with the role of the financial accounting applied to companies in the touristic, agriculture and construction field of activity, creating for the students an acceptable level of knowledge.

COURSE CONTENTS:
1. Aspects of the organization and management of Applied Financial Accounting
2. The characteristics of agriculture
3. The concept of agricultural exploitation
4. The documents used by agricultural entities
5. Evaluation of biological assets in terms of IAS 41 "Agriculture"
6. Coverage of goods evaluated in accounting at the retail price
7. Correlation to detect errors in retail accounting
8. Supplies and intra-community acquisitions of goods
9. Features of tourism activity
10. Reflecting into accounting accommodation activity and other complementary activities
11. Catering—Features and accounting treatments
12. General aspects of construction and assembly work
13. Price formation in construction and assembly

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
• thoroughgoing study of theoretical and methodical previous knowledge;
• forming specialists with academic studies for applied financial accounting, capable of opting for an accounting policy when solving complex briefs for companies in the touristic, agriculture and construction field of activity;

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 80%; verification during semester – 20%.

RECOMMENDED READING:
• Accounting Law no. 82/1991 with the further amendments and completions republished in the Official Journal no. 454/2008.
• The Order 2634/2015 for financial accounting documents, Official Journal no. 910/2015.
• The Law no. 227/2015 regarding the Fiscal Code with the further amendments and completions, Official Journal no. 688/2015.
• www.inss.ro
• www.emeraldinsight.com
**PRACTICE**

Course code: CIG 225  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Teișan Sorin-Ciprian, PhD  
Full time studies

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<td>Summer</td>
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**COURSE AIMS:**  
Completion and deepening of the knowledge gained, to familiarize students with the application of theoretical knowledge into economic units, acquired in the education process and formation of new practical skills in accounting issues.

**COURSE CONTENTS:**  
1. Financial accounting  
2. Accounting for public institutions  
3. Management accounting

**TEACHING METHODS:**  
Is not the case

**LEARNING OUTCOMES:**  
- Knowledge on the development of accounting profession practice at entity level;  
- Capacity building and concrete realities attitudes investigation and application of research results in improving accounting information;  
- An open attitude and innovative training in accounting.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**  
Oral exam – 100%

**RECOMMENDED READING:**  
- Is not the case
BUSINESS ENGLISH
Course Code: CIG 226.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Senior lecturer Crina Herteg, PhD
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
UNIT 1: EXPORTS AND IMPORTS
UNIT 2: PROFIT AND LOSS ACCOUNTS
UNIT 3: INVESTMENTS
UNIT 4: METHODS OF FINANCE
UNIT 5: CURRENCY MARKETS
UNIT 6: RAISING FINANCE
UNIT 7: INTERNATIONAL MARKETING
UNIT 8: THE FUTURE OF BUSINESS
UNIT 9: NUMBERS AND STATISTICS
UNIT 10: PENSIONS AND OTHER FINANCIAL PRODUCTS
UNIT 11: CORPORATE FINANCE
UNIT 12: MONEY AND WORK
UNIT 13: TAXATION
UNIT 14: WILLS AND OTHER LEGAL MATTERS

TEACHING METHODS:
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
ORAL PRESENTATION
INTERVIEW
TWO-WAY DISCUSSION

RECOMMENDED READING:
FRENCH LANGUAGE FOR NON-PHILOLOGIST STUDENTS

Course Code: CIG 226.2
Type of Course: optional
Language of Instruction: French and Romanian
Teacher’s name: Teaching Assistant Aura-Celestina Cibian PhD
Seminar tutor: -

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving credits | Number of ECTS credits allocated
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Class | 28 | 2 | Summer | Grade | 3

COURSE AIMS:
Accurate knowledge acquisition and efficient using of concepts and contextual communication specific to formal relationships.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
1. – 7. Formal letters. Informed learning
Examples of layouts, conventions, overall structures. Contents.
Letter of request, letter of enquiry, letter of complaint, business letter etc.
8. – 12. Formal letters writing. Active learning. Small-group work/discussion
13. – 14. Learning verification

TEACHING METHODS:
Informed learning. Active learning. Peer-led discussions. Small-group work/discussion
The main method: Communicative language teaching (CLT)
The focus of this method is to enable the learner to communicate effectively and appropriately in various formal situations he would be likely to find himself in.

LEARNING OUTCOMES:
Students will
• match a good knowledge of the formal communication principles to an awareness of their uses and limitations;
• establish identities, similarities and differences between French and Romanian formal contexts;
and
• integrate their own ideas with those of others;
• identify their own strengths and challenges as writers and speakers.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA:
Students will be examined at the end of the semester, on practical aspects acquisition (75% of the final grade) and active participation in seminar (25% of the final grade).

RECOMMENDED READING:
• CILIANU-LASCU, Corina (2004), Culegere de exerciţii lexico-gramaticale cu profil economic, Meteor Press, Bucureşti;
• CORADO, L, SANCHEZ-MACAGNO, M-O, (1990), Français des affaires (350 exercices, textes et documents), Hachette, Paris;
• DANILLO, M et PENFORNIS, J, LINCOLN, M, (1993), Le français de la communication professionnelle, CLE International, Paris;
• DANILLO, M, TAUZIN, B (1990), Le français de l’entreprise, CLE International, Paris;
• DĂNILĂ, Sorina et alii ( 2006), Examenle DELF, DALF, nivelurile A și B, Polirom, Iaşi;
• SZILAGYI, E (1990), Affaires à faire, Presses Universitaires, Grenoble.
BUSINESS VALUATION
Course code: CIG 227.1
Type of course: compulsory/optional
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Danuletiu Adina, PhD
Full time studies

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COURSE AIMS: to make students acquire theoretical knowledge regarding property and business evaluation, especially the formation and development of practical skills on the application of evaluation methods appropriate categories of asset components of the enterprise and the enterprise as a whole.

COURSE CONTENTS:
1. Defining concepts of valuation; Types of valuations; Moments valuation of properties and businesses; The relationship value, price, cost; Basis of Value; Market value, Investment value, Fair value, Special Value, Synergistic Value, Forced Sales, Definition and valuation stages
2. Diagnosis enterprise
Defining the need and role of diagnosis in the valuation; Strategic diagnosis of the enterprise; Legal diagnosis; Technical diagnosis; Diagnosis and management of human resources; Commercial diagnosis; Diagnosis accounting
3. The issue of valuation property. The issue of valuation of intangible assets: Definition of intangible assets; Classification of intangible assets; Intangible asset valuation methods; Considerations regarding the evaluation of specific intangible assets;
4. The issue of valuation of tangible assets: Land valuation; Valuation of buildings;
Valuation of fixed assets by type of technological equipment, machinery and equipment for measurement, control and adjustment; transportation; Furniture and office equipment; Assets under valuation; Evaluation of financial assets; Rating Current assets: Measurement of inventories; Valuation of receivables; Valuation of reserves; Assessing deferred income. Valuation of debt
5. Approaches valuation of businesses:
Income-based approach in business valuation
Market comparison approach
Asset-based approach to business valuation

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
• Knowledge and understanding of the fundamental concepts, theories, and methods in the field of business valuations; their adequate use in professional communication;
• Use of fundamental knowledge in order to identify similarities and differences between accounting, the economic and administrative valuation, to par identify strengths and weaknesses in the application of a certain type of diagnostic company, identify the advantages and disadvantages of evaluation methods practiced for business valuation and for different categories of assets and liabilities within it.
• Drawing up professional projects using several methods and principles acknowledged in business valuation.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 60%; verification during semester – 40%.

RECOMMENDED READING:
• *** International Valuation Standards
FISCAL SYSTEM
Course code: CIG 228.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Teiușan Sorin-Ciprian, PhD
Full time studies

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COURSE AIMS:
- To acquire theoretical and practical knowledge and skills on the fiscal system;
- To form and develop the students’ capacity of management of taxes and fees.

COURSE CONTENTS:
1. Introduction to fiscal system;
2. Profit tax;
3. Tax on incomes of micro-enterprises;
4. Income tax;
5. Value added tax;
6. Excises;
7. Local taxes and fees.

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
• To define the concepts used by fiscal system;
• To explain the methodology for calculation of taxes and fees;
• To calculate taxes and fees.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written and oral examination (80% of the grade), students’ assessments (20% of the grade)

RECOMMENDED READING:
• Legea nr. 227/2015 privind Codul fiscal, publicată în Monitorul Oficial al României nr. 688 din 10.09.2015, cu modificările şi completările ulterioare.
• Legea nr. 207/2015 privind Codul de procedură fiscală, publicată în Monitorul Oficial al României nr. 547 din 23.07.2015, cu modificările şi completările ulterioare.
ACCOUNTING OF CREDIT INSTITUTIONS

Course code: CIG 311
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Socol Adela, PhD

Course aims:
This course aims to provide an initiation to the major mechanisms of bank accounting, and features the recording of accounting entries related to several banking operations.

Course contents:
Bank accounting frameworks
- Structure of bank operations
- Sources and specifications of bank accounting
- Charts of accounts in credit institutions
- Regulatory requirements
Banking Capital operations accounting
Banking Assets operations accounting
Cash flow and interbanks operations accounting
- Operations in relation with the Central Bank
- Correspondant banking operations: nostro and vostro accounts
- Repo operations
- Foreign currency operations
Applications: recording of several accounting entries related to cash flow management and interbank operations
Accounting of bank customer service operations
- Deposit operations and means of payment
- Customer credit operations
- Accounting of provisions
- Off-balance sheet commitments
Applications: recording of several entries related to customer service operations
Accounting of financial instruments
- Accounting classification of financial instruments
- Introduction to the IFRS 7
Applications: recording of several accounting entries related to operations on financial instruments
Accounting of banking incomes and expenses

Teaching methods:
Lecture, conversation, exemplification.

Learning outcomes:
Students will be able to:
■ identify and solve problems and make decisions using critical and creative thinking in bank accounting;
■ work effectively with others as members of a team, group, organisation and community in the banking area;
■ develop general and specific skills in bank accounting to integrate theory and practice and which could be used for compliance with generally accepted accounting practice.

Learning outcomes verification and assessment criteria:
Exam – 80%; verification during semester – 20%.

Recommended reading:
- Zaharia (Chiru) R., Socol Adela, Operational Assets Bookeping in Credit Institutions, Analele Universităţii din Oradea, Ştiinţe Economice, TOM XIX, Issue 1, p. 607-613, 2010, ISSN 122569 tipărit, ISSN 1582-5450 electronic CD.
FINANCIAL AUDIT

Course code: CIG 312

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Socol Adela, PhD

Full time studies

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COURSE AIMS:

The syllabus starts with the nature, purpose and scope of assurance engagements both internal and external, including the statutory audit, its regulatory environment, and introduces governance and professional ethics relating to audit and assurance. It then leads into planning and risk assessment audit. The syllabus then covers a range of areas relating to an audit of financial statements including the scope of internal control. These include, evaluating internal controls, audit evidence, and a review of the financial statements. In addition to final review procedures, the final section concentrates on reporting, including the form and content of the statutory audit report.

COURSE CONTENTS:

A. Audit framework and regulation
B. Planning and risk assessment
C. Internal control
D. Audit evidence
E. Review and reporting

TEACHING METHODS:

Lecture, conversation, exemplification.

LEARNING OUTCOMES:

Students will be able to:

- To provide the knowledge needed to understand the mechanism, properties and practical skills to work in finance and accounting.
- To understand the audit procedure
- To understand the opinions to be expressed by the auditor

By the end of the course the student should have developed a feel for the basic concepts of auditing. Upon completion of this course the student will be able to:

- Apply International Standards on Auditing and specific techniques
- Understand an auditor’s role in society

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Exam – 80%; verification during semester – 20%.

RECOMMENDED READING:

- The International Federation of Accountants IFAC, 2015 Handbook of International Quality Control, Auditing, Review, Other Assurance, and Related Services Pronouncements
- Briciu S., Socol Adela, Rof L., Contribuții la cunoașterea și implementarea unui model de evaluare a riscului de audit, Revista Audit Financiar, editată de CAFR, nr. 6, p. 29-36, 2010
- Socol Adela, Significant Doubt about the Going Concern Assumption in Audit, Revista Annales Universitatis Apulensis, Series Oeconomica, nr. 12, p. 291-300, 2010, ISSN 1454-9409
ECONOMIC AND FINANCIAL ANALYSIS

Course code: CIG 313
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Burja Camelia, PhD
Full time studies

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COURSE AIMS:
To form and develop students’ capacity to use methods and techniques in order to analyse the economic and financial company phenomena.

COURSE CONTENTS:
1. Object and methodology of the Economic-financial analysis
2. The analysis of Turnover revenue
3. Analysis of Value Added
5. Analysis of Fixed Asset Management
6. Analysis of Profitability

TEACHING METHODS:
Lecture, conversation, case study, exercises.

LEARNING OUTCOMES:
- Application of adequate tools to analysis the influence of internal and external environment on enterprise/organization
- Application of adequate tools for solving the problems related to the relations between the enterprise/organization phenomena
- Solving problems/situations specific to human resource activity, fixed capital and in the field of economic-financial results
- Drawing up of a study about possibilities to analyse the activity of a enterprise/organisation

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- Burja Camelia, Analiză economico-financiară, Aspecte metodologice și aplicații practice, Casa Cărții de Știință (House of Science Book), Cluj-Napoca, 2009
INTERNATIONAL ACCOUNTING
Course code: CIG 314
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Deaconu Sorin-Constantin, PhD
Full time studies

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COURSE AIMS:
• Developing for the students the professional reasoning in applying IAS/IFRS and the European directives.

COURSE CONTENTS:
1. Accounting harmonization.
2. The general preparation and presentation of financial statements.
3. Tangible assets.
4. Stocks.
5. Balance Sheet
6. Profit and loss account

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
• Knowing the essential elements upon the financial reports
• Identifying the economic and financial consequences in the presentation of the financial situations
• Interpreting the accountancy international standards and the European directives

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 90%; verification during semester – 10%.

RECOMMENDED READING:
• Accounting Law no. 82/1991 with the further amendments and completions republished in the Official Journal no. 454/2008.
• The Order2634/2015 for financial accounting documents, Official Journal no. 910/2015.
• The Law no. 227/2015 regarding the Fiscal Code with the further amendments and completions, Official Journal no. 688/2015.
• http://www.aicpa.org.
• http://www.iasb.org/Home.htm.
• http://www.ifac.org
• http://europa.eu/
ACCOUNTING FOR SPECIAL OPERATIONS
Course code: CIG 315
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cenar Iuliana, PhD
Full time studies

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COURSE AIMS:
Developing the capacity to build professional judgments for transactions and events with a high degree of complexity.

COURSE CONTENTS:
1. General reference points regarding special accounting operations;
2. Recognition of the operations division of entities;
3. Investigation accounting transactions generated by combining businesses;
4. Legal and accounting aspects concerning insolvency. The bankruptcy hypothesis;
5. Group situations.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Proper assimilation and use of accounting concepts on special operations;
- Accounting of dissolution operations, combine and bankruptcy of enterprises:
- Knowledge and operation of the ways to consolidated accounts.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:
EXPERT MANAGEMENT SYSTEMS

Course code: CIG 316.3
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ileană Ioan PhD, Incze Arpad PhD
Full time studies

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COURSE AIMS:
The course aims at acquiring by students of skills in the use of computer resources in finance and accounting. It aims at acquiring skills in developing and implementing prototypes of expert systems and on systems management expert.

COURSE CONTENTS:
1. Terms of artificial intelligence
2. Foundations of expert systems
3. Representation of knowledge I, II, III
4. Embodiment of an expert system
5. Basics of Prolog programming language
6. Expert system generating
7. Management expert systems. Case studies

TEACHING METHODS:
Interactive lecture (slide show), discussions

LEARNING OUTCOMES:
• acquisition of fundamental knowledge about Artificial Intelligence
• presentation of SE known
• identify opportunities for continuing education and effective utilization of resources and learning techniques for their own development

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 60%; Practical work during semester – 40%.

RECOMMENDED READING:
• Ileană Ioan, Sisteme expert de gestiune, Seria Didactica, Universitatea „1 Decembrie 1918” Alba Iulia, 2004.
• Ioan Ileană, Corina Rotar, Maria Muntean, Inteligență Artificială, Ed. Aeternitas, 2009.
The course aims to develop skills in econometrics reasoning or more precisely, to develop skills for construction and validation of the statistical models and moreover, for the use of those models in prediction, beginning with a real problem from the economics.

COURSE CONTENTS:
I. Econometrics - quantitative methods in economics
II. Simple linear econometric regression model
III. General linear econometric model
IV. Other econometric models

TEACHING METHODS:
Instruction is a combination of lectures, seminars and individual work; there are also compulsory assignments. There is 80% attendance requirement for seminars.

LEARNING OUTCOMES:
• assimilating fundamental knowledge in the field of econometric models, starting with construction of linear simple model up to aspects related to other types of models;
• forming aptitudes needed for the study of possible correlation between two or more phenomena from economics and for application of the statistical inference based techniques that allow the construction, estimation, validation and prediction related to a linear simple or multidimensional model and other classes of econometrics models.
• developing the capacity to relate to standards connected with rigor and accuracy in econometrical modeling of real problems occurred in economics.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
- Final evaluation – written exam or project based on a particular econometric model related to real data (student choice) - Assessment of the specific knowledge during the synthesis problems solving process or during presentation of the project (90% of the final grade)
- Continuous assessment: assessment of the practical skills in solving econometrical problems, by assessing the individual portfolio with applicative works (written papers) presented at the seminars, according to a specified schedule (10% of the final grade).

RECOMMENDED READING:
• N. Breaz, Basics in econometrics - Theory And Applications, Didactical Series, “1 Decembrie 1918” University of Alba Iulia, (in printing), 2016*
MANAGEMENT CONTROL

Course code: CIG 322
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Teiușan Sorin-Ciprian, PhD
Full time studies

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COURSE AIMS:
- To acquire theoretical and practical knowledge and skills on management control;
- To form and develop the students’ capacity to use the tools of management control within entities.

COURSE CONTENTS:
- Introduction to management control;
- Management controller;
- Management control system;
- Management control tools;
- Costs (relevant and irrelevant costs and revenues, avoidable and unavoidable costs, sunk costs, opportunity costs);
- Cost-volume-profit analysis: the economist’s model, the accountant’s model, mathematical approach of CVP analysis (break-even point, profit-volume ratio);
- Target costing;
- Budgets;
- Dashboard;
- Reporting;
- Balanced scorecard;
- Benchmarking.

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
- To explain the concepts in the area of management control;
- To use the tools of management control.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written and oral examination (80% of the grade), students' assessments (20% of the grade)

RECOMMENDED READING:
- Teiușan, Sorin-Ciprian, Control de gestiune, Universitatea „1 Decembrie 1918”, Seria Didactică, Alba Iulia, 2014.
INTERNAL AUDIT
Course code: CIG 323
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ivan Raluca, PhD
Full time studies

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COURSE AIMS:
- To acquire fundamental knowledge about the aims and methods in the field of internal audit;
- To know the main principles, procedures, technics, instruments used to perform an internal audit mission;
- To form and open-minded epistemic attitude related to the field of internal audit.

COURSE CONTENTS:
1. Introduction to internal audit
2. Standardization of internal audit
3. International set of Internal Audit Standards
4. Internal audit and internal control – function of the management’s entity
5. Risks as a fundamental in performing and internal audit mission

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge and understanding of the fundamental concepts, theories, and methods in the field and speciality area;
- Use of fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field;
- Adequate use of standard assessment methods and criteria in order to evaluate the quality, merits and limits of various processes, programs, projects, concepts, theories, and methods, etc.;
- Drawing up professional projects using several methods and principles acknowledged in the field.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- www.theiia.org
B.S.C. PAPER WRITING
Course code: CIG 324
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: -
Full time studies

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COURSE AIMS:
Discipline aims at preparing the license to be sustained to license exam, as a summative exam for graduating final.

COURSE CONTENTS:
Is not the case

TEACHING METHODS:
Is not the case

LEARNING OUTCOMES:
- Identifying ways of organizing general accounting is performed at the establishment where the practical part of the license;
- Applying the concepts, procedures and methods used in accounting entity for the registration of economic operations in case study;
- Evaluating methods and techniques applicable to the registration of economic operations in accounting entity;
- Practical skills training on appropriate use of the method of accounting procedures;
- Training of practical skills of analysis and interpretation of accounting information produced.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Presentation and defending of license – 50%; Fundamental knowledge and specialized assessment – 50%.

RECOMMENDED READING:
- Is not the case
COURSE AIMS:
- Developing the capacity of the students for building and correctly using the accounting information for ONG, professionals and companies developing franchise, factoring etc. activities.

COURSE CONTENTS:
1. Accounting treatments and options related to factoring operations.
3. Accounting regulations and practices for the legal persons without patrimonial purpose.
4. Accounting regulations and practices for professionals.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- The knowledge of specific accounting regulations related to various segments of activity;
- Developing reasoning and improving the economic terminology and the appliance of professional reasoning in recognising, evaluating and using the accounting policies for NGOs, federations, professionals and companies practicing franchise, factoring etc. activities.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 90%; verification during semester – 10%.

RECOMMENDED READING:
- Accounting Law no. 82/1991 with the further amendments and completions republished in the Official Journal no. 454/2008.
- The Law no. 227/2015 regarding the Fiscal Code with the further amendments and completions, Official Journal no. 688/2015.
COURSE AIMS:
The perfection of professional skills by deepening economic knowledge in the field of finance and accounting and applying them in practice in the accounting expertise and tax consulting. Creating a overview of what these two activities represent Romania compared to other countries in terms of view of the organization and its objectives. Formation of practical skills about pursuit of the business accounting expertise as well as that of tax consultant.

COURSE CONTENTS:
CHAPTER 1. General terms of accounting expertise
1.1 concept of expertise
1.2 Accounting expertise
1.1.1 Judicial accounting expertise
1.1.2 Accounting expertise amicable or extrajudicial
1.3 Research object of accounting expertise
1.4 The objectives of accounting expertise in various fields

CHAPTER 2. Judicial accounting expertise
2.1 Accounting expertise in civil trial
2.1.1 Characteristics of civil trial
2.1.2 The objectives of accounting expertise in civil trial
2.1.3 The appointment of chartered accountant in civil cases
2.1.4 Making accounting expertise in civil trial
2.1.5 Expertise report content
2.3 Accounting expertise in penal proceedings
2.3.1 Features and stages of penal proceedings
2.3.2 Precautions in penal proceedings
2.3.3 Repairing the damage in the penal trial
2.3.4 The objectives of accounting expertise in penal proceedings
2.3.5 Appointment of the expert in penal cases
2.3.6 Content of the report accounting expertise in penal cases
2.4 Cost of accounting expertise and the fee of chartered accountant

CHAPTER 3. Organization and functioning of accounting expertise in Romania
3.1 Defining expert and chartered accountant
3.2 Conditions and ways of obtaining the quality of expert accountant
3.3 The exercise of the profession of chartered accountant
3.4 Ethical and professional conduct of chartered accountants
3.5 The responsibility of chartered accountant
3.6 The professional association of chartered accountants
3.6.1 Body of Chartered and Certified Accountants
3.6.2 Tasks of CECCAR, governing bodies and its relationship with MFP

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
The course aims to provide students the necessary minimum knowledge about specific notions and concepts business tax consulting and accounting expertise. Clarify the meaning of concepts such as: expertise judicial and extrajudicial accounting, financial audit, tax, financial control system, system management and internal control, financial control manifestation area compared with that of control in general, differences between financial control whole and fiscal control and defining principles and methodology of exercise both financial control and accounting expertise.
LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 50%; project – 50%.

RECOMMENDED READING:
- Ordonanţa nr. 65/1994 privind organizarea activităţii de expertiză contabilă şi a contabililor autorizaţi, republicată în Monitorul Oficial, Partea I nr. 13 din 08.01.2008.
- Standardul profesional CECCAR 35 Expetizele contabile
- Codul de procedură fiscală.
- Codul de procedura civila
- Codul de procedura penala
MICROECONOMICS
Course code: ECTS 111
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iulian Bogdan DOBRA, PhD
Full time studies

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COURSE AIMS:
This course covers a number of topics related to microeconomics. This introductory course teaches the fundamentals of microeconomics. Also, topics include consumer theory, producer theory, and the behaviour of firms, market equilibrium, monopoly, issues about costs of production, completion, price, and the role of the government in the economy, allocation of net income.

COURSE CONTENTS:
CH 1. Introduction to Political Economy
CH 2. Economic Activity - The Main Form Social Action
CH 3. General Characteristics of Exchange Economy
CH 4. The Modern System of Market Economy
CH 5. Production Factors and Their Use
CH 6. Costs of Production
CH 7. Market, Competition, Price
CH 8. Allocation of Net Income

TEACHING METHODS:
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

LEARNING OUTCOMES:
• To provide an introduction to fundamentals of microeconomics;
• The course is intended both for graduate students who wish to develop a solid background in game theory in order to pursue research in the applied fields of economics and related disciplines, and for students wishing to specialize in economic theory;
• To give an introduction and to learn, judge, make decisions, have a personal opinion or interpretation to some of the main subjects in this field: economic activity, exchange economy, market economy, production factors, cost production, competition, price, net income.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%; Verification during semester – 30%.

RECOMMENDED READING:
• JOHN LANCELOT SHADWELL, (1877), “A system of political economy”, Chapter I, page 1, Trubner and Co., Ludgate Hill;
• ADAM SMITH, (1920), “The Wealth of Nations” BOOK I, Chapter IV, page 6; P.F. Collier and son, New York, USA;
• POPPA DORINA, KISS MELINDA & SZIKI KLARA, “Contemporary approaches of company performance analysis based on relevant financial information” University of Oradea, faculty of Economic;
• HERBERT J. DAVENPORT “Economics of enterprise” (1968), Chapter II, page 19; Chapter III, page 28 Augustus M. Kelley, New York, USA;
COURSE AIMS:
This course is designed to introduce students to various topics in mathematics and uncertainty that they will encounter in economics sciences. The concepts are illustrated with actual examples from the specialized literature. Exercises are designed to encourage the student to begin thinking about applied mathematics within a theoretical context. Today, the theory of applied mathematics has found many applications in economics. In this course, the students will learn the basic terminology and concepts of applied mathematics in economics.
Mathematics is increasingly important in terms of the expression and communication of ideas in economics. A thorough knowledge of mathematics is indispensable for understanding almost all fields of economics, including both applied and theoretical fields. Especially understanding of elements of calculus and linear algebra are crucial to the study of economics. This class is designed to provide the appropriate mathematical tools for students who are interested in economics with policy concentration. The formal derivations of the mathematical tools needed will be the heart of this class. Economic concepts and models can often be easily and precisely described in terms of mathematical notation when words and graphs would fail or mislead us so the intent of this course is to teach you the language of mathematics and how to use it to better understand economics. Therefore, as applications of the mathematical concepts covered in class, examples and motivation will be drawn from important topics in economics.

ENTRY REQUIREMENTS:
- 

COURSE CONTENTS:
Chapter 1. Linear Programming
1.1. Solving a linear programming problem
1.2. Duality. Dual simplex algorithm
1.3. Reoptimization of linear programming problems
1.4. Parametric linear programming
1.5. Transportation problems
1.6. Reoptimization of transportation problems
1.7. Parametric transportation problems
1.8. Special types of transportation problems
Chapter 2. Elements of financial mathematics
2.1. Simple interest
2.2. Compound interest
2.3. Annual installment payments (annuities)
2.4. Repayment of loans and borrowings

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
Modelling and solving some medium complexity level problems, using the mathematical and computer sciences knowledges.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper 50%; mid-term test 30%; seminar activities 20%.

RECOMMENDED READING:
BUSINESS LAW
Course Code: ECTS 113
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gânfâlean Ioan, PhD
Seminar tutor: -
Full time studies

Course Table:

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COURSE AIMS:
- Knowing, understanding and a correct using of fundamental ideas concerning concepts specific to Law.
- Integration in a coherent structure of main theorizations and value landmarks recognised in Law as well as in connected domains.

ENTRY REQUIREMENTS:
Introduction to Law; Introduction to General Elements of Law.

COURSE CONTENTS:
1. Introduction in Law.
2. Juridical Methodology.
3. The Concept of Business Law.
4. Law and State.
5. The Principles of Business Law.
6. The Functions of Business Law.
7. Juridical Norm.
8. The origins of Business Law.
10. Interpretation of Juridical Norms.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- retrieval of written sources on the Business Law;
- establishing general aspects in connection with the Business Law;
- the concrete issues in connection with the general views of Business Law.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper – 60%; continuous assessment – 40%.

RECOMMENDED READING:
The Faculty of Economic Sciences

MANAGEMENT
Course code: ECTS 114
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

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COURSE AIMS:
Students will learn to use specific management concepts that they will use in their economic practice.

COURSE CONTENTS:
1. Define management science and its study object
2. The general principles of company management
3. Management developments worldwide and in Romania
4. The functions of company management course
5. Procedural Organizing of the company
6. Structural organization of the company
7. The company's pending decision
8. Information system of company
9. Systems, methods and management techniques
10. Management systems and general methods
11. Methods and techniques of management
12. Methods to stimulate creativity
13. Managers and managerial science

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge of students in general management
- Training of managerial economic thinking in terms of general management
- Acquisition systems, methods and techniques specific overall management

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
- Management Basics, Susan Quinn, e-Book, 2010
ECONOMIC INFORMATICS
Course code: ECTS 115
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cucu Ciprian, PhD
Full time studies

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COURSE AIMS:
Familiarizing students with the basic concepts of IT, especially with the ones used in economics.
Specializing students using internet services and office applications - document processing, spreadsheet, presentations.

COURSE CONTENTS:
1. Individual study through specific material
   The computing system
   • defining computing systems
   • the components of a computer system
   • types of computers
   Concepts Internet: Internet domains, websites
   Design documents and presentations: principles and recommendations
   Concepts for spreadsheets:
   • organizing and filtering data
   • mechanisms funciilorț
2. Tutorial activities and verification works - if necessary
3. Assisted Activities
   Internet services
   • email configuration, e-mail clients
   • files sharing services, online applications
   Processing documents
   • formatting pages, paragraphs, using styles
   • arrange the images in documents
   • headers and footers
   • page breaks, automatically included contents and footnotes
   Spreadsheets
   • format cells
   • filters, sorts
   • simple functions

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge of students in general computer science
- Acquisition systems, methods and techniques specific computer science in economics

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 60%, Verification during the semester (project) - 40%.

RECOMMENDED READING:
• Ghid inițiere in Open Office: http://www.openoffice.org/ro/doc/user_guide/initiere/GSMaster.pdf
PSYCHOLOGY
Course code: ECTS 116
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Petrovan Ramona, PhD
Full time studies

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COURSE AIMS:
To familiarize the students with concepts and psychological theories

COURSE CONTENTS:
1. Cognitive processes
2. Learning
3. Motivation
4. Affective processes
5. Personality

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
Familiarize the students with psychological concepts and theories, stimulate interest in scientific psychology study
Forming an overall picture of human behavior and cognitive processes

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 80%, verification papers- 20%.

RECOMMENDED READING:
- Hayes N, Orrell S (2010). Introducere în psihologie, Editura All
COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business administration, tourism, commerce, marketing).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS:

COURSE CONTENTS:
S1. The Business of Business. Types of business (Unit 1, Unit 2)
  1.1. Listening- preparing for a lecture
  1.2. Listening-understanding lecture organization
  1.3. Speaking- speaking from notes

S2. The Business of Business. The history of businesses (Unit 1, Unit 2)
  2.1. Vocabulary focus-prefixes and suffixes
  2.2. Vocabulary focus-words from general English with a special meaning in business
  2.3. Listening-making lecture notes

S3. The Organization of Work. Structure of organizations (Unit 1, Unit 2)
  3.1. Vocabulary focus-English-English dictionaries
  3.2. Vocabulary focus-headwords, definitions, phonemes, stress makers
  3.3. Reading-using topic sentences to get an overview of the text

S4. The Organization of Work. Leadership and teams (Unit 1, Unit 2)
  4.1. Vocabulary focus-countable/uncountable
  4.2. Vocabulary focus-transitive/intransitive
  4.3. Writing-summarizing a text

S5. Getting the Work Done. Productivity (Unit 1, Unit 2)
  5.1. Listening-preparing for a lecture
  5.2. Listening-predicting lecture content
  5.3. Listening-making lecture notes

S6. Getting the Work Done. Theories of motivation (Unit 1, Unit 2)
  6.1. Vocabulary focus-stress patterns in multi-syllable words
  6.2. Vocabulary focus-prefixes
  6.3. Speaking-reporting research findings

S7. Getting the Work Done. Management by objectives (Unit 1, Unit 2)
  7.1. Vocabulary focus-suffixes
  7.2. Speaking-formulating questions

TEACHING METHODS:
Lecture, Debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).
MANDATORY ASSIGNMENTS
Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral presentation
Interview

RECOMMENDED READING:


Online sources

- www.cnn.com
- www.economist.com
- www.nytimes.com
FUNDAMENTALS OF ACCOUNTING
Course code: ECTS 121
Type of course: compulsory
Language of instruction: Romanian
Name of lecturer: Tamas Szora Attila/Cioca Ionela Cornelia, PhD
Full time studies

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COURSE AIMS:
• Acquisition of knowledge necessary basic accounting profession;
• Creating conditions for the further enlargement of accounting knowledge, branches and fields;
• Integrate knowledge of accounting knowledge with other economic sectors;
• Development of economic thought and operationalization of financial and accounting regulations;
• Acquiring practical skills related to the application of accounting in the context of the market economy;
• Development decision-making capacity by using financial information - accounting;
• Broadening the knowledge of microeconomics.

COURSE CONTENTS:
1. What is accounting?
2. Double entry bookkeeping
3. Work accounting year-end
4. Trial balance

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
• Knowledge, understanding concepts, theories and basic methods of field and area of specialization; their appropriate use in professional communication
• Using the knowledge base for explanation and interpretation of various types of concepts, situations, processes, projects, etc. associated domain
• Appropriate use of standard evaluation criteria and methods to assess the quality of the merits and limitations of processes, programs, projects, concepts, methods and theories
• Developing professional projects using established principles and methods in the field

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
• Order no. 1802/2014 for the approval of accounting regulations on the annual individual and consolidated financial statements, published in the Official Gazette of Romania no. 963 / 12.30.2014.
• Order no. 2861/2009 for approving the Norms on organizing and conducting inventory of assets, liabilities and equity, published in Official Gazette no. 704 / 20.10.2009.
COURSE AIMS:
The general aim of the discipline consists in forming data analysis skills in order to understand the fundamental concepts, theories, and methods in the field and the specialty area and to use them in order to explain and interpret various types of concepts and processes associated to the field. More precisely, the course transfers knowledge about the fundamental concepts in statistics and forms skills for statistical data processing, analysis and estimation, in order to acquire the capacity to analyze and interpret statistical results.

COURSE CONTENTS:
I. Main concepts in statistics
II. Observation, systematization and graphical representation of the statistical data
III. Statistical parameters
IV. Correlation and regression
V. Introduction to inferential statistics

TEACHING METHODS:
Instruction is a combination of lectures, seminars and individual work; there are also compulsory assignments. There is 80% attendance requirement for seminars.

LEARNING OUTCOMES:
• assimilating fundamental knowledge in the field of economic statistics, starting with aspects of descriptive statistics up to aspects about inferential statistics;
• forming aptitudes needed for statistical data processing and analysis;
• developing the capacity to relate to standards connected with rigor and accuracy in data analysis.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
- Final evaluation– written exam: Assessment of the statistical knowledge during the synthesis problems solving process (90% of the final grade)
- Continuous assessment: assessment of the practical skills in solving statistical problems, by assessing the individual portfolio with applicative works (written papers) presented at the seminars, according to a specified schedule (10% of the final grade).

RECOMMENDED READING:
• N. Breaz, Statistics- Theory And Applications, Didactical Series, “1 Decembrie 1918” University of Alba Iulia, (in printing), 2016*
• ***, Statistical Yearbook, 2015
MACROECONOMICS
Course code: ECTS 123
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iulian Bogdan DOBRA, PhD
Full time studies

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COURSE AIMS:
This course provides an overview of macroeconomic issues: the determination of output, employment, unemployment, interest rates, income, consumption and investment. Also, important policy debates such as, economic growth in the long run, government finances in the intermediate run, and economic stability in the short run, are judgmentally explored. Finally, monetary, fiscal policies, inflation and world economy are debated.

COURSE CONTENTS:
CH 1. Fundamental Principles of Macroeconomic Theory
CH 2. Economic Growth and Sustainable Economic Development
CH 3. Economic Equilibrium
CH 4. Income, Consumption and Investment
CH 5. Financial Markets
CH 6. Labour Economics
CH 7. Employment and Unemployment
CH 8. The Money Markets
CH 9. Inflation
CH 10. World Economy and Globalisation

TEACHING METHODS:
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

LEARNING OUTCOMES:
- To provide an introduction to fundamentals of macroeconomics;
- The course is intended both for graduate students who wish to develop a solid background in game theory in order to pursue research in the applied fields of economics and related disciplines, and for students wishing to specialize in economic theory;
- To give an introduction and to learn, judge, make decisions, have a personal opinion or interpretation to some of the main subjects in this field: economic activity, exchange economy, market economy, production factors, cost production, competition, price, net income.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%; Verification during semester – 30%.

RECOMMENDED READING:
- ADAM SMITH (1920), "The Wealth of Nations" BOOK I, Chapter IV, page 66; P.F. Collier and son, New York, USA;
• Greg Chase and Charles W. Upton, 2000- Principles of Macroeconomics, Lecture notes at Kent State University;
• Andrew Hurrell and Ngaire Woods (1999), (eds), Globalization, Inequality, and World Politics, Oxford University Press, Oxford, UK;
• Robert E. Hall, ed., Inflation: Causes and Effects (Chicago: University of Chicago Press, 1982);
• Alvin L. Marty and Daniel L. Thornton, "Is There a Case for 'Moderate' Inflation?". Federal Reserve Bank of St. Louis, Review 77 (July/August 1995), pp. 27-37;
BUSINESS ENGLISH
Course Code: ECTS 125.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Assistant lecturer Maria Muresan
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business administration, tourism, commerce, marketing).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea/opinion both in oral and in written business communication.

ENTRY REQUIREMENTS:
-

COURSE CONTENTS:
S1. The world of Technology. Computers for research(Unit 1, Unit 2)
1.1. Vocabulary focus- computer jargon
1.2. Vocabulary focus –verb and noun suffixes
1.3. Vocabulary focus-abbreviations and acronyms

S2. The world of Technology. Technological change(Unit 1, Unit 2)
2.1. Reading-using the Internet effectively
2.2. Reading-evaluating Internet search results
2.3. Writing-reporting research findings

S3. People and Markets. Definition of marketing; importance of marketing(Unit 1.Unit 2)
3.1. Vocabulary focus-word sets:synonyms, antonyms
3.2. Vocabulary focus-common lecture language
3.3. Listening-using symbols and abbreviations in note-taking

S4. People and Markets. Types of market; market research(Unit 1.Unit 2)
4.1. Vocabulary focus-countable/uncountable
4.2. Vocabulary focus-transitive/intransitive
4.3. Writing-summarizing a text

S5. Products and Strategies. The role of a product(Unit 1.Unit 2)
5.1. Vocabulary focus-replacement subjects, synonyms
5.2. Reading-locating key information in complex sentences
5.3. Writing- paraphrasing

S6. Products and Strategies. Product life cycle(Unit 1.Unit 2)
6.1. Vocabulary focus- countable/uncountable
6.2. Writing-writing complex sentences

S7. Operations: producing the goods. The production process: input/transformation/output(Unit 1.Unit 2)
7.1. Vocabulary focus-compound nouns
7.2. Vocabulary focus-fixed phrases from business studies
7.3. Listening- understanding speaker emphasis

TEACHING METHODS:
Lecture, Debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).
MANDATORY ASSIGNMENTS
Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral presentation
Interview

RECOMMENDED READING:


Online sources
- www.cnn.com
- www.economist.com
- www.nytimes.com
PRACTICE
Course code: ECTS 126
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrilă – Paven Ionela
Full time studies

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COURSE AIMS:
Students will learn to use specific management concepts that they will use in their economic practice.

COURSE CONTENTS:
1. Overview of organization
   a. Short history
   b. The shareholding structure and form of ownership
   c. Presenting the object of activity
2. Structure and organization within the organization
   a. Organizational structure (personnel and organizational structure detailing each position, internal regulations)
3. The efficiency of doing business by the organization
   a. Presenting the evolution of the microeconomic indicators of the organization in the last three years (turnover, profit, profit rate, indebtedness, liquidity ratio)
4. Issues relating to the supply and sale of products/services
   a. Presenting the relationships with suppliers
   b. Presenting the relationships with customers and managing them
   c. The organization's marketing environment
   d. The organization's marketing mix
5. Conclusions on the analyzed issues

TEACHING METHODS:
Practice, Discussions

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge of students in general management
- Training of managerial economic thinking in terms of general management
- Acquisition systems, methods and techniques specific overall management

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral examination - 100%

RECOMMENDED READING:
BUSINESS COMMUNICATION AND PUBLIC RELATIONS
Course code: ECTS 128
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrila - Paven Ionela, PhD
Full time studies

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COURSE AIMS:
The objective of this discipline is to know and understand the fundamental concepts, theories and methods in the field and specialty area; their adequate use in professional communication; to apply the fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance; to draw up professional projects with methods and principles acknowledged in the field of communication and public relations.

COURSE CONTENTS:
1. Introduction in Communication (Meaning and definition of communication)
2. Communication Skills (Barriers to Effective Communication, Guidelines for Effective Communication)
3. Written Communication (Commercial Letter Types, Written Communication, Principles of Better Writing, Steps of Writing a Report, Kinds of Reports in Inter-Departmental Communication)
4. Verbal Communication (Advantages and Disadvantages of Oral Communication, Characteristics of Good/Effective Presentation, Public Speaking and Negotiations)
5. Non-Verbal Communication (Types of Non-Verbal Communication, Body Language)
8. Writing and Speaking in Public Relations (The Challenge of Writing and Speaking in Public Relations, Editing and Proofreading, The Press Release, Speaking in Public Relations)

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
This discipline offers the ability to: form the students’ skills needed in the business communication with their partners and imposed by the economic practice; familiarize the students with the fundamental concepts employed in communication in companies, a business relations, negotiation and public relations; become aware of the need and significance of the PR department in a company, and about the mode of creating and implementing successful public relations in companies.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%, Verification during the semester – 30%.

RECOMMENDED READING:
SERVICES ECONOMY
Course code: ECTS 211
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Todoran Matei Radu, PhD
Full time studies

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COURSE AIMS:
Acquiring theoretical and practical knowledge in the fields of business administration in tourism, trade, services regarding services economy.

COURSE CONTENTS:
1. Services content and economic evolution of thinking about services
2. Place and role of services in the economy
3. Typology of services in economy
4. Market for services
5. State intervention and trends liberalisation in the services sector
6. Services offer
7. Request for services
8. Fees for services
9. Business services
10. Population services
11. International services
12. Trends in international trade services
13. Human and materials resources in the services sector
14. Economic and social efficiency of services

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Presentation and discussion of new approaches and theoretical and practical solutions, facing the contemporary economy.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 60%, Case study- 40%.

RECOMMENDED READING:
### TOURISM ECONOMY

**Course code:** ECTS 212  
**Type of course:** compulsory  
**Language of instruction:** English tutoring available for Erasmus students  
**Name of lecturer:** Moisă Claudia Olimpia  
**Full time studies**

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### COURSE AIMS:

Developing students’ ability to build and use properly and effectively the main macroeconomic concepts specific to tourist activity

### COURSE CONTENTS:

1. **TOURISM - ECONOMIC AND SOCIAL ACTIVITY**  
   a. The concepts of tourism and tourist

2. **TOURISM - ECONOMIC AND SOCIAL ACTIVITY**  
   a. Tourism's place and role in economy

3. **TOURIST TRAFFIC**  
   a. Factors that determine the evolution of tourism

4. **TOURIST TRAFFIC**  
   a. Forms of tourism

5. **TOURIST TRAFFIC**  
   a. The mechanism for training and orientation of tourist flows
   b. Measuring tourism traffic

6. **ORGANIZING THE TOURIST ACTIVITY**  
   a. Organizing tourism in Romania

7. **ORGANIZING THE TOURIST ACTIVITY**  
   a. International tourism bodies

8. **TOURIST MARKET**  
   a. The tourist market's content and particularities
   b. Travel demand and consumption

9. **TOURIST MARKET**  
   a. Tourist supply and production

10. **TOURISM'S TECHNICAL AND MATERIAL BASE**  
    10.1 Content and role of material and technical base

11. **TOURISM'S TECHNICAL AND MATERIAL BASE**  
    a. Structure, dynamics and territorial distribution of tourism infrastructure

12. **TOURIST SERVICES**  
    a. Tourism - specific activity of services
    b. Accommodation services

13. **TOURIST SERVICES**  
    a. Catering services
    b. Leisure-entertainment services

14. **TOURIST SERVICES**  
    a. Transport services
    b. Spa treatment services
    c. Additional tourist services

### TEACHING METHODS:

Lecture, discussion, examples

### LEARNING OUTCOMES:

- Teaching the students theoretical and practical information on the tourist market and services;
- Presentation of concepts, characteristics and components of the touristic potential of Romania;
- Training of practical skills and work skills specific to the identification and recovery of key components and characteristics of domestic and international touristic products

### LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%, Verification during the semester (project) - 30%.
RECOMMENDED READING:

- Draica, C., *Ghid practic de turism internațional și intern*, Ed.All Beck, București, 1999;
- Draica, C., *Turismul internațional – Practici de elaborare și distribuție a produsului turistic*, Ed.All Beck, București, 2003;
- Postelnicu,Gh., *Introducere în teoria și practica turismului*, Ed. Dacia, Cluj-Napoca, 1999;
- Stânciulescu, G., *Managementul operațiunilor de turism*, , ediția a II-a, Ed. All Beck, București, 2003;
BANKING TECHNIQUES AND OPERATIONS

Course code: ECTS 214
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iuga Iulia, PhD
Full time studies

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COURSE AIMS:
The aim of this field of study is to provide both specialized training for students in the banking profession, and training for a future scientific research.
In the first chapters we offer students a complex picture of the banking systems architecture that highlights the diversity of banking institutions, the role and importance of finance and banking marketing in the present economic and social context.
After the incursion in the first chapters, the emphasis is on the notions concerning international payment instruments, the risks faced by a bank, the mechanisms of prudential banking supervision activity course and banking strategies to increase profitability. Issues related to banking strategies and techniques for financial performance management, to risk assessment and vulnerability of the credit institutions, and specific sales strategies in banking sector are considered. The subject regarding the correlation between monetary policy strategies and the manner in which the central bank, in cooperation with other international institutions, help maintain financial stability, is also approached.

COURSE CONTENTS:
CHAPTER 1. THE EUROPEAN CENTRAL BANK
CHAPTER 2. THE STRUCTURE OF BANKING SYSTEMS. THE CONTENT AND FUNCTIONS OF THE BANKING SYSTEM
CHAPTER 3. COMMERCIAL BANK OPERATIONS
CHAPTER 4. PAYMENT INSTRUMENTS. PAYMENT INSTRUMENTS IN INTERNATIONAL ECONOMIC RELATIONS
CHAPTER 5. CENTRAL BANKS AND THEIR OPERATIONS
CHAPTER 6. THE BANK CARD
CHAPTER 7. CREDIT RISK, LIQUIDITY RISK, OPERATIONAL RISK, LEGAL RISK, SYSTEMIC RISK
CHAPTER 8. BANKS STRATEGY

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
The present course aims to provide students with the main operations that a commercial and a central bank carries out, with deepening knowledge in banking loan operations, with the correct definition of the risks faced by a bank, and establishing the relationships that this course has with other disciplines.
This course contributes to shaping and strengthening the managerial vision on banking activity, presenting both conceptual and methodological issues, and also quantitative measuring tools for the phenomena and risks referenced to in each chapter.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- Government Emergency Ordinance No. 99 of 6 December 2006 on Credit Institutions and Capital Adequacy (Published in Monitorul Oficial al României, Part One, No. 1027 of 27 December 2006)
- Government Emergency Ordinance No. 98 of 6 December 2006 on the supplementary supervision of credit institutions, insurance companies, investment firms and asset management companies in a financial conglomerate (Published in Monitorul Oficial al României, Part One, No. 1023 of 22 December 2006)
- Regulation on winding-up of credit institutions Ordinance No. 10/22 January 2004 and Law No. 278/23 June 2004 (Published in Monitorul Oficial al României, Part I, No. 84/30 January 2004 and No. 579/30 July 2004, respectively)
MARKETING RESEARCH
Course code: ECTS 215
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Muntean Andreea, PhD
Full time studies

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COURSE AIMS:
The aim of course is to provide a fundamental understanding of marketing research process. The course focuses on helping managers recognize the role of systematic information gathering and analysis in making marketing decisions, and develop an appreciation for the potential contributions and limitations of marketing research data.

COURSE CONTENTS:
1. The role of marketing research;
2. Types of Marketing research methods;
3. Marketing research process;
4. Measurement of marketing research phenomena;
5. Gathering data in marketing research;
6. Questionnaire design;
7. Sampling methods;
8. Data analysis in marketing research.

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- To understand the complex process of marketing research
- To provide the students with aspects about the knowledge and measurement of marketing phenomena
- To analyse the items of information obtained as result of there search project.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%. Verification during the semester- 30%.

RECOMMENDED READING:
- BURNS, A.C., BUSH, R., MARKETING RESEARCH, PRENTINCE HALL, NEW YORK, 2006
- HOUSDEN M, MARKETING RESEARCH AND INFORMATION, 2007 - 2008
**BUSINESS ENGLISH**  
Course Code: ECTS 216.1  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Assistant lecturer Maria Muresan  
Full time studies

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**COURSE AIMS:**
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business administration, tourism, commerce, marketing).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

**ENTRY REQUIREMENTS:**

**COURSE CONTENTS:**

**S1. Operations: efficiency, costs and quality. Types of production: job, batch, flow (Unit 1, Unit 2)**
11. Vocabulary focus-compound nouns  
12. Vocabulary focus-fixed phrases from business studies  
13. Listening- understanding speaker emphasis

**S2. Efficiency in operations management (Unit 1, Unit 2)**
2.1. Vocabulary-nouns from verbs  
2.2. Vocabulary focus-definitions  
2.3. Reading-understanding dependent clauses with passives

**S3. Managing financial accounts. Japanese management practices (Unit 1, Unit 2)**
3.1. Writing- paraphrasing  
3.2. Writing-writing essay plans  
3.3. Writing-writing essays

**S4. Accounting: management accounting, financial accounting (Unit 1, Unit 2)**
4.1. Vocabulary focus-fixed phrases from finance  
4.2. Vocabulary focus-fixed phrases from academic English  
4.3. Listening-using the Cornell note-taking system

**S5. Balance sheet, profit and loss accounts (Unit 1, Unit 2)**
5.1. Speaking-making effective contributions to a seminar  
5.2. Speaking-referring to other people’s ideas in a seminar

**S6. Sources of business finance (Unit 1, Unit 2)**
6.1. Vocabulary focus-neutral and marked words  
6.2. Vocabulary focus-fixed phrases from finance  
6.3. Vocabulary focus-fixed phrases from academic English

**S7. Start-up and expansion finance (Unit 1, Unit 2)**
7.1. Reading-inferring implicit ideas  
7.2. Writing-writing situation-problem-solution-evaluation essays  
7.3. Writing-using direct quotations

**TEACHING METHODS:**
Lecture, Debate, Power point presentation.

**LEARNING OUTCOMES:**
Students use English correctly, fluently and adequately in oral and written business communication.  
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).
MANDATORY ASSIGNMENTS
Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral presentation
Interview

RECOMMENDED READING:

Online sources
• www.cnn.com
• www.economist.com
• www.nytimes.com
FINANCE
Course code: ECTS 217
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Danulet Dan, PhD
Full time studies

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COURSE AIMS:
- To acquire fundamental knowledge about and abilities to use the concepts, principles, mechanisms, methods and instruments in the field of public and private finance;
- To explain and critically analyze the budget system, the revenues (especially taxes) and expenditures of the state and the financing possibilities of the deficit.

COURSE CONTENTS:
1. Introduction in finance – economic content, functions.
2. Financial system and financial mechanism.
3. Fiscal policy.
4. Financial institutions.
5. The budget system.
7. Public incomes.
8. General view about taxes.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Adequate use of the concepts, methods and instruments in the field of public and private finance;
- Applying financial concepts, mechanisms, methods, instruments in private or public organizations to solve specific problems.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 60%; verification during semester (project) – 40%.

RECOMMENDED READING:
- Hyman D., Public Finance: A Contemporary Application of Theory to Policy, South-Western, Cengage Learning, 2011
RESOURCES AND TOURIST DESTINATIONS
Course code: ECTS 218.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Moisa Claudia Olimpia, PhD
Full time studies

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COURSE AIMS:
Develop students’ ability to use correctly and efficiently the main terms on key resources and tourist destinations

COURSE CONTENTS:
1. GETTING STARTED ON RESOURCES AND TOURIST DESTINATIONS
   1.1 The concepts of "tourism potential", "tourism resources" and "tourist destinations"
   1.2 Features and components of resources and tourist destinations
2. ROMANIA’S TOURISM POTENTIAL
   2.1 Natural tourism potential of Romania
   2.2 Anthropic tourism potential of our country
3. INTERNATIONAL RESOURCES AND TOURIST DESTINATIONS
   3.1 Worldwide tourism resources
   3.2 The world's main tourist destinations
4. MANAGEMENT AND MARKETING OF TOURIST DESTINATION
   4.1 The tourist destination's actors
   4.2 The importance of leisure and entertainment services at the destination
   4.3 Organizing and arranging a tourist destination
   4.4 The tourist destination's image
5. ROMANIA - TOURIST DESTINATION?

TEACHING METHODS:
Lecture, discussion, examples

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge of students in general management
- Training of managerial economic thinking in terms of general management
- Acquisition systems, methods and techniques specific overall management

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
- Haywood L., Community Leisure and Recreation – Theory and practice, 1995 Butterworth Heinemann,
- Heath E., Wall G., Marketing Tourism Destinations – a strategic planning aproach, 1992, John Willey & Sons
- Rafailova G. – Sustainable development of a tourist destination through contribution to the integration into international organizations and to global values – Conferința ATLAS -Visions of sustenability–Estoril 2003.
- Vahove Norbert, The Economics of Tourism Destinations, Eselvier 2005
- ***Perspectives on Developing and Managing Tourist Areas – Proceeding of ATAS Conference 2007
EUROPEAN ECONOMY
Course code: ECTS 221
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrila - Paven Ionela, PhD
Full time studies

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COURSE AIMS:
The objective of this discipline is to know and understand the fundamental concepts in the field of European economy, and the mechanisms and methods according to which the resource economic circuit is formed and allotted at microeconomic level.

COURSE CONTENTS:
1. International Integration Concept (Economic International Integration, Forms of the European Integration, History of the European Union)
3. Institutions of the European Union (European Parliament, European Commission, European Council, European Court of Justice, European Account Court, Regional Committee, European Social Committee)
4. European Funds (Pre-adhering Funds, Structural Funds)
5. European Policies (Common Agricultural Policy, Social Cohesion Policy, Regional Development Policy, Industrial Policy, Competition Policy)
6. Equilibrium and Disparities in European Union

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
This discipline offers the ability to: understand the economic processes and phenomena; form and develop an adequate economic language; conscious use of economic categories; development of an economic mode of thinking; understand the functioning modes in economics.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%, Verification during the semester – 30%.

RECOMMENDED READING:
ENTREPRENEURSHIP
Course code: ECTS 224
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

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COURSE AIMS:
Knowledge, understanding concepts, theories and basic methods of field and area of specialization; their appropriate use in professional communication
Applying basic principles and methods for solving problems / situations well defined conditions typical domain expert assistance

COURSE CONTENTS:
1. Entrepreneurial activities and entrepreneurship
2. Identifying and evaluating opportunities for business ideas
3. Business entry
4. Managing business growth

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
• To facilitate the complex process of entrepreneurship
• To provide the students with aspects about the knowledge entrepreneurship phenomena.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
COURSE AIMS:
Developing the capacity of knowledge and understanding of basic concepts related to merchandise logistics.

COURSE CONTENTS:
1. Contents and components of logistics
2. The place and role of logistics within the company
3. Logistics information system
4. Stocks in logistics system
5. Place and role of transport in the company’s activity
6. Storage of goods

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
Developing the capacity of knowledge and understanding of the tools necessary for developing specific competencies for understanding and application of mechanisms that make logistics. Understanding and knowing core concepts of planning, implementing and controlling the physical flow of materials and finished goods from the point of origin to their point of use in order to meet customer requirements in terms of efficiency and effectiveness.

The ability of understanding and knowledge of integrated logistics system.

Developing the capacity of knowledge and understanding of functional areas of logistics

The ability of understanding and improving the knowledge of the place and role of logistics within the company

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, project presentation- 30%.

RECOMMENDED READING:
- Popa, M., Logistica marfurilor,- Note de curs, Seria ID, Alba Iulia, 2007
- Constangioara, Alexandru, Management Logistic, Edutura Universitatii din Oradea, Oradea, 2005;
- Bălan, Carmen, Logistică, Editura Uranus, Bucureşti, 2006
- Pricop, Mihai, Sisteme moderne in managementul aprovisionarii, Tribuna economica, Bucuresti, 1999;
- Băcanu, B., Management Strategic, Ed. Teora Bucureşti, 1999;
- Porter, M. Strategii concurenţiale, Ed. Teora, Bucureşti, 2001;
- Dima,Ioan, Sistemul logisticii firmei, Editura Tehnică, Bucureşti, 1997
- Popa, M., Merceologia mărfurilor alimentare. Seria Didactica, Univ. „1 Decembrie 1918”, Alba Iulia, 2005
- Popa M., Calitate si siguranţa alimentera, Editura Casa Cartii de Știință, Cluj Napoca , 2005
INSURANCE AND REINSURANCE
Course code: ECTS 226
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Danuletiu Adina Elena, PhD
Full time studies

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COURSE AIMS:
- to present to the students the problems in the field of insurance in society as means of protection against natural and economic risks;
- to familiarize the students with the main categories and types of insurance;
- to develop the students’ capacity to analyse the elements that make a difference between products and insurances;
- to provide the students with abilities meant to establish the premium of insurance and to calculate the damage compensations, to present the main possibilities of reinsurance

COURSE CONTENTS:
1. Theoretical and methodological framework of insurance
   1.1. Conceptual delimitations upon insurance
   1.2. Insurance functions
   1.3. Role of insurances;
2. Technical elements of insurance. Classification of insurances
   2.1. Technical elements of insurances
   2.2. Classification of insurances
3. Insurance contract
   3.1. Definition and components
   3.2. Completion
   3.3. Length of contract
   3.4. Effects
   3.5. Cessation
4. Insurance of goods
   4.1. General outlooks
   4.2. Substantiation of the premium of insurance in the case of insurance of goods
   4.3. Main types of insurance of goods
5. Insurance against civil liability
   5.1. General outlooks of insurance against civil liability
   5.2. Peculiarities of insurance against civil liability
   5.3. Main types of insurance against civil liability
6. Road transport insurance
   6.1. Motor vehicle insurance against damage and theft
   6.2. Insurance against civil liability for motor vehicle holders
   6.3. Carrier’s liability insurance for transporting goods
   6.4. Carrier’s liability insurance for transporting goods only in the Romanian territory
7. Third party liability insurance
   7.1. General outlooks
   7.2. Peculiarities
   7.3. Main types of third party liability insurance
8. Insurance against financial risks
   8.1. Credit insurance
   8.2. Guarantee insurance
   8.3. Guarantee insurance
8.4. Profit loss insurance from insured risks

9. Reinsurance

9.1. Need and significance

9.2. Methods of reinsurance

9.3. Forms of reinsurance

TEACHING METHODS:
   Lecture, conversation, exemplification.

LEARNING OUTCOMES:
   • Knowledge and understanding of general concepts of risk identification and management, as well as how various products and methods, including insurance, can be used to manage the non-speculative risks of individuals and businesses. Emphasis will be placed on analysing various types of insurance products, including life, health, property, and liability insurance contracts, and how the insurance industry develops, manages, markets, and underwrites such contracts in a complex economic and regulatory environment.
   • the student should demonstrate a strong basic understanding of property, liability, automobile insurance, introduction to reinsurance,
   • Use of individual and group life and health insurance to manage the financial risks that illness, incapacity, and death pose to individuals and organizations. It includes a review of various health and life insurance products and their utility in addressing specific needs and situations, as well as the underwriting and operational mechanisms that insurers employ in providing such products.
   • Understanding of reinsurance, methods and types of reinsurance, and functions of reinsurance
   • Awareness of pre-contract negotiations and the documentation that is required to enter into a reinsurance arrangement
   • Familiarity with common reinsurance clauses and common standard treaty wording
   • Knowledge of the distinction between facultative and treaty reinsurance contracts

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
   Written exam – 60%; verification during semester – 40%. 
BUSINESS ENGLISH
Course Code: ECTS 227.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Assistant lecturer Maria Muresan
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business administration, tourism, commerce, marketing).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
S1. External influences on businesses. External influences: national, political, international, economic (Unit 1, Unit 2)
1.1. Vocabulary focus- words/phrases used to link ideas
1.2. Vocabulary focus – stress patterns in noun phrases and compounds
1.3. Vocabulary focus-fixed phrases in academic English

S2. Environmental issues (Unit 1, Unit 2)
2.1. Vocabulary focus-words and phrases related to environmental issues
2.2. Listening-recognizing the speaker’s stance
2.3. Speaking-building an argument in a seminar

S3. Company performance – SWOT analysis (Unit 1, Unit 2)
3.1. Vocabulary focus-verbs used to introduce ideas from other sources
3.2. Vocabulary focus-linking words/phrases conveying contrast, result, reasons

S4. Case study: responding to external factors
Management of change (Unit 1, Unit 2)
4.1. Vocabulary focus-words for quantities
4.2. Reading-understanding how ideas in a text are linked
4.3. Writing-summarizing a text

S5. Commercial correspondence. Writing letters of enquiry (Unit 1, Unit 2)
5.1. Asking for catalogues, price-lists, prospectuses
5.2. Asking for details
5.3. Asking for goods on approval or on sale or return

S6. Commercial correspondence. Replies and quotations (Unit 1, Unit 2)
6.1. ‘Selling’ your product
6.2. Suggesting alternatives
6.3. Catalogues, price-lists, prospectuses, samples

S7. Commercial correspondence. Orders (Unit 1, Unit 2)
7.1. Payment, Discounts, Methods of delivery
7.2. Specimen letters and forms: covering letter, order form, acknowledgement of order, advice of despatch
7.3. Specimen letters: delay in delivery, refusing an order

TEACHING METHODS:
Lecture, Debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication. Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).
MANDATORY ASSIGNMENTS
Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral presentation
Interview

RECOMMENDED READING:

Online sources
- www.cnn.com
- www.economist.com
- www.nytimes.com
SERVICES MARKETING  
Course code: ECTS 228  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Pastiu Carmen, PhD  
Full time studies

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COURSE AIMS:
The main objective of the course is to familiarize students with concepts of external marketing, internal marketing, interactive marketing services firm, etc. The course focuses also on clarifying the content services market and especially the service consumer behavior. 
Knowledge, understanding concepts, theories and methods of marketing basic services and area of specialization; their appropriate use in professional communication marketing 
Use the knowledge base for explanation and interpretation of various types of concepts, situations, processes, projects, etc. domain associated services marketing 
Applying the basic principles and methods for solving problems / situations well defined conditions typical domain expert assistance

COURSE CONTENTS:
1. Introduction to services marketing 
2. Media marketing services firm 
3. Specificity marketing services 
4. Specifics of quality services 
5. Market services firm 
6. Policies marketing services 
7. Product Policy 
8. Distribution Policy 
9. Pricing 
10. Communication Policy 
11. Educational marketing 
12. Political marketing

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
According to the requirements of the labor market, the course will provide students the opportunities and skills to do a comparison between products and services; analysis and interpretation of phenomena and processes imposed by the specific market services marketing; to analyze the elements of the marketing mix in services

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
HOTEL AND RESTAURANT TECHNOLOGIES
Course code: 311
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Moisă Claudia, PhD
Full time studies

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COURSE AIMS:
Students will develop the capacity to build and properly use key concepts regarding specific aspects of hotel investment.

COURSE CONTENTS:
1. Premises and elaboration of feasibility study
2. External environment of the hotel
3. Forms of exploitation in the hotel industry
4. Stocks in logistics system
5. Organization and operation of operating departments
6. Hotel booking

TEACHING METHODS: Lecture, Discussions.

LEARNING OUTCOMES:
Sending to the students theoretical and practical foundations regarding the organization of the activity in a hotel; Presentation of concepts, characteristics and components of the external environment of the hotel; Training of practical skills and specific working skills regarding the key components and product features of the hotel and catering services.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Continuous assessment, Performing practical papers / Preparing reports - 30%.

RECOMMENDED READING:
- BONNIN C., CRÉER ET GÉRER UN HÔTEL, EDITIONS B.P.I., PARIS, 1990.
- DRAICA, C., GHID PRACTIC DE TURISM INTERNAŢIONAL ŞI INTERN, ED. ALL BECK, BUCUREŞTI, 1999;
- FLOREA C., BUGAN M., MAÎTRE D’HÔTEL, ED. GEMMA PRINT, BUCUREŞTI, 2003;
- Lupu, N., Hotelin - Economie şi Management, ediţia a VI-a, Ed. CH Beck, Bucureşti, 2010;
- Lupu, N., Strategia de concentrare a întreprinderilor de turism, Ed. Economică, Bucureşti, 2003;
- Minciu, R., Economia turismului, ediţia a III-a, Ed. Uranus, Bucureşti, 2004;
- Olteanu, V., Economia întreprinderii turistice, Universitatea Independenţă „D. Cantemir”, Bucureşti, 1993;
- Stănciulescu G., Managementul operatiunilor de turism, ediţia a II-a, Ed.All Beck, Bucureşti, 2003;
- STAVROSIITU S., PRACTICA SERVICIILOR ÎN RESTAURANTE ŞI BARURI, ED. TEHNICĂ, BUCUREŞTI, 1994;
COMMODITY AND STOCK EXCHANGE
Course code: ECTS 312
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Danuletiu Adina, PhD
Full time studies

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COURSE AIMS:
- Identification of the students of the importance and place of the stock markets in the economy;
- Familiarize students with the types and characteristics of instruments operating in the capital markets and stock exchanges;
- Familiarize students with the organizational structure and main features of stock exchange and stock markets, and especially the functioning of the stock exchanges;
- Familiarize students with securities trading mechanisms used primary and secondary markets;
- Provide students with mechanisms hedges and the hedge;
- Provide students with specific notions used in stock assessment work;
- Provide students with specific tools stock analysis.

COURSE CONTENTS:
2. Concept of commodity exchange. Stock exchange – component of capital market. Stock exchange role and functions in contemporary economics
3. The economic content of financial instruments. Shares
5. Derived and synthetic financial instruments
6. Commodity-backed bonds
7. Commodity exchange functioning and organisation
8. Stock exchange functioning and organisation
9. Transactional and brokerage mechanisms
10. Stock exchange trading and classification. Trading with primary financial instruments
11. Trading with derived financial instruments. Stock exchange placements
12. Stock market indices
13. Elements of stock exchange analysis
14. Introduction to portfolio administration

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge and understanding of the fundamental concepts, theories, and methods in the field of capital market; their adequate use in professional communication;
- Use of fundamental knowledge in order to explain and interpret various types and characteristics of instruments operating in the capital markets and stock exchanges

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 60%; verification during semester – 40%.

RECOMMENDED READING:
- www.bvb.ro
- https://www.nyse.com/
CONSUMER BEHAVIOUR
Course code: ECTS 313
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Muntean Andreea, PhD
Full time studies

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COURSE AIMS:
The aim of course is understand the consumer behavior, how and why consumers make purchase decisions, how they think, feel and act before, during and after the purchase.
The objectives for the course will be: 1. Understand consumer behavior in an informed systematic way.
2. Understand the processes used when individuals, group or organizations make consumption decisions.
3. Understand how the selection, use and disposal of consumer goods affect almost every aspect of our daily lives.

COURSE CONTENTS:
1. Introduction to consumer behavior;
2. Purchase decision making;
3. Psychological factors influencing consumer behavior (perception, motivation, learning, attitude, personality);
4. Social factors influencing consumer behavior (family, social groups, social classes, culture, subculture);
5. Direct influences on consumer behavior (demographics, economics and marketing-mix factors).

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
• To acquire an understanding of the psychological processes that underlie the effectiveness of marketing strategy in terms of impact on consumer behavior
• Understand how and why marketers craft particular messages to appeal to consumers and to understand the strategic importance of this process for businesses.
• Developing the tools needed to analyze this process from a consumer and a business viewpoint.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%. Verification during the semester- 30%.

RECOMMENDED READING:
• Michael SOLOMON; Gary BAMOSSY; Soren ASKEGAARD; Margaret K. HOGG
MANAGEMENT INFORMATION SYSTEMS
Course code: ECTS 314
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Teiuşan Sorin-Ciprian, PhD
Full time studies

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COURSE AIMS:
- To acquire theoretical and practical knowledge and skills on management information systems;
- To form and develop the students’ capacity to use computers and software in business administration field.

COURSE CONTENTS:
1. Introduction to management information systems;
2. Accounting computer systems;
3. Information systems for commercial activity;
4. Information systems for financial activity;
5. Information systems for human resource management;
6. Digital signature;
7. Control and auditing of information systems.

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
- To define the concepts in the area of management information systems;
- To use computers and software in accounting field.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written and oral examination (80% of the final grade), students' assessments (20% of the final grade)

RECOMMENDED READING:
COURSE AIMS:
Students will learn to use specific concepts of strategic management applied in economic practice.

COURSE CONTENTS:
2. The analysis of the internal environment. Company resources. Capabilities firm. Analysis of the activities that create value for a company. Company performance skills. The influencing factors for achieving competitive advantages
4. The origin and evolution of the concept of strategy. Strategy components. Typology of strategies

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Identifying the role and importance of practicing strategic management in organizations
- Defining specific concepts for the strategic management
- Using patterns of strategic management
- Plan, develop, implement and evaluate a company's overall strategy

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 60%, Verification during the semester (project) - 40%.

RECOMMENDED READING:
ECONOMIC AND FINANCIAL ANALYSIS

Course code: ECTS 316
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Burja Camelia, PhD

Full time studies

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COURSE AIMS:
To form and develop students’ capacity to use methods and techniques in order to analyse the economic and financial company phenomena.

COURSE CONTENTS:
1. Object and methodology of the Economic-financial analysis
2. The analysis of Turnover revenue
3. Analysis of Value Added
5. Analysis of Fixed Asset Management
6. Analysis of Profitability

TEACHING METHODS:
Lecture, conversation, case study, exercises.

LEARNING OUTCOMES:
- Application of adequate tools to analysis the influence of internal and external environment on enterprise/organization
- Application of adequate tools for solving the problems related to the relations between the enterprise/organization phenomena
- Solving problems/situations specific to human resource activity, fixed capital and in the field of economic-financial results
- Drawing up of a study about possibilities to analyse the activity of a enterprise/organisation

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- Burja Camelia, Analiză economico-financiară, Aspecte metodologice și aplicații practice, Casa Cărții de Știință (House of Science Book), Cluj-Napoca, 2009
**QUALITY MANAGEMENT**
Course code: ECTS 317
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

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**COURSE AIMS:**
Students will learn to use specific quality management concepts that they will use in their economic practice.

**COURSE CONTENTS:**
Quality - concepts, implications
Theoretical Foundations of quality management
Techniques and modern tools of quality management
Total Quality Management
Analysis of organizational change and overall development stages of TQM in SMEs
Model implementation of TQM in SMEs in Romania
Quality planning
Quality control
Quality costs or costs related to quality
Design and implementation of quality management systems

**TEACHING METHODS:**
Lecture, Discussions.

**LEARNING OUTCOMES:**
- Ensuring a minimum level of knowledge of students in general management
- Training of managerial economic thinking in terms of general management
- Acquisition systems, methods and techniques specific overall management

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written test examination - 70%, Verification during the semester (project) - 30%.

**RECOMMENDED READING:**
- *Valuing Changes in Environmental Indicators*, Barg, St., Swanson, D., Venema, H.D., IISD, 2005
TOURISM OPERATIONS TECHNIQUES
Course code: ECTS 321
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

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**COURSE AIMS:**
The main objective of the course is to familiarize students with the organization and marketing of various categories of services and tourism products, tourism operations to specific contracting etc. The course focuses also on explaining the business process management in the main categories of economic operators in tourism, namely: accommodation units, catering etc.

**COURSE CONTENTS:**
Chapter 1 Basics of tourism industry
Chapter 2 Management of travel agencies
Chapter 3 Management of accommodation
Chapter 4 Management of Food structures
Chapter 5 Management of Tourism Destination
Chapter 6 Strategies to increase the tourism firms

**TEACHING METHODS:**
Lecture, Discussions.

**LEARNING OUTCOMES:**
- Knowledge, understanding concepts, tourism activity specific operations (component and tour operators, tourist destinations etc.), models of organization and management of tourism companies and analysis of key market players and international tourism (hotels, restaurants etc.)
- Use the knowledge base for explanation and interpretation of various types of situations, processes, projects tourism-related
- Applying the basic principles and methods for solving problems/situations well defined conditions typical domain expert assistance

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written test examination - 70%, Verification during the semester (project) - 30%.

**RECOMMENDED READING:**
- *Tourism services and operations*, https://ignouihmgoa.files.wordpress.com/2013/02/ts_1_book_4_tourism-services-operations.pdf
HUMAN RESOURCE MANAGEMENT
Course code: ECTS 324
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Achim Moise Ioan, PhD
Full time studies

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<th>Form of instruction</th>
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COURSE AIMS: Students will learn to use correct and effective human resource management tools.

COURSE CONTENTS:
1. The content, objectives and nature of human resource management activities
2. Strategic planning of human resources
3. Employee Motivation
4. Description and job analysis
5. Human Resources Recruitment
6. Selection of human resources
7. Training and Career Development
8. Professional integration
9. Staff rewarding
10. Leadership in the management of organizations
11. Career management
12. Communication and human resources
13. Decision making process

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
Sending to the students theoretical and methodological aspects regarding human resource management;
Presentation of concepts, relationships, techniques and procedures specific to human resource management;
Training practical, appropriate and specific working skills and usage of those skills, in systematic human resources management tools.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, project presentation- 30%.

RECOMMENDED READING:
- Nicolescu, O., Verboncu, I., „Management” (ediţia a III-a), Editura Economică, Bucureşti, 1999
- Păunescu, I., „Managementul resurselor umane. Studii de caz”, Editura Eficient, Bucureşti, 2000
MERCHANDISING
Course code: ECTS 325
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Lazea Ruxandra, PhD
Full time studies

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COURSE AIMS:
Initiation into the study of commercial – merchandising. Submission of fundamental, theoretical and methodological elements in merchandising. Learning the basic concepts of merchandising and understanding their relevance for efficient commercial operation. Acquiring practical utility merchandising techniques in order to obtain good results in trade. Developing and substantiation sales strategy, organization and delivery of relations. Trade between organizations.

COURSE CONTENTS:
1. What is merchandising. Merchandising approach. Merchandising and marketing trade
3. Designing a selling point Surface stock analysis. The establishment and management of customer flow.
4. Merchandise design. Making a commercial concept. Installing a merchandise design process
5. Establishing a product category. Group product families
10. Communication at the point of sale. Outside the store. Communicating promotional and advertising

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
Initiation into the study of commercial – merchandising. Acquiring practical utility regarding merchandising techniques in order to obtain good results in trade.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
- Bridging The Gap Between Merchandising And Marketing: Closing The Loop 2015 Prospective View, Nikki Baird and Paula Rosenblum, Managing Partners May 2015
COMPETITION AND PRICES
Course code: ECTS 327.3
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iulian Bogdan DOBRA, PhD
Full time studies

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**COURSE AIMS:**
These course cover a number of topics related to competition policy and pricing. The objective is to provide a guide to all students who have an interest in competition issues. Also, following the course chapters, one can notice a set of pricing techniques, each of which might apply in some economic situations, market economy, but not in others. Finally this course is designed to teach students how to price goods.

**COURSE CONTENTS:**
CH 1. Competition Policy: History, Objectives, and the Law
CH 3. Collusion and Horizontal Agreements
CH 4. Horizontal Mergers
CH 5. Vertical Restraints and Vertical Mergers
CH 6. Predation, Monopolisation and Other Abusive Practices
CH 7. Pricing Beyond the 3 Cs
CH 8. Pricing Economic Value to the Customer
CH 9. Pricing under Consumer Uncertainty
CH 10: Measuring Customer Reactions to Prices. Pricing to Segment Customers.

**TEACHING METHODS:**
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

**LEARNING OUTCOMES:**
- To provide a systematic treatment of economics of competition policy;
- To deal with important issues as cartels, joint-ventures, mergers, vertical contracts, predatory pricing, exclusionary practices and price discrimination;
- To formulate policy implications on aspects outline before.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written test examination – 70%; Verification during semester – 30%.

**RECOMMENDED READING:**
- Bernheim, Douglas B. and Michael D. Whinston (1990), "Multi-market Contact and Collusive Behavior", Rand Journal of-Economics 21(1), 1-26;
- Phlips, L., (1995), Competition Policy: A Game-Theoretic Perspective, Press Syndicate of University of
MATHEMATICS APPLIED IN ECONOMICS
Course Code: FB111
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Lucia Căbulea, PhD
Seminar tutor: Dorin Wainberg, PhD
Full time studies

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COURSE AIMS:
This course is designed to introduce students to various topics in mathematics and uncertainty that they will encounter in economics sciences. The concepts are illustrated with actual examples from the specialized literature. Exercises are designed to encourage the student to begin thinking about applied mathematics within a theoretical context. Today, the theory of applied mathematics has found many applications in economics. In this course, the students will learn the basic terminology and concepts of applied mathematics in economics.

Mathematics is increasingly important in terms of the expression and communication of ideas in economics. A thorough knowledge of mathematics is indispensable for understanding almost all fields of economics, including both applied and theoretical fields. Especially understanding of elements of calculus and linear algebra are crucial to the study of economics. This class is designed to provide the appropriate mathematical tools for students who are interested in economics with policy concentration. The formal derivations of the mathematical tools needed will be the heart of this class. Economic concepts and models can often be easily and precisely described in terms of mathematical notation when words and graphs would fail or mislead us so the intent of this course is to teach you the language of mathematics and how to use it to better understand economics. Therefore, as applications of the mathematical concepts covered in class, examples and motivation will be drawn from important topics in economics.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
Chapter 1. Linear Programming
1.1. Solving a linear programming problem
1.2. Duality. Dual simplex algorithm
1.3. Reoptimization of linear programming problems
1.4. Parametric linear programming
1.5. Transportation problems
1.6. Reoptimization of transportation problems
1.7. Parametric transportation problems
1.8. Special types of transportation problems
Chapter 2. Elements of financial mathematics
2.1. Simple interest
2.2. Compound interest
2.3. Annual installment payments (annuities)
2.4. Repayment of loans and borrowings

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
Modelling and solving some medium complexity level problems, using the mathematical and computer sciences knowledges.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper 50%; mid-term test 30%; seminar activities 20%.

RECOMMENDED READING:
MICROECONOMICS
Course code: FB112
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Vasile BURJA PhD/Iulian Bogdan DOBRA, PhD
Full time studies

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**COURSE AIMS:**
These course cover a number of topics related to microeconomics. This introductory course teaches the fundamentals of microeconomics. Also, topics include consumer theory, producer theory, and the behaviour of firms, market equilibrium, monopoly, issues about costs of production, completion, price, and the role of the government in the economy, allocation of net income.

**COURSE CONTENTS:**
CH 1. Introduction to Political Economy
CH 2. Economic Activity - The Main Form Social Action
CH 3. General Characteristics of Exchange Economy
CH 4. The Modern System of Market Economy
CH 5. Production Factors and Their Use
CH 6. Costs of Production
CH 7. Market, Competition, Price
CH 8. Allocation of Net Income

**TEACHING METHODS:**
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

**LEARNING OUTCOMES:**
- To provide an introduction to fundamentals of microeconomics;
- The course is intended both for graduate students who wish to develop a solid background in game theory in order to pursue research in the applied fields of economics and related disciplines, and for students wishing to specialize in economic theory;
- To give an introduction and to learn, judge, make decisions, have a personal opinion or interpretation to some of the main subjects in this field: economic activity, exchange economy, market economy, production factors, cost production, competition, price, net income.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written test examination – 70%; Verification during semester – 30%.

**RECOMMENDED READING:**
- POPPA DORINA, KISS MELINDA & SZIKI KLARA, “Contemporary approaches of company performance analysis based on relevant financial information” University of Oradea, faculty of Economic;
• HERBERT J. DAVENPORT “Economics of enterprise” (1968), Chapter II, page 19; Chapter III, page 28 Augustus M. Kelley, New York, USA;
ECONOMIC INFORMATICS
Course code: FB113
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cucu Ciprian, PhD
Full time studies

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COURSE AIMS:
Familiarizing students with the basic concepts of IT, especially with utility in economics.

COURSE CONTENTS:
1. The computing system
2. Concepts Internet: Internet domains, websites
3. Design documents and presentations: principles and recommendations
4. Concepts spreadsheet
5. internet service
6. Processing documents
7. Spreadsheets

TEACHING METHODS:
Interactive lecture (slide show), discussions

LEARNING OUTCOMES:
Students specialization using internet services and office applications, document processing, spreadsheet, presentations.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 40%; Practical work during semester – 60%.

RECOMMENDED READING:
FUNDAMENTALS OF ACCOUNTING
Course code: FB114
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cenar Iuliana, PhD
Full time studies

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**COURSE AIMS:**
- To develop the student’s capacity to make up and use the accounting information at unit level correctly and efficiently
- To acquire fundamental knowledge about the aims and methods in the field of accounting;
- To know the principles, procedures, and instruments used to reflect accounting transactions and events
- To form and open-minded epistemic attitude related to the field of accounting

**COURSE CONTENTS:**

4. Double representation of the financial positioning with adjutancy of the balance sheet. Balance sheet definition and characteristics. Presentation of the structure with the balance sheet. Types of balance sheet changes. Previous stages to the setting up of the balance sheet

**TEACHING METHODS:**
Lecture, conversation, exemplification.

**LEARNING OUTCOMES:**
- Knowledge and understanding of the fundamental concepts, methods and theories in the field of accounting
- Use of fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the accounting field;

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written exam – 75%; verification during semester – 25%.

**RECOMMENDED READING:**
BUSINESS LAW
Course Code: FB 115
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Vasile Luha, PhD
Seminar tutor: Miruna Tudorascu, PhD
Full time studies

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COURSE AIMS:
- Knowing, understanding and a correct using of fundamental ideas concerning concepts specific to Law.
- Integration in a coherent structure of main theorizations and value landmarks recognised in Law as well as in connected domains.

ENTRY REQUIREMENTS:
Introduction to Law; Introduction to General Elements of Law.

COURSE CONTENTS:
1. Introduction in Law.
2. Juridical Methodology.
3. The Concept of Business Law.
4. Law and State.
5. The Principles of Business Law.
6. The Functions of Business Law.
7. Juridical Norm.
8. The origins of Business Law.
10. Interpretation of Juridical Norms.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- retrieval of written sources on the Business Law;
- establishing general aspects in connection with the Business Law;
- the concrete issues in connection with the general views of Business Law.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper – 60%; continuous assessment – 40%.

RECOMMENDED READING:
HISTORY OF ECONOMY
Course Code: FB 116
Type of course: optional
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cosmin Popa-Gorjanu, PhD
Seminar tutor:-
Full time studies

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COURSE AIMS:
- To stimulate the formation of historical perspective in understanding the working of economic systems
- The learning of chronological and thematic landmarks in economic history.
- Recognition of the interdependence between social, cultural, and economic phenomena.
- Recognition of the synchronicity of economic phenomena in Romania and the broader regional and global economic systems.

ENTRY REQUIREMENTS:
Introduction to Ancient General History; introduction to Medieval History of Romanians; Introduction in the General Medieval History.

COURSE CONTENTS:
3. The economy on the territory of Romania between 1000-1600. The conditions of development in tenth-eleventh centuries. The formation and expansion of Kingdom of Hungary. The organization of Transylvania. The formation of the principalities of Wallachia and Moldova. Political and administrative organization of the Romanian principalities. Economic development of Romanian principalities. The regime of Ottoman domination and its economic features.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- retrieval of written sources on the historical past;
- establishing historical facts on the basis of historical sources and outside of these;
- the concrete production of new historical knowledge on the basis of deeper insights within the study of an epoch and/or of a medium complexity historical subject.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper – 30%; oral exam – 70%.
RECOMMENDED READING:

BUSINESS ENGLISH
Course Code: FB117.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Senior lecturer Crina Herteg, PhD
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea/opinion both in oral and in written business communication.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
UNIT 1: THE BUSINESS WORLD
UNIT 2: THE INVISIBLE HAND OF THE MARKET
UNIT 3: INFLATION, INTEREST AND EXCHANGE RATES AND THEIR LINKS WITH INFLATION
UNIT 4: STARTING UP A BUSINESS
UNIT 5: THE FLOW OF FUNDS
UNIT 6: ORGANIZING A COMPANY
UNIT 7: FORMS OF BUSINESS
UNIT 8: TYPES OF INSURANCE
UNIT 9: THE MARKET AND THE MARKETING PROCESS
UNIT 10: PRICING, ADVERTISING AND SELLING
UNIT 11: FINANCIAL RESOURCES
UNIT 12: WAGES AND SALARIES
UNIT 13: ACCOUNTING AND BOOKKEEPING
UNIT 14: FINANCIAL STATEMENTS

TEACHING METHODS:
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication. Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
ORAL PRESENTATION
INTERVIEW
TWO-WAY DISCUSSION

RECOMMENDED READING:
COURSE AIM:
Students capacity development to use the tools properly and effectively understanding and written expression in French language.

ENTRY REQUIREMENT

COURSE CONTENTS
1. Introductory elements in text analysis
2. Vocabulary - text
3. Lexical exercises
4. Morphosyntactic analysis
5. Understand the main ideas
6. Exercise questions-response
7. Keyword searching
8. Expression ideas main
9. Exercises reformulation
10. Checking the knowledge

TEACHING METHODS
Problem solving, learning by discovery, exercises

LEARNING OUTCOMES
Students will:
• Conceived and developed as part of a complementary training, discipline "French Language" provides knowledge towards recognizing and using elements of textual analysis.
• Besides language skills, students are confronted with information about French cultural-civilizational, indispensable in developing multicultural current.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA
Students will be examined at the end of the semester, on practical aspects acquisition (75% of the final grade) and active participation in seminar (25% of the final grade).

RECOMMENDED READING
PHYSICAL EDUCATION I
Course code: FB 118
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ursu Vasile Emil, PhD
Full time studies

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COURSE AIMS:
Capacity development of basic motor and specific for students.

COURSE CONTENTS:
Is not the case

TEACHING METHODS:
The conversation, exercises, games.

LEARNING OUTCOMES:
- Knowledge influences the practice of exercise and sport on the body, requirements for independent practice of physical exercises;
- Knowledge of the relationship between heart rate and adaptation to effort;
- Ensuring disconnection factor compensation and professional balance psihomotric good mood through movement.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Practical exam – 50%; continuous assessment during semester – 50%.

RECOMMENDED READING:
MACROECONOMICS
Course code: FB121
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iulian Bogdan DOBRA, PhD
Full time studies

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COURSE AIMS:
This course provides an overview of macroeconomic issues: the determination of output, employment, unemployment, interest rates, income, consumption and investment. Also, important policy debates such as, economic growth in the long run, government finances in the intermediate run, and economic stability in the short run, are judgmentally explored. Finally, monetary, fiscal policies, inflation and world economy are debated.

COURSE CONTENTS:
CH 1. Fundamental Principles of Macroeconomic Theory
CH 2. Economic Growth and Sustainable Economic Development
CH 3. Economic Equilibrium
CH 4. Income, Consumption and Investment
CH 5. Financial Markets
CH 6. Labour Economics
CH 7. Employment and Unemployment
CH 8. The Money Markets
CH 9. Inflation
CH 10. World Economy and Globalisation

TEACHING METHODS:
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

LEARNING OUTCOMES:
- To provide an introduction to fundamentals of macroeconomics;
- The course is intended both for graduate students who wish to develop a solid background in game theory in order to pursue research in the applied fields of economics and related disciplines, and for students wishing to specialize in economic theory;
- To give an introduction and to learn, judge, make decisions, have a personal opinion or interpretation to some of the main subjects in this field: economic activity, exchange economy, market economy, production factors, cost production, competition, price, net income.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%; Verification during semester – 30%.

RECOMMENDED READING:
- ADAM SMITH (1920), "The Wealth of Nations" BOOK I, Chapter IV, page 66; P.F. Collier and son, New York, USA;
- Greg Chase and Charles W. Upton, 2000- Principles of Macroeconomics, Lecture notes at Kent State University;
- Andrew Hurrell and Ngaire Woods (1999), (eds), Globalization, Inequality, and World Politics, Oxford University Press, Oxford, UK;
- Robert E. Hall, ed., Inflation: Causes and Effects (Chicago: University of Chicago Press, 1982);
- Alvin L. Marty and Daniel L. Thornton, "Is There a Case for 'Moderate' Inflation?", Federal Reserve Bank of St. Louis, Review 77 (July/August 1995), pp. 27-37;
FINANCE AND BANKING MARKETING
Course code: FB122
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iuga Iulia, PhD
Full time studies

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COURSE AIMS:
The aim of this field of study is to provide both specialized training for students in the banking profession, and training for a future scientific research.

In the first chapters we offer students a complex picture of the banking systems architecture that highlights the diversity of banking institutions, the role and importance of finance and banking marketing in the present economic and social context. The course aims to: provide students with the main elements of finance and banking marketing and practical operation with these elements; deepening knowledge in corporate business; correct definition of the subject of finance and banking marketing and establishing the relationships that this science has with other sciences.

After the incursion in the first chapters, the emphasis is on the concepts regarding banking and financial services market; the marketing environment of finance and banking institutions; the analysis of the marketing mix for a credit institution; preparing a loyalty marketing plan for the banking sector consumer; the cooperation in the finance and banking marketing, and the ways of organizing promotional communication activities.

COURSE CONTENTS:
CHAPTER 1. THE EUROPEAN CENTRAL BANK
CHAPTER 2. THE STRUCTURE OF BANKING SYSTEMS. THE CONTENT AND FUNCTIONS OF THE BANKING SYSTEM
CHAPTER 3. FINANCIAL-BANKING MARKETING – CONCEPTUAL DELIMITATIONS. THE MARKET OF FINANCIAL-BANKING SERVICES
CHAPTER 4. THE MARKETING ENVIRONMENT OF FINANCIAL-BANKING INSTITUTIONS
CHAPTER 5. FINANCIAL AND BANKING INSTITUTION MARKET: CONTENT, COMPONENTS AND DIMENSIONS
CHAPTER 6. PRODUCT POLITICS
CHAPTER 7. PRICING STRATEGY
CHAPTER 8. THE DISTRIBUTION POLICY. DISTRIBUTION POLICY IN BANK MARKETING
CHAPTER 9. PROMOTIONAL POLICIES
CHAPTER 10: BANKS STRATEGY

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
Issues related to banking strategies and techniques for financial performance management, to risk assessment and vulnerability of the credit institutions, and specific sales strategies in banking sector are reconsidered.

This course contributes to shaping and strengthening the marketing and managerial vision on the banking activity, presenting both conceptual and methodological issues, and also measuring quantitative tools for the phenomena and risks in the banking sector.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:
- Piedelievre Stephane, Instruments de credit et de paiement, 5 edition, Ed, Dalloz, 2007
- Roşca Teodor, Iuga Iulia - Monedă şi credit, Editura Risoprint, Cluj Napoca, 2005
- SERVIGNY, A. de Le risque de crédit, Dunod, Paris, 2001
BUSINESS MANAGEMENT
Course code: FB 123
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Moise Ioan Achim, phd
Full time studies

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<th>Form of instruction</th>
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<td>3</td>
<td>Summer</td>
<td>Grade</td>
<td>4</td>
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COURSE AIMS:
Masters specialization in business administration in order to understand, analyze and evaluate the activities they involve a complex process of managing a business in trade, tourism and services.

COURSE CONTENTS:
1. Basic concepts for business management;
2. Entrepreneurship and entrepreneurial management;
3. Establishment of business companies;
4. Emplacement selection for business;
5. Business financing;
6. Marketing initiation of business;
7. Strategic management of the company;
8. Supply and sale management;
9. Risk management;
10. Strategy of negotiations;
11. The fundamental concepts of business consultancy.

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
The study processes and business management relations, in order to discover regularities that govern the design of new systems, methods and management techniques to ensure quality and increase business efficiency. Casuistry used in this course envisages the initiation and development of businesses in the context of transition to market economy.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 80%, Verification during the semester- 20%.

RECOMMENDED READING:
- D.A. Constantinescu – Management, National Collection, Bucharest 2002
- Sasu Constantin – Inițierea și dezvoltarea afacerilor, Polirom Publishing House 2001
- Jeffrey Edmund Curry – Negocieri Internaționale de afaceri, Teora 2000’ Publishing House
BUSINESS ENGLISH
Course Code: FB 124.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Senior lecturer Crina Herteg, PhD

Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
UNIT 1: ASSETS AND LIABILITIES
UNIT 2: THE CHART OF ACCOUNTS
UNIT 3: THE STOCK EXCHANGE
UNIT 5: CUSTOMERS
UNIT 6: COMPANIES
UNIT 7: TRAVEL
UNIT 8: TROUBLESHOOTING
UNIT 9: COMPANY HISTORY
UNIT 10: RETAILING
UNIT 11: PRODUCTS
UNIT 12: PEOPLE
UNIT 13: BUSINESS ENVIRONMENT
UNIT 14: FINANCE

TEACHING METHODS:
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
ORAL PRESENTATION
INTERVIEW
TWO-WAY DISCUSSION

RECOMMENDED READING:
FRENCH LANGUAGE
Course Code: FB 124.2
Type of Course: compulsory
Language of Instruction: English tutoring available for Erasmus students
Teacher’s name: Teaching Assistant Aura-Celestina Cibian PhD
Seminar tutor: -

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COURSE AIM
Students capacity development to use the tools properly and effectively understanding and written expression in French language.

ENTRY REQUIREMENT

COURSE CONTENTS
1. Vocabulary - text
2. Lexical exercises
3. Morphosyntactic analysis
4. Understand the main ideas
5. Exercise questions-response
6. Keyword searching
7. Expression ideas main
8. Exercises reformulation
9. Writing by computer. Azerty Keyboard
10. Create a text using the computer
11. Checking the knowledge

TEACHING METHODS
Lecture, discussion, problem solving, learning by discovery, exercises

LEARNING OUTCOMES
Students will:
• Conceived and developed as part of a complementary training, discipline "French Language" provides knowledge towards recognizing and using elements of textual analysis.
• Besides language skills, students are confronted with information about French cultural-civilizational, indispensable in developing multicultural current.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA
Students will be examined at the end of the semester, on practical aspects acquisition (75% of the final grade) and active participation in seminar (25% of the final grade).

RECOMMENDED READING
• Cristea, Teodora : Grammaire structurale du français contemporain, EDP, 1979.
• Dubois, Jean ; Lagane, René : La nouvelle grammaire du français, Larousse, 2000 (1997).
• Eterstein, Catherine, Rédaction 4e et 5e. L’apprentissage de l’expression écrite, Paris, Hatier.
• Riegel, Martin ; Pellat, Jean-Christophe ; Rioul, René : Grammaire méthodique du français (Manuel), PUF Quadrige, Paris, 2002.
FINANCIAL ACCOUNTING
Course code: FB125
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cenar Iuliana, PhD
Full time studies

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COURSE AIMS:
- Assimilating the theoretical concept on the role and utility of financial accounting, the operation of accounts, financial reporting;
- acquiring skills so as to use correctly the accounts used to reflect the financial operations in the accounting field;
- Knowing the information gathering flux and processing the information in the accounting;
- Compiling the accounting records, the trial balance and the financial statements;
- Using the professional judgment in analyzing and interpreting the accounting information;
- Forming an open epistemic attitude in accounting.

COURSE CONTENTS:
1. Defining financial accounting; financial accounting’ role and setting within the organization.
2. Accounting as a social activity. The role played by accounting in society. The supply for and demand of accounting information.
3. The accounting recognition of basic transactions and events: accounts and transactions regarding non-current assets, inventories, accounts receivable, cash, liabilities, equity, revenues, expenses and profit or loss.
5. Trial Balance.
7. Other fundamental elements of financial accounting: accounting calculation; the accounting management of entities, monism and dualism in accounting.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge of procedures and instruments used to reflect accounting transactions and events;
- Identify connections between technical instruments of the accounting;
- Knowledge of collection and processing flow of accounting information;
- To process items of information in order to carry out financial and accounting reports;
- To elaborate accounting monographies.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:
MONETARY ECONOMICS
Course code: FB126
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iuga Iulia, PhD
Full time studies

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving a credit for a course | Number of ECTS credits allocated
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Class | 42 | 3 | Summer | Grade | 3

COURSE AIMS:
This course presents operating methods specific economic environment and banking. The course aims provide the students background knowledge to create ability to use language and tools specific to the main organizational structures and banking operations at the macroeconomic level - a process involving money, currency, organizing monetary money supply, monetary policy and its instruments and approaches of credit in the economy.

COURSE CONTENTS:
1. MONEY AND CURRENCY
2. INTERNATIONAL MONETARY FINANCIAL ACTIVITY
3. NATIONAL MONETARY SYSTEMS
4. INTERNATIONAL MONETARY SYSTEM
5. EUROPEAN MONETARY SYSTEM
6. OPTIMUM CURRENCY AREA
8. MONEY MARKET. REGULATORY MONETARY EXPANSION.
9. MONETARY MASS, INDICATORS AND MONETARY AGGREGATES.
10. MONETARY POLICY, THE CORE OF POLICY MACROSTABILIZATION
11. THE ROLE OF COMMERCIAL BANKS AND CREDIT IN MONETARY POLICY IMPLEMENTATION

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Ability to identify traits involving currency transactions;
- Ability to explain the mechanisms of monetary policy;
- Ability to characterize monetary systems;
- Ability to present the money market;
- Ability to present payment instruments;
- Ability to describe the particularities of the money market;
- Ability to analyze the role of Central Bank;
- Ability to present monetary policy instruments;
- Ability to present the calculation of interest;
- Ability to calculate monetary indicators.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 50%; projects during semester – 50%.

RECOMMENDED READING:
- www.imf.org
- www.bis.org
- www.ecb.europa.eu
The Faculty of Economic Sciences

**PRACTICE**
Course code: FB127
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Full time studies

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**COURSE AIMS:**

The practice is intended to complement and deepen knowledge gained, to familiarize students with the application of theoretical knowledge into economic units, acquired in the education and formation of new practical skills in accounting issues.

In line with the 2016-2017 academic year, specialization FB year of study practice will take place during 26.06.2017-09.07.2017 and will finalize the preparation of a dossier of practice, supported colloquium scheduled practice session examinations in September.

Prior to 26.06.2017, students will be trained by officers of practice on the conduct of professional practice. In the specified period, students will achieve effective documentation in the chosen entities. Students are required to submit along with the dossier of practice and a certificate signed and stamped by the entity that conducted their practice.

Each student will work individually with specific data unit that is practical, finishing it with their preparation for practice, which will be held in the colloquium practice.

**COURSE CONTENTS:**

**COMMERCIAL COMPANIES**

1. Overview entity
   1.1. Economic and geographical framework in which they operate
   1.2. Brief history and organizational training
   1.3. Task and characterization activities they carry
   1.4. Particularities of the object of activity of the entity to the other units in the same industry
   1.5. Characterization entity through the development of key financial indicators (turnover, equity, number of staff, etc.)

2. Entity's organizational structure
   2.1. Classification societies Law no. 31/1990 on trading companies
   2.1.1. Statute on the organization and functioning
   2.1.2. Rules of Procedure
   2.2. Particularities content and business processes within the unit (supply, production, marketing)
   2.3. Presenting the functional entity
   2.4. General characterization of the activities taking place in each functional department
   2.5. Staff job descriptions
   2.6. Description of technological process and its schematic presentation of one of the entity's products
   2.7. Work contract
   2.8. Management of material within the entity

3. Organisation and management of financial and accounting activity
   3.1. Financial and accounting function at the entity level
   3.2. Structure and duties of the financial-accounting
   3.3. Legal framework for conducting financial and accounting activity (OMPF 3055/2009, the Accounting Law no. 81/1992, republished, updated)
   3.4. Documents used in financial and accounting (primary processing accounting and reporting or synthesis)
   3.5. Presentation of a monograph principal accounting transactions and events held at the entity during an accounting period (Please present transaction, the justification, the accounting)
   3.6. Drawing up a balance covering all financial and accounting operations presented

**INSURANCE FIRMS**

1. Overview of the insurance company and the operational unit (agency, branch, etc.)
   1.1. Regulation of the activity of insurance companies
   1.2. Brief history of the insurance company and the operational unit
The Faculty of Economic Sciences

1.3. The organizational structure of operative unit of the insurance company. Tasks of the divisions. Organizational
2. Marketing Insurance Company
1. Marketing environment (microenvironment and macro environment) the insurance company.
2. Policy product / service of insurance company
3. Pricing insurance firm
4. Distribution Policy insurance.
5. Promotion Policy of insurance firms.
3. Elements of financial management and accounting in insurance
1. Organization and Management Accounting
2. Types of documents used in insurance companies
3. Circuit documents
4. Document Management
5. Inventory in insurance companies

BANKING
1. Overview of the banking company and the operative unit (agency, branch, etc.)
1.1. Banking regulation
1.2. Brief history of the bank's operational and unity
1.3. The bank's organizational structure and operational unit. Tasks of the divisions. Plan.
2. Elements of the banking lending
2.1. Bank lending principles
2.2. Forms of bank credit bank
2.3. Interest and bank its forms.
3. Bank's Marketing
3.1. Marketing environment (microenvironment and macro environment) of the bank
3.2. Product policy of bank.
3.3. Pricing bank.
3.4. Distribution policy bank
3.5. Promotional bank policy

PUBLIC INSTITUTIONS

1. Overview of the public
1.1. Economic and geographical framework in which they operate
1.2. Brief history and object of
1.3. The organizational structure. Tasks of the divisions. Plan. Job description
1.4. The provenance of financial resources
2. Holders of information to the public institution
2.1. Supporting documents
2.2. Accounting records
2.3. Synthesis accounting documents
3. Monograph accounting major financial and economic operations
3.1. Organization and management accounting
3.2. Recognition of transactions and events concerning: capital; tangible / fixed assets; stocks; cash items; settlements with suppliers, customers, employees with different budgets, other third parties; net results. For each operation calculation will take into account:
- Digital exemplification of economic operation;
- Preparation of documents;
- Registration in the Diary;
- Registration in Ledger (will consider completing 10 accounts from those used in the example monographic sheet account for various operations)
- Preparation of trial balance.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
For presentation at the colloquium practice each student will prepare a dossier showing:
- That has come full schedule of practice on a field
- That was informed of all aspects required in the curriculum
Knowing documents are drafted in the financial accounting department, will exemplify the purpose entity relationship with the outside world and their own employees.
PHYSICAL EDUCATION II
Course code: FB128
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ursu Vasile Emil, PhD
Full time studies

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COURSE AIMS:
Capacity development of basic motor and specific for students.

COURSE CONTENTS:
Is not the case

TEACHING METHODS:
The conversation, exercises, games.

LEARNING OUTCOMES:
- Developing basic and specific propellent ability;
- Knowledge influences the practice of exercise and sport on the body, requirements for independent practice of physical exercises;
- Knowledge of the relationship between heart rate and adaptation to effort;
- Ensuring disconnection and factor compensation professional balance psihomotric for good mood through movement.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Practical exam – 50%; continuous assessment during semester – 50%.

RECOMMENDED READING:
The Faculty of Economic Sciences

COMPETITION AND PRICES
Course code: FB129
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iulian Bogdan DOBRA, PhD
Full time studies

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COURSE AIMS:
These courses cover a number of topics related to competition policy and pricing. The objective is to provide a guide to all students who have an interest in competition issues. Also, following the course chapters, one can notice a set of pricing techniques, each of which might apply in some economic situations, market economy, but not in others. Finally this course is designed to teach students how to price goods.

COURSE CONTENTS:
CH 1. Competition Policy: History, Objectives, and the Law
CH 3. Collusion and Horizontal Agreements
CH 4. Horizontal Mergers
CH 5. Vertical Restraints and Vertical Mergers
CH 6. Predation, Monopolisation and Other Abusive Practices
CH 7. Pricing Beyond the 3 Cs
CH 8. Pricing Economic Value to the Customer
CH 9. Pricing under Consumer Uncertainty
CH 10: Measuring Customer Reactions to Prices. Pricing to Segment Customers.

TEACHING METHODS:
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

LEARNING OUTCOMES:
- To provide a systematic treatment of economics of competition policy;
- To deal with important issues as cartels, joint-ventures, mergers, vertical contracts, predatory pricing, exclusionary practices and price discrimination;
- To formulate policy implications on aspects outline before.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination– 70%; Verification during semester – 30%.

RECOMMENDED READING:
- Bernheim, Douglas B. and Michael D. Whinston (1990), "Multi-market Contact and Collusive Behavior", Rand Journal of-Economics 21(1), 1-26;
PUBLIC FINANCE
Course code: FB211
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Danulet Dan, PhD
Full time studies

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COURSE AIMS:
- To acquire fundamental knowledge about and abilities to use the concepts, principles, mechanisms, methods and instruments in the field of public finance;
- To explain and critically analyze the budget system, the revenues (especially taxes) and expenditures of the state and the financing possibilities of the deficit.

COURSE CONTENTS:
1. Introduction in finance – economic content, functions.
2. Financial system and financial mechanism.
3. Fiscal policy.
4. Financial institutions.
5. The budget system.
7. Public incomes.
8. General view about taxes.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Adequate use of the concepts, methods and instruments in the field of public and private finance;
- Applying financial concepts, mechanisms, methods, instruments in private or public organizations to solve specific problems.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 60%; verification during semester (project) – 40%.

RECOMMENDED READING:
- Hyman D., Public Finance: A Contemporary Application of Theory to Policy, South-Western, Cengage Learning, 2011
COMPANY'S FINANCIAL MANAGEMENT
Course code: FB212
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Burja Camelia, PhD
Full time studies

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COURSE AIMS:
Knowledge and understanding of basic concepts with which operates in the financial management of the company; legalities, mechanisms, methods and techniques which are formed by funds allocated to the micro level.

COURSE CONTENTS:
1. Introduction to company finances
2. Objectives of the company
3. Financial management of fixed assets
4. Asset management assets
5. Determine the needs of stocks and NFR
6. correlation indicators of current assets
7. The financial decision under the credit customer
8. Treasury
9. ETE
10. Financial planning
11. Budgets mandatory
12. Profit

TEACHING METHODS:
Lecture, exhibition, discussions, examples

LEARNING OUTCOMES:
- Financial management of the enterprise aims to familiarize students with the concept of company finances and their functions.
- Financial organization defines concepts as: mechanisms, flows, cycles and financial circuits. Financing policy for economic enterprises is addressed by the concept of funding.
- Long-term funding decision aims at the formation of permanent capital businesses. The cost of capital is viewed in terms of the criterion of choice of financing.
- Short-term financing deals with the financing of current assets. The facilities granted to companies is another way of financing. Finally treated other funding and financing in special situations.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; Practical work during semester – 30%.

RECOMMENDED READING:
INTERNATIONAL FINANCE
Course code: FB213
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iuga Iulia, PhD
Full time studies

Form of instruction  Number of teaching hours per semester  Number of teaching hours per week  Semester  Form of receiving a credit for a course  Number of ECTS credits allocated
Class  42  3  Autumn  Grade  4

COURSE AIMS:
This course emphasizes phenomenological analysis, delimitation of international finance, analysis of the functioning of international financial markets, combining knowledge of international finance with the finance, budget, technical insurance and banking.

COURSE CONTENTS:
CHAPTER 1. INTRODUCTION IN INTERNATIONAL FINANCE
CHAPTER 2. COMPONENTS OF FINANCIAL SYSTEM
CHAPTER 3. THE ORGANIZATION AND OPERATION OF THE MAIN INTERNATIONAL FINANCIAL MARKETS.
CHAPTER 4. FUTURES CONTRACT
CHAPTER 5. FORWARD CONTRACT
CHAPTER 6. SWAP
CHAPTER 7. INTERNATIONAL FOREIGN EXCHANGE MARKET AND DERIVATIVE MARKETS.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- knowledge of basic concepts concerning the rules of domestic and international finance
- Identification and analysis of international market resources
- Identify and analyze financial market compartments
- Solving problems specific to international juridical double taxation
- Detecting specific problems of international tax evasion

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:
- Eijfingger, Sylvester; de HAAN, Jakob, European Monetary and Fiscal Policy, Oxford University Press, Oxford, 2000;
- Madura, Jeff; Fox, Roland, INTERNATIONAL FINANCIAL MANAGEMENT, Ed. Thomson, London, 2007
- www.imf.org
- www.bis.org
CAPITAL MARKETS
Course code: FB214
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Danulețiu Adina, PhD

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving a credit for a course | Number of ECTS credits allocated
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Class | 42 | 3 | Autumn | Grade | 4

COURSE AIMS:
- Identification of the students of the importance and place of the stock markets in the economy;
- Familiarize students with the types and characteristics of instruments operating in the capital markets and stock exchanges;
- Familiarize students with the organizational structure and main features of stock exchange and stock markets, and especially the functioning of the stock exchanges;
- Familiarize students with securities trading mechanisms used primary and secondary markets;
- Provide students with mechanisms hedges and the hedge;
- Provide students with specific concepts used in stock assessment work;
- Provide students with specific tools stock analysis.

COURSE CONTENTS:
1. The defining elements of the financial market
2. Financial instruments traded on the capital market
3. Stocks Issue and evaluation
4. Bond issue and evaluation
5. Derived and synthetic financial instruments
6. The current configuration and evolution of the Romanian capital market
7. Stock Exchange functioning and organisation
8. Transactional and brokerage mechanisms
9. Stock exchange trading and classification. Trading with primary financial instruments
10. Stock exchange placements
11. Stock market indices
12. Elements of stock exchange analysis

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge and understanding of the fundamental concepts, theories, and methods in the field of capital market; their adequate use in professional communication;
- Use of fundamental knowledge in order to explain and interpret various types and characteristics of instruments operating in the capital markets and stock exchanges

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 60%; verification during semester – 40%.

RECOMMENDED READING:
- Barna Flavia, Dănulețiu Adina Elena, Mura Petru Ovidiu, „Role of information in adoption of investment decision on capital market”, European integration - new challenges for Romania economy, 29-30 Mai, Oradea, 2009, ISSN 15820-5450
- www.bvb.ro
- https://www.nyse.com/
MANAGEMENT ACCOUNTING
Course code: FB215
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Teiuşan Sorin-Ciprian, PhD
Full time studies

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COURSE AIMS:
- To acquire theoretical and practical knowledge and skills on cost calculation and management accounting;
- To form and develop the students’ capacity to use cost calculation methods and procedures within entities.

COURSE CONTENTS:
1. Introduction to management accounting: accounting definition, the users of accounting information, differences between management accounting and financial accounting, cost accounting/management accounting;
2. Costs terms and concepts: costs objects, classifications of costs, direct and indirect costs, categories of manufacturing costs, period and product costs, cost behaviour in relation to volume of activity (variable and fixed costs), relevant and irrelevant costs and revenues, avoidable and unavoidable costs, sunk costs, opportunity costs, incremental (differential) costs and revenues, standard costs;
3. Cost assignment: assignment of direct and indirect costs, cost allocation, under- and over-recovery of overheads;
4. Cost-volume-profit analysis: the economist’s model, the accountant’s model, mathematical approach of CVP analysis (break-even point, profit-volume ratio);
5. The budgeting process: stages in the budgeting process, salesbudget, production budget, direct materials purchase budget, direct labour budget, factory overhead budget, selling and administration budget, cash budget, master budget.

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
- To explain the concepts in the area of management accounting;
- To describe the cost assignment and the budgeting process;
- To apply knowledge to business decision-making.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written and oral examination (80% of the grade), students’ assessments (20% of the grade)

RECOMMENDED READING:
- Ponorica, Andreea; Popescu, Adriana; Stanila, Oana, Practice Guide of Basic, Financial and Management Accounting, Bucureşti: CECCAR, 2006.
- Teiuşan, Sorin-Ciprian, Contabilitate de gestiune, Universitatea ,,1 Decembrie 1918, Seria Didactica, Alba Iulia, 2014.
COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS:

COURSE CONTENTS:
- UNIT 1: COMMUNICATION
- UNIT 2: BUILDING RELATIONSHIPS
- UNIT 4: JOB SATISFACTION
- UNIT 5: RISK
- UNIT 6: E-COMMERCE
- UNIT 7: TEAM BUILDING
- UNIT 8: CUSTOMER SERVICE
- UNIT 9: CRISIS MANAGEMENT
- UNIT 10: MANAGEMENT STYLES
- UNIT 11: TAKEOVERS AND MERGERS
- UNIT 12: CORPORATE RESPONSIBILITY
- UNIT 13: COMPETITION
- UNIT 14: INCOTERMS

TEACHING METHODS:
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
ORAL PRESENTATION
INTERVIEW
TWO-WAY DISCUSSION

RECOMMENDED READING:
The Faculty of Economic Sciences

FRENCH LANGUAGE FOR NON-PHILOLOGIST STUDENTS
Course Code: FB216.2
Type of Course: optional
Language of Instruction: French and Romanian
Teacher’s name: Teaching Assistant Aura-Celestina Cibian PhD
Seminar tutor: -

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COURSE AIM:
Accurate knowledge acquisition and efficient using of concepts and contextual communication specific to the job market field of study.

ENTRY REQUIREMENT

COURSE CONTENTS
1. - 2. Introductory lecture
3. Job application. The CV and Cover Letter
4. Job application. The job interview
5. – 6. Working conditions
7. – 8. Internal company or organisation documents
9. – 12. Enterprise and entrepreneurship
13.-14. Learning verification

TEACHING METHODS
The main method: Communicative language teaching (CLT)
The focus of this method is to enable the learner to communicate effectively and appropriately in the various situations specific to the jobs market field he would be likely to find himself in.
Lecture and exemplification.

LEARNING OUTCOMES
Students will
• match a good knowledge of the jobs market principles to an awareness of their uses and limitations;
• establish identities, similarities and differences between French and Romanian jobs markets;
and
• integrate their own ideas with those of others;
• identify their own strengths and challenges as writers and speakers.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA
Students will be examined at the end of the semester, on practical aspects acquisition (75% of the final grade) and active participation in seminar (25% of the final grade).

RECOMMENDED READING
• CILIANU-LASCU, Corina (2004), Culegere de exerciții lexico-gramaticale cu profil economic, Meteor Press, București;
• CORADO, L, SANCHEZ-MACAGNO, M-O, (1990), Français des affaires (350 exercices, textes et documents), Hachette, Paris;
• DANILO, M et PENFORNS, J, LINCOLN, M, (1993), Le français de la communication professionnelle, CLE International, Paris;
• DANILO, M, TAUZIN, B (1990), Le français de l’entreprise, CLE International, Paris;
• DĂNILĂ, Sorina et alii (2006), Examenle DELF, DALF, nivelurile A şi B, Polirom, Iași;
• SZILAGYI, E (1990), Affaires à faire, Presses Universitaires, Grenoble.
INSURANCE AND SOCIAL PROTECTION
Course code: FB217
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cenar Iuliana, PhD
Full time studies

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving a credit for a course | Number of ECTS credits allocated
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Class | 42 | 3 | Autumn | Grade | 3

COURSE AIMS:
Developing the capacity to know the characteristics and determine the amount of various forms of social benefits.

COURSE CONTENTS:
1. Theoretical basis concerning the insurance and social protection;
2. Social security pension;
3. Insurance for work accidents and occupational diseases;
4. Insurance for unemployment and stimulation of employment;
5. Health Insurance;
6. Vacations and health insurance benefits;
7. Other forms of social protection;

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowing how to achieve social protection;
- Training of practical skills and work skills specific for determining the various forms of social benefits;
- Develop skills to operate information on measures to cover different risks, arguing some opinions and launching relevant proposals.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:
# ACCOUNTING AND FISCAL MANAGEMENT

**Course code:** FB218.4  
**Type of course:** optional  
**Language of instruction:** English tutoring available for Erasmus students  
**Name of lecturer:** Sorin-Constantin Deaconu, PhD  
**Full time studies**

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**COURSE AIMS:**
- The use of the professional reasoning by the students in order to recognise various transactions and events in accountancy.

**COURSE CONTENTS:**
1. Theoretical approaches concerning capital  
2. Characteristics and management accounting of fixed asset  
3. Evaluation of fixed assets – features  
4. Theoretical approaches stocks and production in progress  
5. Particularities of the evaluation of the nature of material goods of stocks  
6. Concepts, typology, assessment of third parties  
7. Theoretical approaches on entities treasury  
8. The characteristics and management accounting of expenditure and revenue  
9. Method of determining the outcome  
10. Annual financial statements. Composition and method of preparation

**TEACHING METHODS:**
- Lecture, conversation, exemplification.

**LEARNING OUTCOMES:**
- Knowing the duties of the accountancy for organising and managing the accountancy;  
- Presenting the main supporting documents related to the operations upon the actives, the debts and the capitals of a company;  
- Learning registering modalities in the journal register for the operations upon the actives, the debts and the capitals of a company

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
- Written exam – 75%; verification during semester – 25%.

**RECOMMENDED READING:**
- Accounting Law no. 82/1991 with the further amendments and completions republished in the Official Journal no. 454/2008.  
- The Law no. 227/2015 regarding the Fiscal Code with the further amendments and completions, Official Journal no. 688/2015.
STATISTICS
Course code: FB221
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Prof. Breaz Nicoleta, PhD
Full time studies

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COURSE AIMS:
The general aim of the discipline consists in forming data analysis skills in order to understand the fundamental concepts, theories, and methods in the field and the specialty area and to use them in order to explain and interpret various types of concepts and processes associated to the field. More precisely, the course transfers knowledge about the fundamental concepts in statistics and forms skills for statistical data processing, analysis and estimation, in order to acquire the capacity to analyze and interpret statistical results.

COURSE CONTENTS:
I. Main concepts in statistics
II. Observation, systematization and graphical representation of the statistical data
III. Statistical parameters
IV. Correlation and regression
V. Introduction to inferential statistics

TEACHING METHODS:
Instruction is a combination of lectures, seminars and individual work; there are also compulsory assignments. There is 80% attendance requirement for seminars.

LEARNING OUTCOMES:
- assimilating fundamental knowledge in the field of economic statistics, starting with aspects of descriptive statistics up to aspects about inferential statistics;
- forming aptitudes needed for statistical data processing and analysis;
- developing the capacity to relate to standards connected with rigor and accuracy in data analysis.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
- **Final evaluation – written exam:** Assessment of the statistical knowledge during the synthesis problems solving process (90% of the final grade)
- **Continuous assessment:** assessment of the practical skills in solving statistical problems, by assessing the individual portfolio with applicative works (written papers) presented at the seminars, according to a specified schedule (10% of the final grade).

RECOMMENDED READING:
- ***, *Statistical Yearbook*, 2015
INSURANCE AND REINSURANCE
Course code: FB222
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Danulețiu Adina Elena, PhD
Full time studies

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COURSE AIMS:
- to present to the students the problems in the field of insurance in society as means of protection against natural and economic risks;
- to familiarize the students with the main categories and types of insurance;
- to develop the students’ capacity to analyse the elements that make a difference between products and insurances;
- to provide the students with abilities meant to establish the premium of insurance and to calculate the damage compensations, to present the main possibilities of reinsurance.

COURSE CONTENTS:
1. Theoretical and methodological framework of insurance
2. Technical elements of insurance. Classification of insurances
3. Insurance contract
4. Insurance of goods
5. Insurance against civil liability
6. Road transport insurance
7. Third party liability insurance
8. Insurance against financial risks
9. Life insurance
10. Reinsurance

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:

- Knowledge and understanding of general concepts of risk identification and management, as well as how various products and methods, including insurance, can be used to manage the non-speculative risks of individuals and businesses. Emphasis will be placed on analysing various types of insurance products, including life, health, property, and liability insurance contracts, and how the insurance industry develops, manages, markets, and underwrites such contracts in a complex economic and regulatory environment.
- the student should demonstrate a strong basic understanding of property, liability, automobile insurance, introduction to reinsurance,
- Use of individual and group life and health insurance to manage the financial risks that illness, incapacity, and death pose to individuals and organizations. It includes a review of various health and life insurance products and their utility in addressing specific needs and situations, as well as the underwriting and operational mechanisms that insurers employ in providing such products.
- Understanding of reinsurance, methods and types of reinsurance, and functions of reinsurance
- Awareness of pre-contract negotiations and the documentation that is required to enter into a reinsurance arrangement
- Familiarity with common reinsurance clauses and common standard treaty wording
- Knowledge of the distinction between facultative and treaty reinsurance contracts

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 60%; verification during semester – 40%.

RECOMMENDED READING:
• Dănulețiu Dan Constantin, Dănulețiu Adina Elena, „Insurance brokerage in Romania”, Analele Universitatii din Oradea, 2008
FISCAL SYSTEM
Course code: FB223
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Teiușan Sorin-Ciprian, PhD
Full time studies

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COURSE AIMS:
- To acquire theoretical and practical knowledge and skills on the fiscal system;
- To form and develop the students’ capacity of management of taxes and fees.

COURSE CONTENTS:
1. Introduction to fiscal system;
2. Profit tax;
3. Tax on incomes of micro-enterprises;
4. Income tax;
5. Value added tax;
6. Excises;
7. Local taxes and fees.

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
- To define the concepts used by fiscal system;
- To explain the methodology for calculation of taxes and fees;
- To calculate taxes and fees.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written and oral examination (80% of the grade), students' assessments (20% of the grade)

RECOMMENDED READING:
- Legea nr. 207/2015 privind Codul de procedură fiscală, publicată în Monitorul Oficial al României nr. 547 din 23.07.2015, cu modificările și completările ulterioare.
OPERATIONS OF CREDIT INSTITUTIONS
Course code: FB224
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Socol Adela, PhD
Full time studies

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COURSE AIMS:
This course aims to provide students with an insight into the major features of the banking business and to provide a framework for the understanding of the different types of banks and banking activities. Goal of the course is to enable the students understand the basic concepts of banking operations and the practical aspects of banking transactions. The students should be able to understand the evolution, structure of different types of Banking Institution and their roles in the working of the Romanian banking system.

COURSE CONTENTS:
- Evolution and the structure of the banking national systems (Romanian system in the European context).
- Explain the evolution and structure of different types of Banking Institutions - Central Bank, Commercial Banks and non Banking/Finance Institutions.
- Explain sources of funds, functions and the management of the Banks.
- Bankers’/Customers’ relationship in the cash operations. Bank services and methods of payments through banking systems.
- Define banking operation. Explain the various types of accounts, savings, current, loan etc.
- Describe the types of customers holding the various accounts. Explain their rights and liabilities related to the account. Describe the procedures for opening of accounts. Describe the procedures for payment of cheques or another payment instruments, including cards. Describe the procedures for closing of accounts. Describe the procedures for applying for and collection of cheques and other instruments. Discuss the mandatory function of the banker. Discuss the respective rights and duties of the bankers. Discuss the respective rights and duties of drawers.
- Bank's Liabilities - Customers’ deposits.
- Describe the procedures for opening and closing of accounts.
- Commercial Bank lending/borrowing principles.
- Introduction to Banking Risks' Administration.
- Banking Performance.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
Students will be able to:
- understand and appreciate the difference between the role of private sector banks and the role of central banks
- explain the services offered to customers by banks concerning cash operations and payment methods
- apply the principles of borrowing/ lending applied by commercial banks in their decision making
- identify and solve problems and make decisions using critical and creative thinking concerning the banking operations
- work effectively with others as members of a team, group, organisation and community in the banking area

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 80%; verification during semester – 20%.

RECOMMENDED READING:
PRACTICE
Course code: FB225
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer:
Full time studies

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COURSE AIMS:

The practice is intended to complement and deepen knowledge gained, to familiarize students with the application in economic or financial-banking units of the theoretical knowledge acquired in the education process. Through its activities, students will have to meet the following objectives:

- Know the organization and functioning of the organization of practice;
- To direct and indirect comments on the profile of the organization, the objectives of this categories of customers to whom it is addressed;
- Make financial and banking activities analysis of the organization to establish connections between acquired knowledge and practical demands of the profession;
- Come into direct contact with specialist’s organization through participation in specific banking;
- To learn the skills of self-assessment of their practical activities;
- To learn teamwork skills by using communication skills to the team work and relationships with colleagues and other professionals involved;
- To acquire skills of analysis and synthesis on the evaluation of the organization.

In line with the 2016-2017 academic year, the second year of study specialization FB practice will take place between 26.06.2017-16.07.2017 and will be completed by preparing a practice portfolio, supported colloquium scheduled practice session exams.

Prior to 26.06.2017, students will be trained by officers of practice on the conduct of professional practice. Between 26/06/2017 - 16/07/2017, students will achieve effective documentation within the patrimonial chosen. Students have the opportunity to choose one of the five modules proposed practice and work practice will draw only on the specific module.

Students are required to submit along with the portfolio of practice and a certificate signed and stamped by the entity that conducted their practice in stating that the student in question has carried specialty practice in that unit during the period 26.06. 2016 - 16.07.2017.

COURSE CONTENTS:

I. SPECIFIC ISSUES PUBLIC FINANCES
   1. Overview of the public
   1.1. Regulate organization and functioning of the public
   1.2. The organizational structure of the institution
   1.3. Organization, management and performance of the entity's financial and accounting organization.
   1.3.1. And prerogatives of the financial organization.
   1.3.2. Characterization of the main categories of activities they carry out financial department.
   1.3.3. Centralization and compilation of the main primary documents specific financial department.
   1.3.4. Structure and duties of the accounting department.
   1.3.5. Characterization of the main categories of transactions covered by the accounting department.
   1.3.6. The graph circulation of documents containing financial accounting.
   1.3.7. Characterization software they use unit

A. For institutions in the structure of the Ministry of Public Finance (Fiscal Administration ANAF, etc.)

2. Direct taxes
   2.1. Characterization summary of the main elements of direct taxes.
   2.2. Filling (preparation) main direct taxes specific documents.
3. Indirect taxes
   3.1. Characterization summary of the main elements of indirect taxes.
   3.2. Filling (preparation) main documents specific indirect taxes.
4. Control tax
4.1. Organization of tax control
4.2. Fiscal control objectives
4.3. Operations to control tax
4.4. Capitalization of tax audit results

B. For public institutions - "Town Halls"

2. The local budget revenues
3. Expenses of the local budget
4. Wealth Management organization

II. FINANCIAL MANAGEMENT OF THE UNDERTAKING
A. Overview of economic unit (point required)
   1.1. Brief history of the unit;
   1.2. Task and type of activity;
   1.3. Characteristic features of the unit compared to similar units in the same economic sectors;
   1.4. The organizational structure of the economic entity;
   1.5. Description of processes within the unit (briefly);

B. CURRENT ASSETS MANAGEMENT
   1. Efficiency Indicators of fixed assets
   2. Analysis of extensive and intensive use of fixed
   3. Functional status of fixed assets
   4. Determination of the optimal period for replacing equipment

3. FINANCIAL MANAGEMENT OF THE COMPANY'S CREDIT RELATIONS
   1. The financial management of customers
   2. Components of credit policy - client
   3. Control over credit operations - customer
   4. Recovery
   5. Receipts by offsetting
   6. Factoring the tool Receivable from companies
   7. The management of credit provider
   8. The management of claims and liabilities in foreign currency

4. TREASURY MANAGEMENT
   1. Treasury management.
   2. Models to optimize the balance of cash and marketable securities
   3. Cash flows
   4. Treasury surplus harvest

Note: For B students will choice for Theme 1, 3 and 4 or only topic no. 5

Note: All indicators will be determined using data from the unit where the student trainees documents (balance sheet, profit and loss, trial balances, etc.), showing the calculation and will be accompanied by explanations of the results, charts and analysis the evolution in time (dynamic) thereof.

III. BANKING METHODS AND TECHNIQUES

1. Overview of the banking company and territorial operative banking unit
   1.1. Brief history of the banking company and territorial unity
   1.2. The organizational structure of local banking unit and description of each compartment
   1.3. Analysis of economic and financial situation of the banking unit and its position in the regional market banking
   2. Technical banking operations involving the movement of cash
   2.1. Treasury and cash compartment features
   2.2. Records of cash and other valuables in the bank territorial units, to the houses of receipts and payments
   2.3. Cash receipts from the bank unit, exemplifying supporting documents
   2.4. Cash payments to the bank unit, exemplifying supporting documents
   3. Technology banking current accounts and customer deposits
   3.1. Concrete ways to open a current account banking unit.
   3.2. Techniques establishment, operation and dissolution of deposits of customers.
   4. Technical enter the settlement and interbank
4.1. Presenting a case of intrabank settlement on behalf of a client, based on the payment order and check. Illustration with documents.
4.2. Presenting a case interbank settlement on behalf of a client, based on small value payment order (SENT) and value (ReGIS) and check the automatic transfer of electronic settlement system. Illustration with documents

5. Technical banking lending and loan monitoring
   5.1. Description of the types of loans they grant the bank addressed
   5.2. Technical granting credit to individuals. Illustration with supporting documents
   5.3. Technique to grant credit for businesses. Illustration with supporting documents

6. Technical banking cards
   6.1. Description of the types of cards it issues addressed bank
   6.2. Technical operations issuing debit cards. For example one type of card, with supporting documents
   6.3. Technical operations issuing credit cards. For example one type of card, with supporting documents

IV. FINANCIAL INVESTMENT SERVICES COMPANIES
   1. Overview of financial services company investments
   1.1. Regulation of the business of investment services
   1.2. Organization of financial investment companies
   1.3. Powers of financial investment services agents
   2. Services and investment activities
   2.1. Reception and transmission of orders regarding one or more financial instruments. Illustration on a specific case;
   2.2. Execution of trading orders of a client. Illustration on a specific case;
   2.3. Dealing on own account. Illustration on a specific case;
   2.4. Confirmation and settlement of securities transactions. Illustration on a specific case;
   2.5. A client portfolio management. Illustration on a specific case;
   2.6. Investment consulting. Illustration on a specific case;
   2.7. Underwriting of financial instruments and / placement of financial instruments on a firm commitment basis. Illustration on a specific case;
   2.8. Placing of financial instruments without a firm commitment. Illustration on a specific case;
   3. Profitability and risk of a portfolio of securities
   Case Study by choosing a portfolio of 10 securities listed on the BSE or RASDAQ and determination of profitability and the risk that securities portfolio.

V. INSURANCE AND REINSURANCE
   1. Overview of the insurance company and the operational unit (agency, branch, etc.)
   1.1. Regulation of the activity of insurance companies
   1.2. Brief history of the insurance company and the operational unit
   1.3. The position of the insurance company's insurance market at the national and local
   1.4. The organizational structure of operative unit of the insurance company.
   2. The insurance products offered by insurance company
   2.1. Description of insurance products (technical elements)
   2.2. Contracting insurance products - information flows, specific documents
   2.3. Information flows and documents generated by the award of damages in insurance
   2.4. Information flows and specific documents termination of contractual relationships in personal insurance
   3. Carry out an insurance contract. Case Study
   3.1. The application questionnaire - explanations
   3.2. Risk inspection report
   3.3. Insurance contract.
   3.4. Content claim file (with an explanation of how to establish the level of compensation) and its specific information flows.
   4. The effectiveness of the insurance unit operative insurance
   4.1. Efficiency indicators of the insurance business unit level operative
   4.2. Ways to track the effectiveness of contracting insurance

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
For presentation at the colloquium practice each student will prepare a dossier showing:
- That has come full schedule of practice on a field
- That was informed of all aspects required in the curriculum
Knowing documents are drafted in the financial accounting department, will exemplify the purpose entity relationship with the outside world and their own employees.
BUSINESS ENGLISH
Course Code: FB226.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Senior lecturer Crina Herteg, PhD
Full time studies

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving a credit for a course | Number of ECTS credits allocated
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Class | 28 | 2 | Summer | Grade | 3

COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS:

COURSE CONTENTS:
UNIT 1: EXPORTS AND IMPORTS
UNIT 2: PROFIT AND LOSS ACCOUNTS
UNIT 3: INVESTMENTS
UNIT 4: METHODS OF FINANCE
UNIT 5: CURRENCY MARKETS
UNIT 6: RAISING FINANCE
UNIT 7: INTERNATIONAL MARKETING
UNIT 8: THE FUTURE OF BUSINESS
UNIT 9: NUMBERS AND STATISTICS
UNIT 10: PENSIONS AND OTHER FINANCIAL PRODUCTS
UNIT 11: CORPORATE FINANCE
UNIT 12: MONEY AND WORK
UNIT 13: TAXATION
UNIT 14: WILLS AND OTHER LEGAL MATTERS

TEACHING METHODS:
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.

Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
ORAL PRESENTATION
INTERVIEW
TWO-WAY DISCUSSION

RECOMMENDED READING:
FRENCH LANGUAGE
Course Code: FB 226.2
Type of Course: optional
Language of Instruction: French and Romanian
Teacher’s name: Teaching Assistant Aura-Celestina Cibian PhD
Seminar tutor: -

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COURSE AIM
Accurate knowledge acquisition and efficient using of concepts and contextual communication specific to formal relationships.

ENTRY REQUIREMENT

COURSE CONTENTS
1. – 7. Formal letters. Informed learning
Examples of layouts, conventions, overall structures. Contents.
Letter of request, letter of enquiry, letter of complaint, business letter etc.
8. – 12. Formal letters writing. Active learning. Small-group work/discussion
13. – 14. Learning verification

TEACHING METHODS
Informed learning. Active learning. Peer-led discussions. Small-group work/discussion
The main method: Communicative language teaching (CLT)
The focus of this method is to enable the learner to communicate effectively and appropriately in various formal situations he would be likely to find himself in.

LEARNING OUTCOMES
Students will
• match a good knowledge of the formal communication principles to an awareness of their uses and limitations;
• establish identities, similarities and differences between French and Romanian formal contexts;
and
• integrate their own ideas with those of others;
• identify their own strengths and challenges as writers and speakers.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA
Students will be examined at the end of the semester, on practical aspects acquisition (75% of the final grade) and active participation in seminar (25% of the final grade).

RECOMMENDED READING
• CILIANU-LASCU, Corina (2004), Culegere de exerciţii lexico-gramaticale cu profil economic, Meteor Press, Bucureşti;
• CORADO, L, SANCHEZ-MACAGNO, M-O, (1990), Français des affaires (350 exercices, textes et documents), Hachette, Paris;
• DANIOLO, M et PENFORNIS, J, LINCOLN, M, (1993), Le français de la communication professionnelle, CLE International, Paris;
• DANIOLO, M, TAUZIN, B (1990), Le français de l’entreprise, CLE International, Paris;
• DĂNILĂ, Sorina et alii (2006), Examenle DELF, DALF, nivelurile A şi B, Polirom, Iaşi;
• SZILAGYI, E (1990), Affaires à faire, Presses Universitaires, Grenoble.
COMPUTER AIDED ACCOUNTING
Course code: FB227.1
Type of course: optional
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Teiușan Sorin-Ciprian, PhD
Full time studies

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COURSE AIMS:
- To acquire theoretical and practical knowledge and skills on computer systems in accounting;
- To form and develop the students’ capacity to use computers and software in accounting.

COURSE CONTENTS:
1. Introduction to computer-aided accounting;
2. Computer technology for the financial-accounting activity;
3. Internet and accounting;
4. Configuration in accounting programs;
5. Computerized management of companies’ data;
6. Recording in programs of the companies’ transactions.

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
- To define the concepts in the area of accounting programs;
- To use computers and software in accounting;
- To record in programs of the companies’ transactions.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written and oral examination (80% of the grade), students' assessments (20% of the grade)

RECOMMENDED READING:
MANAGEMENT CONTROL

Course code: FB228.2
Type of course: optional
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Teiușan Sorin-Ciprian, PhD
Full time studies

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COURSE AIMS:
- To acquire theoretical and practical knowledge and skills on management control;
- To form and develop the students’ capacity to use the tools of management control within entities.

COURSE CONTENTS:
1. Introduction to management control;
2. Management controller;
3. Management control system;
4. Management control tools;
5. Costs (relevant and irrelevant costs and revenues, avoidable and unavoidable costs, sunk costs, opportunity costs);
6. Cost-volume-profit analysis: the economist’s model, the accountant’s model, mathematical approach of CVP analysis (break-even point, profit-volume ratio);
7. Target costing;
8. Budgets;
9. Dashboard;
10. Reporting;
11. Balanced scorecard;

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
- To explain the concepts in the area of management control;
- To use the tools of management control.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written and oral examination (80% of the grade), students' assessments (20% of the grade)

RECOMMENDED READING:
- Teiușan, Sorin-Ciprian, Control de gestiune, Universitatea „1 Decembrie 1918”, Seria Didactică, Alba Iulia, 2014.
ECONOMIC AND FINANCIAL ANALYSIS
Course code: FB311
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Burja Camelia, PhD
Full time studies

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COURSE AIMS:
To form and develop students’ capacity to use methods and techniques in order to analyze the economic and financial company phenomena.

COURSE CONTENTS:
1. Object and methodology of the Economic-financial analysis
2. The analysis of Turnover revenue
3. Analysis of Value Added
5. Analysis of Fixed Asset Management
6. Analysis of Profitability

TEACHING METHODS:
Lecture, conversation, case study, exercises.

LEARNING OUTCOMES:
- Application of adequate tools to analysis the influence of internal and external
- environment on enterprise/organization
- Application of adequate tools for solving the problems related to the relations between the enterprise/organization phenomena
- Solving problems/situations specific to human resource activity, fixed capital and in the field of economic-financial results
- Drawing up of a study about possibilities to analyse the activity of an enterprise/organisation

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- Burja Camelia, Analiză economico-financiară, Aspecte metodologice și aplicații practice, Casa Cărții de Știință (House of ScienceBook), Cluj-Napoca, 2009
INVESTMENTS
Course code: FB312
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Burja Camelia, PhD
Full time studies

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**COURSE AIMS:**
The aim of this course is to contribute to training and development of the theoretical and practical skills of students in order to evaluate and substantiate the investments projects in companies.

The beginning of the course presents some aspects concerning the complexity of the concept of „investments” and the impact on economic growth.

Other aspects of the course deal with possibilities to evaluate the economic efficiency of the capital investments in companies, financing management decisions, forms of finance for investments, financial risks.

**COURSE CONTENTS:**
1. Investments in economy
2. Forms of investments financing in companies
3. Analysis of the economic efficiency of capital investment. General indicators of efficiency
4. Analysis of the economic efficiency of capital investment. Specific indicators of efficiency
5. Present value of the capital investment
6. Risks analysis of the capital investment

**TEACHING METHODS:**
Lecture, conversation, exemplification.

**LEARNING OUTCOMES:**
- Knowledge of the main elements of the investment process management
- Calculation of the essential indicators of the investment processes
- Practical skills on techniques underlying the investment decisions
- Determining the economic efficiency of capital investment
- Capacity for analysis and decision under risk in the investment processes

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written exam – 75%; verification during semester – 25%.

**RECOMMENDED READING:**
- Agar C., Capital Investment and Financing: a practical guide to financiala evaluation, Elsevier Finance, 2005
- Stancu I., Finanțe, Ed. Economică, București, 2002
FINANCIAL MANAGEMENT
Course code: FB313
Type of course: compulsory
Language of instruction: Romanian
Name of lecturer: Danuletiu Adina Elena, PhD
Full time studies

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COURSE AIMS:
- Knowledge of concepts that operate in the financial management of the company;
- Knowledge of methods, procedures, techniques, financial management decisions of the company;
- Knowledge management companies linked to financial management and company finances.

COURSE CONTENTS:
1. Financial Management
2. Corporate Governance
3. Managerial decisions
4. Corporate Governance Models
5. Models of managerial decision making
6. Financial information
7. Firm diagnosis
8. Financial diagnosis
9. Decisions in difficult situations
10. Bankruptcy company
11. Strategy reorganization

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Making works in the economic-financial entities / private organizations and public
- Applying financial decisions within the entities / private organizations and public

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
PUBLIC BUDGET AND TREASURY
Course code: FB 314
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Danuletiu Dan, PhD
Full time studies

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COURSE AIMS:
- To acquire fundamental knowledge about the Romanian budget system and its importance for the economy;
- To acquire abilities for using concepts, methods, tools and techniques specific for the budget system;
- To understand the role, organization and operations of the public treasury.

COURSE CONTENTS:
1. Distinctions about public budgets and budgeting.
2. The public sector and its importance.
3. The budget system (emphasis on Romanian case)
4. The budget process – general aspects
5. Budget formats and budget preparation
6. Budget approval: The role of the Parliament
7. Managing budget execution and control
8. Intergovernmental relations (special view on Romanian case)
9. Public deficit, debt and debt management
10. Municipal bonds
11. Public Treasury and its role on budget policy

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- To analyze critically the state influence through budgeting system;
- The abilities to develop plans and budgets especially in the public organizations.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 60%; verification during semester (project) – 40%.

RECOMMENDED READING:
- Morgan D., Handbook on public budgeting, Portland State University, 2002
- Rubin Irene, The politics of public budgeting: getting and spending, Northern Illinois University, 2014
BANKING ACCOUNTING
Course code: FB315
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Socol Adela, PhD
Full time studies

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COURSE AIMS:
This course aims to provide an initiation to the major mechanisms of bank accounting, and features the recording of accounting entries related to several banking operations.

COURSE CONTENTS:
Bank accounting frameworks
- Structure of bank operations
- Sources and specifications of bank accounting
- Charts of accounts in credit institutions
- Regulatory requirements

Banking Capital operations accounting
Banking Assets operations accounting
Cash flow and interbanks operations accounting
- Operations in relation with the Central Bank
- Correspondent banking operations: nostro and vostro accounts
- Repo operations
- Foreign currency operations
Applications: recording of several accounting entries related to cash flow management and interbank operations

Accounting of bank customer service operations
- Deposit operations and means of payment
- Customer credit operations
- Accounting of provisions
- Off-balance sheet commitments
Applications: recording of several entries related to customer service operations

Accounting of financial instruments
- Accounting classification of financial instruments
- Introduction to the IFRS 7
Applications: recording of several accounting entries related to operations on financial instruments

Accounting of banking incomes and expenses

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
Students will be able to:
■ identify and solve problems and make decisions using critical and creative thinking in bank accounting;
■ work effectively with others as members of a team, group, organisation and community in the banking area;
■ develop general and specific skills in bank accounting to integrate theory and practice and which could be used for compliance with generally accepted accounting practice.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 80%; verification during semester – 20%.

RECOMMENDED READING:
FINANCIAL AUDIT
Course code: FB316
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Socol Adela, PhD
Full time studies

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COURSE AIMS:
The syllabus starts with the nature, purpose and scope of assurance engagements both internal and external, including the statutory audit, its regulatory environment, and introduces governance and professional ethics relating to audit and assurance. It then leads into planning and risk assessment audit. The syllabus then covers a range of areas relating to an audit of financial statements including the scope of internal control. These include, evaluating internal controls, audit evidence, and a review of the financial statements. In addition to final review procedures, the final section concentrates on reporting, including the form and content of the statutory audit report.

COURSE CONTENTS:
A. Audit framework and regulation
B. Planning and risk assessment
C. Internal control
D. Audit evidence
E. Review and reporting

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
Students will be able to:
- To provide the knowledge needed to understand the mechanism, properties and practical skills to work in finance and accounting.
- The use of specific procedures and techniques
- To understand the audit procedure
- To understand the opinions to be expressed by the auditor

By the end of the course the student should have developed a feel for the basic concepts of auditing. Upon completion of this course the student will be able to:
- Apply International Standards on Auditing and specific techniques
- Understand an auditor’s role in society

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 80%; verification during semester – 20%.

RECOMMENDED READING:
- The International Federation of Accountants IFAC, 2015 Handbook of International Quality Control, Auditing, Review, Other Assurance, and Related Services Pronouncements
- Briciu S., Socol Adela, Rof L., Contribuții la cunoașterea și implementarea unui model de evaluare a riscului de audit, Revista Audit Financiar, edițată de CAFR, nr. 6, p. 29-36, 2010
- Socol Adela, Significant Doubt about the Going Concern Assumption in Audit, Revista Analele Universitatis Apulensis, Series Oeconomica, nr. 12, p. 291-300, 2010, ISSN 1454-9409
BASICS IN ECONOMETRICS  
Course code: FB321  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Prof. Breaz Nicoleta, PhD  
Full time studies

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**COURSE AIDS:**

The course aims to develop skills in econometrics reasoning or more precisely, to develop skills for construction and validation of the statistical models and moreover, for the use of those models in prediction, beginning with a real problem from the economics.

**COURSE CONTENTS:**

I. Econometrics - quantitative methods in economics  
II. Simple linear econometric regression model  
III. General linear econometric model  
IV. Other econometric models

**TEACHING METHODS:**

Instruction is a combination of lectures, seminars and individual work; there are also compulsory assignments. There is 80% attendance requirement for seminars.

**LEARNING OUTCOMES:**

- assimilating fundamental knowledge in the field of econometric models, starting with construction of linear simple model up to aspects related to other types of models;
- forming aptitudes needed for the study of possible correlation between two or more phenomena from economics and for application of the statistical inference based techniques that allow the construction, estimation, validation and prediction related to a linear simple or multidimensional model and other classes of econometrics models.
- developing the capacity to relate to standards connected with rigor and accuracy in econometrical modeling of real problems occurred in economics.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA**

- Final evaluation - written exam or project based on a particular econometric model related to real data (student choice): Assessment of the specific knowledge during the synthesis problems solving process or during presentation of the project (90% of the final grade)  
- Continuous assessment: assessment of the practical skills in solving econometrical problems, by assessing the individual portfolio with applicative works (written papers) presented at the seminars, according to a specified schedule (10% of the final grade).

**RECOMMENDED READING:**

- N. Breaz, Basics in econometrics - *Theory And Applications*, Didactical Series, “1 Decembrie 1918” University of Alba Iulia, (in printing), 2016*  
ELABORATION OF THE LICENSE
Course code: FB324
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: 
Full time studies

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COURSE AIMS:
Discipline aims to familiarize students with the substantive work to achieve licensing, training and skills development projects and students to develop theoretical and practical work, proper methods of analysis, substantiation of conclusions and proposals for analysis.

Discipline aimed at training the students' level of ability:
- Properly use citations
- Conduct studies and comparative research
- To perform original works, applied, innovative, interdisciplinary

COURSE CONTENTS:
1. Discussion on the elaboration of dissertation: Structure, conditions for editing, use references, use of figures, tables
2. Establish timetable for dissertation
3. Discussions with students on specific theoretical and methodological issues addressed in his undergraduate work
4. Preparing students to achieve practical part of the dissertation, presenting details of the organization that will be the case study
5. Clarification of the case study developed in the dissertation. Verification of the status of development of the dissertation
6. Discussion on the drafting of conclusions and proposals
7. Discussion on the presentation of the paper at the graduation exam
8. Development of the theoretical and methodological aspects of the theme chosen
9. Development of presentation of the organization where practical work is studied License
10. Making the case study, practical application of the dissertation
11. Presentation of the conclusions and proposals
12. Presentation of the full dissertation

RECOMMENDED READING:
- Guide to the compilation of the dissertation site
ACCOUNTING EXPERTISE
Course code: FB325
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: PhD
Full time studies

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**COURSE AIMS:**
The perfection of professional skills by deepening economic knowledge in the field of finance and accounting and applying them in practice in the accounting expertise and tax consulting. Creating a overview of what these two activities represent Romania compared to other countries in terms of view of the organization and its objectives. Formation of practical skills about pursuit of the business accounting expertise as well as that of tax consultant.

**COURSE CONTENTS:**
CHAPTER 1. General terms of accounting expertise
1.3 Concept of expertise
1.4 Accounting expertise
1.1.1 Judicial accounting expertise
1.1.2 Accounting expertise amicable or extrajudicial
1.3 Research object of accounting expertise
1.4 The objectives of accounting expertise in various fields

CHAPTER 2. Judicial accounting expertise
2.1 Accounting expertise in civil trial
2.1.1 Characteristics of civil trial
2.1.2 The objectives of accounting expertise in civil trial
2.1.3 The appointment of chartered accountant in civil cases
2.1.4 Making accounting expertise in civil trial
2.1.5 Expertise report content
2.3 Accounting expertise in penal proceedings
2.3.1 Features and stages of penal proceedings
2.3.2 Precautions in penal proceedings
2.3.3 Repairing the damage in the penal trial
2.3.4 The objectives of accounting expertise in penal proceedings
2.3.5 Appointment of the expert in penal cases
2.3.6 Content of the report accounting expertise in penal cases
2.4 Cost of accounting expertise and the fee of chartered accountant

CHAPTER 3. Organization and functioning of accounting expertise in Romania
3.1 Defining expert and chartered accountant
3.2 Conditions and ways of obtaining the quality of expert accountant
3.3 The exercise of the profession of chartered accountant
3.4 Ethical and professional conduct of chartered accountants
3.5 The responsibility of chartered accountant
3.6 The professional association of chartered accountants
3.6.1 Body of Chartered and Certified Accountants
3.6.2 Tasks of CECCAR, governing bodies and its relationship with MFP

**TEACHING METHODS:**
Lecture, conversation, exemplification.

**LEARNING OUTCOMES:**
The course aims to provide students the necessary minimum knowledge about specific notions and concepts business tax consulting and accounting expertise. Clarify the meaning of concepts such as: expertise judicial and extrajudicial accounting, financial audit, tax, financial control system, system management and internal control, financial control manifestation area compared with that of control in general, differences between financial control whole and fiscal control and defining principles and methodology of exercise both financial control and accounting expertise.
LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 50%; project – 50%.

RECOMMENDED READING:
- Ordonanța nr. 65/1994 privind organizarea activității de expertiză contabilă și a contabililor autorizați, republicată în Monitorul Oficial, Partea I nr. 13 din 08.01.2008.
- Standardul profesional CECCAR 35 Expetizele contabile
- Codul de procedură fiscală.
- Codul de procedura civila
- Codul de procedura penală
INTERNAL AUDIT
Course code: FB326.2
Type of course: optional
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ivan Raluca, PhD
Full time studies

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COURSE AIMS:
- To acquire fundamental knowledge about the aims and methods in the field of internal audit;
- To know the main principles, procedures, techniques, instruments used to perform an internal audit mission;
- To formed open-minded epistemic attitude related to the field of internal audit.

COURSE CONTENTS:
1. Introduction to internal audit
2. Standardization of internal audit
3. International set of Internal Audit Standards
4. Internal audit and internal control – function of the management’s entity
5. Risks as a fundamental in performing and internal audit mission

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge and understanding of the fundamental concepts, theories, and methods in the field and specialty area;
- Use of fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field;
- Adequate use of standard assess methods and criteria in order to evaluate the quality, merits and limits of various processes, programs, projects, concepts, theories, and methods, etc.;
- Drawing up professional projects using several methods and principles acknowledged in the field.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- www.theiia.org
INTERNATIONAL FINANCIAL AND MONETARY RELATIONS
Course code: FB327.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Socol Adela, PhD
Full time studies

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving a credit for a course | Number of ECTS credits allocated
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Class | 56 | 3 | Summer | Grade | 3

COURSE AIMS:
Purpose of the course is to enable the students understand the evolution and the actual status of the international financial and monetary relations.

COURSE CONTENTS:
1. Introduction to International Relations Contents and role of the international financial and monetary relations
2. Theories of International Relations. Evolution and tendencies of the international financial and monetary relations
3. Challenges and opportunities concerning to the financial crises managing
4. Reform of the protection mechanisms of the financial and monetary systems
5. European Monetary Integration
6. Euro adoption perspectives
7. Characteristics of the currency regime from Romania
8. Impact of the currency politics on the balance of payments
9. Romanian currency's convertibility
10. Capital liberalization in Romania
11. Payments instruments and methods in the international economic transactions

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
Students will be able to:
- relate and recognize the direct impact that forces of globalization have on the economic development of nations and regions of the world
- explain the core concepts of international economic relations
- develop critical thinking skills through analysis of contemporary global issues
- identify and solve problems and make decisions using critical and creative thinking concerning the international financial and monetary relations

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 80%; verification during semester – 20%.

RECOMMENDED READING:
- Iuga I., Socol Adela, Research upon the Relation between the Entrepreneurial Phenomenon and the Economic Growth, Revista Tinerilor Economisţi (The Young Economists Journal), An XII - Nr. 24, p. 73-84, 2015, ISSN 1583-9982.
- Socol Adela, Concerns regarding to successful adoption of the Euro in Romania, Revista Tinerilor Economisţi (The Young Economists Journal), An IX - Nr.18, p.166-174, 2012, ISSN 1583-9982.
MICROECONOMICS
Course code: MK 111
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iulian Bogdan DOBRA, PhD
Full time studies

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COURSE AIMS:
These course cover a number of topics related to microeconomics. This introductory course teaches the fundamentals of microeconomics. Also, topics include consumer theory, producer theory, and the behaviour of firms, market equilibrium, monopoly, issues about costs of production, completion, price, and the role of the government in the economy, allocation of net income.

COURSE CONTENTS:
CH 1. Introduction to Political Economy
CH 2. Economic Activity - The Main Form Social Action
CH 3. General Characteristics of Exchange Economy
CH 4. The Modern System of Market Economy
CH 5. Production Factors and Their Use
CH 6. Costs of Production
CH 7. Market, Competition, Price
CH 8. Allocation of Net Income

TEACHING METHODS:
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

LEARNING OUTCOMES:
• To provide an introduction to fundamentals of microeconomics;
• The course is intended both for graduate students who wish to develop a solid background in game theory in order to pursue research in the applied fields of economics and related disciplines, and for students wishing to specialize in economic theory;
• To give an introduction and to learn, judge, make decisions, have a personal opinion or interpretation to some of the main subjects in this field: economic activity, exchange economy, market economy, production factors, cost production, competition, price, net income.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination– 70%; Verification during semester – 30%.

RECOMMENDED READING:
• JOHN LANCELOT SHADWELL, (1877), “A system of political economy”, Chapter I, page 1, Trubner and Co., Ludgate Hill;
• ADAM SMITH, (1920), “The Wealth of Nations” BOOK I, Chapter IV, page 66; P.F. Collier and son, New York, USA;
• POPPA DORINA, KISS MELINDA & SZIKI KLARA, “Contemporary approaches of company performance analysis based on relevant financial information” University of Oradea, faculty of Economic;
• HERBERT J. DAVENPORT “Economics of enterprise” (1968), Chapter II, page 19; Chapter III, page 28 Augustus M. Kelley, New York, USA;
COURSE AIMS:
This course is designed to introduce students to various topics in mathematics and uncertainty that they will encounter in economics sciences. The concepts are illustrated with actual examples from the specialized literature. Exercises are designed to encourage the student to begin thinking about applied mathematics within a theoretical context. Today, the theory of applied mathematics has found many applications in economics. In this course, the students will learn the basic terminology and concepts of applied mathematics in economics.

Mathematics is increasingly important in terms of the expression and communication of ideas in economics. A thorough knowledge of mathematics is indispensable for understanding almost all fields of economics, including both applied and theoretical fields. Especially understanding of elements of calculus and linear algebra are crucial to the study of economics. This class is designed to provide the appropriate mathematical tools for students who are interested in economics with policy concentration. The formal derivations of the mathematical tools needed will be the heart of this class. Economic concepts and models can often be easily and precisely described in terms of mathematical notation when words and graphs would fail or mislead us so the intent of this course is to teach you the language of mathematics and how to use it to better understand economics. Therefore, as applications of the mathematical concepts covered in class, examples and motivation will be drawn from important topics in economics.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
Chapter 1. Linear Programming
1.1. Solving a linear programming problem
1.2. Duality. Dual simplex algorithm
1.3. Reoptimization of linear programming problems
1.4. Parametric linear programming
1.5. Transportation problems
1.6. Reoptimization of transportation problems
1.7. Parametric transportation problems
1.8. Special types of transportation problems
Chapter 2. Elements of financial mathematics
2.1. Simple interest
2.2. Compound interest
2.3. Annual installment payments (annuities)
2.4. Repayment of loans and borrowings

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
Modelling and solving some medium complexity level problems, using the mathematical and computer sciences knowledges.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper 50%; mid-term test 30%; seminar activities 20%.

RECOMMENDED READING:
BUSINESS LAW
Course Code: MK 113
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gânfâlean Ioan, PhD
Seminar tutor: -
Full time studies

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COURSE AIMS:
- Knowing, understanding and a correct using of fundamental ideas concerning concepts specific to Law.
- Integration in a coherent structure of main theorizations and value landmarks recognised in Law as well as in connected domains.

ENTRY REQUIREMENTS:
Introduction to Law; Introduction to General Elements of Law.

COURSE CONTENTS:
1. Introduction in Law.
2. Juridical Methodology.
3. The Concept of Business Law.
4. Law and State.
5. The Principles of Business Law.
6. The Functions of Business Law.
7. Juridical Norm.
8. The origins of Business Law.
10. Interpretation of Juridical Norms.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- retrieval of written sources on the Business Law;
- establishing general aspects in connection with the Business Law;
- the concrete issues in connection with the general views of Business Law.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper – 60%; continuous assessment – 40%.

RECOMMENDED READING:
MANAGEMENT
Course code: MK 114
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

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**COURSE AIMS:**
Students will learn to use specific management concepts that they will use in their economic practice.

**COURSE CONTENTS:**
1. Define management science and its study object
2. The general principles of company’s management
3. Management developments worldwide and in Romania
4. The functions of company management course
5. Procedural Organizing of the company
6. Structural organization of the company
7. The company's pending decision
8. Information system of company
9. Systems, methods and management techniques
10. Management systems and general methods
11. Methods and techniques of management
12. Methods to stimulate creativity
13. Managers and managerial science

**TEACHING METHODS:**
Lecture, Discussions.

**LEARNING OUTCOMES:**
- Ensuring a minimum level of knowledge of students in general management
- Training of managerial economic thinking in terms of general management
- Acquisition systems, methods and techniques specific overall management

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written test examination - 70%, Verification during the semester (project) - 30%.

**RECOMMENDED READING:**
ECONOMIC INFORMATICS
Course code: MK 115
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cucu Ciprian, PhD
Full time studies

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COURSE AIMS:
Familiarizing students with the basic concepts of IT, especially with the ones used in economics.
Specializing students using internet services and office applications - document processing, spreadsheet, presentations.

COURSE CONTENTS:
1. Individual study through specific material
   The computing system
   • defining computing systems
   • the components of a computer system
   • types of computers
   Concepts Internet: Internet domains, websites
   Design documents and presentations: principles and recommendations
   Concepts for spreadsheets:
   • organizing and filtering data
   • mechanisms funciilorț
2. Tutorial activities and verification works - if necessary
3. Assisted Activities
   Internet services
   • email configuration, e-mail clients
   • files sharing services, online applications
   Processing documents
   • formatting pages, paragraphs, using styles
   • arrange the images in documents
   • headers and footers
   • page breaks, automatically included contents and footnotes
   Spreadsheets
   • format cells
   • filters, sorts
   • simple functions

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge of students in general computer science
- Acquisition systems, methods and techniques specific computer science in economics

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 60%, Verification during the semester (project) - 40%.

RECOMMENDED READING:
PSYCHOLOGY
Course code: MK 116
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Petrovan Ramona, PhD
Full time studies

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COURSE AIMS:
To familiarize the students with concepts and psychological theories

COURSE CONTENTS:
1. Cognitive processes
2. Learning
3. Motivation
4. Affective processes
5. Personality

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
Familiarize the students with psychological concepts and theories, stimulate interest in scientific psychology study
Forming an overall picture of human behavior and cognitive processes

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 80%, verification papers - 20%.

RECOMMENDED READING:
- Hayes N. Orrell S (2010). Introducere în psihologie, Editura All
BUSINESS ENGLISH
Course Code: MK 117.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Assistant lecturer Maria Muresan
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business administration, tourism, commerce, marketing).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS:

COURSE CONTENTS:

S1. The Business of Business. Types of business (Unit 1, Unit 2)
   1.1. Listening- preparing for a lecture
   1.2. Listening-understanding lecture organization
   1.3. Speaking- speaking from notes

S2. The Business of Business. The history of businesses (Unit 1, Unit 2)
   2.1. Vocabulary focus-prefixes and suffixes
   2.2. Vocabulary focus-words from general English with a special meaning in business
   2.3. Listening-making lecture notes

S3. The Organization of Work. Structure of organizations (Unit 1, Unit 2)
   3.1. Vocabulary focus-English-English dictionaries
   3.2. Vocabulary focus-headwords, definitions, phonemes, stress makers
   3.3. Reading-using topic sentences to get an overview of the text

S4. The Organization of Work. Leadership and teams (Unit 1, Unit 2)
   4.1. Vocabulary focus-countable/uncountable
   4.2. Vocabulary focus-transitive/intransitive
   4.3. Writing-summarizing a text

S5. Getting the Work Done. Productivity (Unit 1, Unit 2)
   5.1. Listening-preparing for a lecture
   5.2. Listening-predicting lecture content
   5.3. Listening-making lecture notes

S6. Getting the Work Done. Theories of motivation (Unit 1, Unit 2)
   6.1. Vocabulary focus-stress patterns in multi-syllable words
   6.2. Vocabulary focus-prefixes
   6.3. Speaking-reporting research findings

S7. Getting the Work Done. Management by objectives (Unit 1, Unit 2)
   7.1. Vocabulary focus-suffixes
   7.2. Speaking-formulating questions

TEACHING METHODS:
Lecture, Debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).
MANDATORY ASSIGNMENTS
Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral presentation
Interview

RECOMMENDED READING:

Online sources
- www.cnn.com
- www.economist.com
- www.nytimes.com
FUNDAMENTALS OF ACCOUNTING
Course code: MK 121
Type of course: compulsory
Language of instruction: Romanian
Name of lecturer:Tamas Szora Attila/Cioca Ionela Cornelia , PhD
Full time studies

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COURSE AIMS:
- Acquisition of knowledge necessary basic accounting profession;
- Creating conditions for the further enlargement of accounting knowledge, branches and fields;
- Integrate knowledge of accounting knowledge with other economic sectors;
- Development of economic thought and operationalization of financial and accounting regulations;
- Acquiring practical skills related to the application of accounting in the context of the market economy;
- Development decision-making capacity by using financial information - accounting;
- Broadening the knowledge of microeconomics.

COURSE CONTENTS:
1. What is accounting?
2. Double entry bookkeeping
3. Work accounting year-end
4. Trial balance

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge, understanding concepts, theories and basic methods of field and area of specialization; their appropriate use in professional communication
- Using the knowledge base for explanation and interpretation of various types of concepts, situations, processes, projects, etc. associated domain
- Appropriate use of standard evaluation criteria and methods to assess the quality of the merits and limitations of processes, programs, projects, concepts, methods and theories
- Developing professional projects using established principles and methods in the field

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- Order no. 1802/2014 for the approval of accounting regulations on the annual individual and consolidated financial statements, published in the Official Gazette of Romania no. 963 / 12.30.2014.
STATISTICS
Course code: MK 122
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Breaz Nicoleta, PhD
Full time studies

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COURSE AIMS:
The general aim of the discipline consists in forming data analysis skills in order to understand the fundamental concepts, theories, and methods in the field and the specialty area and to use them in order to explain and interpret various types of concepts and processes associated to the field. More precisely, the course transfers knowledge about the fundamental concepts in statistics and forms skills for statistical data processing, analysis and estimation, in order to acquire the capacity to analyze and interpret statistical results.

COURSE CONTENTS:
I. Main concepts in statistics
II. Observation, systematization and graphical representation of the statistical data
III. Statistical parameters
IV. Correlation and regression
V. Introduction to inferential statistics

TEACHING METHODS:
Instruction is a combination of lectures, seminars and individual work; there are also compulsory assignments. There is 80% attendance requirement for seminars.

LEARNING OUTCOMES:
- assimilating fundamental knowledge in the field of economic statistics, starting with aspects of descriptive statistics up to aspects about inferential statistics;
- forming aptitudes needed for statistical data processing and analysis;
- developing the capacity to relate to standards connected with rigor and accuracy in data analysis.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
- Final evaluation - written exam: Assessment of the statistical knowledge during the synthesis problems solving process (90% of the final grade)
- Continuous assessment: assessment of the practical skills in solving statistical problems, by assessing the individual portfolio with applicative works (written papers) presented at the seminars, according to a specified schedule (10% of the final grade).

RECOMMENDED READING:
- N. Breaz, Statistics- Theory And Applications, Didactical Series, “1 Decembrie 1918” University of Alba Iulia, (in printing), 2016*
- ***, Statistical Yearbook, 2015
MACROECONOMICS
Course code: MK 123
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iulian Bogdan DOBRA, PhD
Full time studies

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COURSE AIMS:
This course provides an overview of macroeconomic issues: the determination of output, employment, unemployment, interest rates, income, consumption and investment. Also, important policy debates such as, economic growth in the long run, government finances in the intermediate run, and economic stability in the short run, are judgmentally explored. Finally, monetary, fiscal policies, inflation and world economy are debated.

COURSE CONTENTS:
CH 1. Fundamental Principles of Macroeconomic Theory
CH 2. Economic Growth and Sustainable Economic Development
CH 3. Economic Equilibrium
CH 4. Income, Consumption and Investment
CH 5. Financial Markets
CH 6. Labour Economics
CH 7. Employment and Unemployment
CH 8. The Money Markets
CH 9. Inflation
CH 10. World Economy and Globalisation

TEACHING METHODS:
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

LEARNING OUTCOMES:
• To provide an introduction to fundamentals of macroeconomics;
• The course is intended both for graduate students who wish to develop a solid background in game theory in order to pursue research in the applied fields of economics and related disciplines, and for students wishing to specialize in economic theory;
• To give an introduction and to learn, judge, make decisions, have a personal opinion or interpretation to some of the main subjects in this field: economic activity, exchange economy, market economy, production factors, cost production, competition, price, net income.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination– 70%; Verification during semester – 30%.

RECOMMENDED READING:
• ADAM SMITH (1920), "The Wealth of Nations" BOOK I, Chapter IV, page 66; P.F. Collier and son, New York, USA;
• Greg Chase and Charles W. Upton, 2000- *Principles of Macroeconomics*, Lecture notes at Kent State University;
• Andrew Hurrell and Ngaire Woods (1999), (eds), Globalization, Inequality, and World Politics, Oxford University Press, Oxford, UK;
• Robert E. Hall, ed., Inflation: Causes and Effects (Chicago: University of Chicago Press, 1982);
• Alvin L. Marty and Daniel L. Thornton, "Is There a Case for 'Moderate' Inflation?", Federal Reserve Bank of St. Louis, Review 77 (July/August 1995), pp. 27-37;
COURSE AIMS:
The aim of course is to demonstrate the role of marketing in the company and to explore the relationship of marketing to other functions in a company.

COURSE CONTENTS:
1. Marketing concept
2. Marketing environment of a company
3. The company’s market
4. Product strategy
5. Price strategy
6. Placement strategy
7. Promotional strategy

TEACHING METHODS:
Lecture, Discussions, Simulation

LEARNING OUTCOMES:
- Make marketing decisions in the context of general management.
- Control the elements of the marketing mix—product policy, channels of distribution, communication, and pricing—to satisfy customer needs profitably.
- Use this knowledge in elaborating a Marketing plan for a company.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester- 30%.

RECOMMENDED READING:
- CASES IN MARKETING MANAGEMENT / BERNHARDT, Kenneth L. (1997)
- ESSENTIALS OF MARKETING / Jim BLYTHE (2001)
- MANAGING MARKETING / Francis NICHOLSON; Richard MEEK (2009)
BUSINESS ENGLISH
Course Code: MK 125.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Assistant lecturer Maria Muresan
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business administration, tourism, commerce, marketing).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS:

COURSE CONTENTS:

S1. The world of Technology. Computers for research(Unit 1, Unit 2)
   1.1. Vocabulary focus- computer jargon
   1.2. Vocabulary focus –verb and noun suffixes
   1.3. Vocabulary focus-abbreviations and acronyms

S2. The world of Technology. Technological change(Unit 1, Unit 2)
   2.1. Reading-using the Internet effectively
   2.2. Reading-evaluating Internet search results
   2.3. Writing-reporting research findings

S3. People and Markets. Definition of marketing; importance of marketing(Unit 1,Unit 2)
   3.1. Vocabulary focus-word sets:synonyms, antonyms
   3.2. Vocabulary focus-common lecture language
   3.3. Listening-using symbols and abbreviations in note-taking

S4. People and Markets. Types of market; market research(Unit 1, Unit 2)
   4.1. Vocabulary focus-countable/uncountable
   4.2. Vocabulary focus-transitive/intransitive
   4.3. Writing-summarizing a text

S5. Products and Strategies. The role of a product(Unit 1, Unit 2)
   5.1. Vocabulary focus-replacement subjects, synonyms
   5.2. Reading-locating key information in complex sentences
   5.3. Writing- paraphrasing

S6. Products and Strategies. Product life cycle(Unit 1, Unit 2)
   6.1. Vocabulary focus- countable/uncountable
   6.2. Writing-writing complex sentences

S7. Operations: producing the goods. The production process: input/transformation/output(Unit 1, Unit 2)
   7.1. Vocabulary focus-compound nouns
   7.2. Vocabulary focus-fixed phrases from business studies
   7.3. Listening- understanding speaker emphasis

TEACHING METHODS:
Lecture, Debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).
MANDATORY ASSIGNMENTS
Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral presentation
Interview

RECOMMENDED READING:

Online sources
• www.cnn.com
• www.economist.com
• www.nytimes.com
The Faculty of Economic Sciences

PRACTICE
Course code: MK 126
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Pastiu Carmen
Full time studies

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COURSE AIMS:
Students will learn to use specific management concepts that they will use in their economic practice.

COURSE CONTENTS:
1. Overview of organization
   a. Short history
   b. The shareholding structure and form of ownership
   c. Presenting the object of activity
2. Structure and organization within the organization
   a. Organizational structure (personnel and organizational structure detailing each position, internal regulations)
3. The efficiency of doing business by the organization
   a. Presenting the evolution of the microeconomic indicators of the organization in the last three years (turnover, profit, profit rate, indebtedness, liquidity ratio)
4. Issues relating to the supply and sale of products/services
   a. Presenting the relationships with suppliers
   b. Presenting the relationships with customers and managing them
   c. The organization's marketing environment
   d. The organization's marketing mix
5. Conclusions on the analyzed issues

TEACHING METHODS:
Practice, Discussions

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge of students in general management
- Training of managerial economic thinking in terms of general management
- Acquisition systems, methods and techniques specific overall management

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral examination - 100%

RECOMMENDED READING:
BUSINESS COMMUNICATION AND PR
Course code: MK 127
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrila - Paven Ionela, PhD
Full time studies

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### COURSE AIDS:
The objective of this discipline is to know and understand the fundamental concepts, theories and methods in the field and specialty area; their adequate use in professional communication; to apply the fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance; to draw up professional projects with methods and principles acknowledged in the field of communication and public relations.

### COURSE CONTENTS:
1. Introduction in Communication (Meaning and definition of communication)
2. Communication Skills (Barriers to Effective Communication, Guidelines for Effective Communication)
3. Written Communication (Commercial Letter Types, Written Communication, Principles of Better Writing, Steps of Writing a Report, Kinds of Reports in Inter-Departmental Communication)
4. Verbal Communication (Advantages and Disadvantages of Oral Communication, Characteristics of Good/Effective Presentation, Public Speaking and Negotiations)
5. Non-Verbal Communication (Types of Non-Verbal Communication, Body Language)
8. Writing and Speaking in Public Relations (The Challenge of Writing and Speaking in Public Relations, Editing and Proofreading, The Press Release, Speaking in Public Relations)

### TEACHING METHODS:
Lecture, Discussions.

### LEARNING OUTCOMES:
This discipline offers the ability to: form the students’ skills needed in the business communication with their partners and imposed by the economic practice; familiarize the students with the fundamental concepts employed in communication in companies, a business relations, negotiation and public relations; become aware of the need and significance of the PR department in a company, and about the mode of creating and implementing successful public relations in companies.

### LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%, Verification during the semester – 30%.

### RECOMMENDED READING:
**Socio – Political Marketing**

Course code: MK 211

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Maican Silvia, PhD

Full time studies

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**Course aims:**

Students will learn to use specific social – political marketing concepts that they will use in their practice.

**Course Contents:**

1. The emergence of modern social and political communication
   1.1. The concept of social marketing and political appearance
   1.2. Developing the concept of political marketing
   1.3. Supply and demand in specific market
   1.4. Political marketing on both sides of the Atlantic

2. Interdependencies socio-political organization
   2.1. Marketing environment of socio-political organizations
   2.2. Supply and demand in specific market
   2.3. The study behavioral premise organizational success

3. Political Marketing Tools
   3.1. Specificity of marketing research
   3.2. Objectives and marketing strategies of socio-political organization
   3.3. Marketing Mix - intervention tool market organization

4. Peculiarities of communication in social-political organization
   4.1. Communication immediate socio-political organization
   4.2. Features communication of election campaigns

**Teaching Methods:**

Lectures, Discussions.

**Learning Outcomes:**

- Ensuring the students with a minimum level of knowledge in social – political marketing
- Application of basic principles and methods for solving problems and defined situations related to socio-political marketing
- Appropriate use of the criteria for assessment of processes, concepts and theories of social and political marketing
- Development of professional socio-political marketing projects

**Learning Outcomes Verification and Assessment Criteria:**

Written test examination - 60%, Verification during the semester (project) - 40%.

**Recommended Reading:**

MARTKETING RESEARCH
Course code: MK 212
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Muntean Andreea, PhD
Full time studies

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COURSE AIMS:
The aim of course is to provide a fundamental understanding of marketing research process. The course focuses on helping managers recognize the role of systematic information gathering and analysis in making marketing decisions, and develop an appreciation for the potential contributions and limitations of marketing research data.

COURSE CONTENTS:
1. The role of marketing research;
2. Types of Marketing research methods;
3. Marketing research process;
4. Measurement of marketing research phenomena;
5. Gathering data in marketing research;
6. Questionnaire design;
7. Sampling methods;
8. Data analysis in marketing research.

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
• To understand the complex process of marketing research
• To provide the students with aspects about the knowledge and measurement of marketing phenomena
• To analysis the items of information obtained as result of their search project.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%. Verification during the semester- 30%.

RECOMMENDED READING:
• BURNS, A.C., BUSH, R., MARKETING RESEARCH, PRENTINCE HALL, NEW YORK, 2006
• HOUSDEN M, MARKETING RESEARCH AND INFORMATION, 2007 - 2008
**COURSE AIMS:**
The aim of this field of study is to provide a specialized training for a future entrepreneurial activity. Thus, in the first chapters students get a complex image of the economic systems architecture, which emphasizes both the diversity of the SMEs from all around the EU, and also a separation and differentiation of the SMEs from the other economic entities in the actual economic and social context.

The aim is: to make students acquire the main elements specific to SMEs and the ability to practically operate with the set elements; deepening the knowledge in business; correct defining of the study subject of small business marketing, and establishing the relationships that this discipline has with other disciplines.

After the raid in the first chapters, the emphasis is on the concepts for the authorizing documentation of the small businesses; market and marketing strategies that can be applied by entrepreneurs, and also small business financing methods.

**COURSE CONTENTS:**

Cap. 1. SMEs – CONCEPT, DEFINITION, CLASSIFICATION  
Cap. 2. THE ROLE OF SMEs IN A DOMESTIC ECONOMY AND IN EUROPEAN UNION  
Cap. 3. THE METHODOLOGY REGARDING THE AUTHORIZING DOCUMENTATION OF THE SMEs  
Cap. 4. SMEs MARKET STRATEGIES  
Cap. 5. SMEs MARKETING STRATEGIES  
Cap. 6. FINANCING THE SMEs

**TEACHING METHODS:**
Lecture, conversation, exemplification.

**LEARNING OUTCOMES:**
Issues regarding the marketing strategies and techniques specific to SMEs for increasing financial performance, for risk assessment and the vulnerabilities of these economic entities, and also specific strategies for trading in the entrepreneurial area are considered.

This subject contributes to shaping and strengthening the marketing and managerial vision on SMEs activity, presenting both conceptual issues, methodological and quantitative tools for measuring the phenomena and risks in small business.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written exam – 75%; verification during semester – 25%.

**RECOMMENDED READING:**
- Kotler, Ph., și a., *Principiile marketingului*, Editura Teora, București, 2008
COURSE AIMS:
- To acquire fundamental knowledge about and abilities to use the concepts, principles, mechanisms, methods and instruments in the field of public and private finance;
- To explain and critically analyze the budget system, the revenues (especially taxes) and expenditures of the state and the financing possibilities of the deficit.

COURSE CONTENTS:
1. Introduction in finance – economic content, functions.
2. Financial system and financial mechanism.
3. Fiscal policy.
4. Financial institutions.
5. The budget system.
7. Public incomes.
8. General view about taxes.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Adequate use of the concepts, methods and instruments in the field of public and private finance;
- Applying financial concepts, mechanisms, methods, instruments in private or public organizations to solve specific problems.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 60%; verification during semester (project) – 40%.

RECOMMENDED READING:
- Hyman D., Public Finance: A Contemporary Application of Theory to Policy, South-Western, Cengage Learning, 2011
QUALITY MANAGEMENT
Course code: MK 216.2
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

COURSE AIMS:
Students will learn to use specific quality management concepts that they will use in their economic practice.

COURSE CONTENTS:
Quality - concepts, implications
Theoretical Foundations of quality management
Techniques and modern tools of quality management
Total Quality Management
Analysis of organizational change and overall development stages of TQM in SMEs
Model implementation of TQM in SMEs in Romania
Quality planning
Quality control
Quality costs or costs related to quality
Design and implementation of quality management systems

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge of students in general management
- Training of managerial economic thinking in terms of general management
- Acquisition systems, methods and techniques specific overall management

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
- Management Basics, Susan Quinn, e-Book, 2010
- Valuing Changes in Environmental Indicators, Barg, St., Swanson, D., Venema, H.D., IISD, 2005
BUSINESS ENGLISH
Course Code: MK 217.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Assistant lecturer Maria Muresan
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business administration, tourism, commerce, marketing).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS:

COURSE CONTENTS:
S1. Operations: efficiency, costs and quality. Types of production: job, batch, flow (Unit 1, Unit 2)
11. Vocabulary focus: compound nouns
12. Vocabulary focus: fixed phrases from business studies
13. Listening- understanding speaker emphasis

S2. Efficiency in operations management (Unit 1, Unit 2)
2.1. Vocabulary: nouns from verbs
2.2. Vocabulary focus: definitions
2.3. Reading: understanding dependent clauses with passives

S3. Managing financial accounts. Japanese management practices (Unit 1, Unit 2)
3.1. Writing: paraphrasing
3.2. Writing: writing essay plans
3.3. Writing: writing essays

S4. Accounting: management accounting, financial accounting (Unit 1, Unit 2)
4.1. Vocabulary focus: fixed phrases from finance
4.2. Vocabulary focus: fixed phrases from academic English
4.3. Listening: using the Cornell note-taking system

S5. Balance sheet, profit and loss accounts (Unit 1, Unit 2)
5.1. Speaking: making effective contributions to a seminar
5.2. Speaking: referring to other people’s ideas in a seminar

S6. Sources of business finance (Unit 1, Unit 2)
6.1. Vocabulary focus: neutral and marked words
6.2. Vocabulary focus: fixed phrases from finance
6.3. Vocabulary focus: fixed phrases from academic English

S7. Start-up and expansion finance (Unit 1, Unit 2)
7.1. Reading: inferring implicit ideas
7.2. Writing: writing situation-problem-solution-evaluation essays
7.3. Writing: using direct quotations

TEACHING METHODS:
Lecture, Debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).
MANDATORY ASSIGNMENTS
Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral presentation
Interview

RECOMMENDED READING:

Online sources
- www.cnn.com
- www.economist.com
- www.nytimes.com
BUSINESS NEGOTIATION TECHNIQUES
Course code: MK 218
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Dragolea Larisa, PhD
Full time studies

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COURSE AIMS:
Students will learn to use negotiating tactics and techniques.

COURSE CONTENTS:
Negotiation - form of communication
Negotiation Strategies
Negotiating Tactics
Countering the manipulative tactics
Negotiation Techniques
Non-verbal communication
International negotiations
International Negotiation Styles

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Teaching the students the theoretical and methodological aspects of negotiation in business
- Presentation of concepts, relationships, techniques and procedures specific to business negotiations
- Identify and practice negotiating capacity in the commercial sphere.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
- Management Basics, Susan Quinn, e-Book, 2010
- Business Negotiation: A Practical Workbook, Paul Steele, Tom Beasor, Gower Publishing Limited, 1999
COURSE AIM:
The main objective of the course is to familiarize students with concepts of external marketing, internal marketing, interactive marketing services firm, etc. The course focuses also on clarifying the content services market and especially the service consumer behavior. Knowledge, understanding concepts, theories and methods of marketing basic services and area of specialization; their appropriate use in professional communication marketing. Use the knowledge base for explanation and interpretation of various types of concepts, situations, processes, projects, etc. domain associated services marketing. Applying the basic principles and methods for solving problems / situations well defined conditions typical domain expert assistance.

COURSE CONTENTS:
1. Introduction to services marketing
2. Media marketing services firm
3. Specificity marketing services
4. Specifics of quality services
5. Market services firm
6. Policies marketing services
7. Product Policy
8. Distribution Policy
9. Pricing
10. Communication Policy
11. Educational marketing
12. Political marketing

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
According to the requirements of the labor market, the course will provide students the opportunities and skills to do a comparison between products and services; analysis and interpretation of phenomena and processes imposed by the specific market services marketing; to analyze the elements of the marketing mix in services.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
**MERCHANDISING**
Course code: MK 222
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

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**COURSE AIMS:**
Initiation into the study of commercial – merchandising. Submission of fundamental, theoretical and methodological elements in merchandising. Learning the basic concepts of merchandising and understanding their relevance for efficient commercial operation. Acquiring practical utility merchandising techniques in order to obtain good results in trade. Developing and substantiation sales strategy, organization and delivery of relations. Trade between organizations.

**COURSE CONTENTS:**
1. What is merchandising. Merchandising approach. Merchandising and marketing trade
3. Designing a selling point Surface stock analysis. The establishment and management of customer flow.
4. Merchandise design. Making a commercial concept. Installing a merchandise design process
5. Establishing a product category. Group product families
10. Communication at the point of sale. Outside the store. Communicating promotional and advertising

**TEACHING METHODS:**
Lecture, Discussions.

**LEARNING OUTCOMES:**
Initiation into the study of commercial – merchandising. Acquiring practical utility regarding merchandising techniques in order to obtain good results in trade.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written test examination - 70%, Verification during the semester (project) - 30%.

**RECOMMENDED READING:**
COMMODITY LOGISTICS
Course code: MK 223
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Popa Maria, PhD
Full time studies

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COURSE AIMS:
Developing the capacity of knowledge and understanding of basic concepts related to merchandise logistics.

COURSE CONTENTS:
1. Contents and components of logistics
2. The place and role of logistics within the company
3. Logistics information system
4. Stocks in logistics system
5. Place and role of transport in the company’s activity
6. Storage of goods

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
Developing the capacity of knowledge and understanding of the tools necessary for developing specific competencies for understanding and application of mechanisms that make logistics. Understanding and knowing core concepts of planning, implementing and controlling the physical flow of materials and finished goods from the point of origin to their point of use in order to meet customer requirements in terms of efficiency and effectiveness.
The ability of understanding and knowledge of integrated logistics system.
Developing the capacity of knowledge and understanding of functional areas of logistics
The ability of understanding and improving the knowledge of the place and role of logistics within the company

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, project presentation- 30%.

RECOMMENDED READING:
- Popa, M., Logistica mărfurilor,- Note de curs, Seria ID, Alba Iulia, 2007
- Constangioara, Alexandru, Management Logistic, Edutura Universitatii din Oradea, Oradea, 2005;
- Bălan, Carmen, Logistică, Editura Uranus, Bucureşti, 2006
- Pricop, Mihai, Sisteme moderne in managementul aprovisionarii, Tribuna economica, Bucuresti, 1999;
- Băcanu, B., Management Strategic, Ed. Teora Bucureşti, 1999;
- Porter, M. Strategii concurențiale, Ed. Teora, Bucureşti, 2001;
- Dimă, Ioan, Sistemul logisticii firmei, Editura Tehnică, Bucureşti, 1997
- Popa, M., Merceologia mărfurilor alimentare, Seria Didactica, Univ. „1 Decembrie 1918”, Alba Iulia, 2005
- Popa M., Calitate si siguranţa alimentara, Editura Casa Cartii de Știința, Cluj Napoca, 2005
**DIRECT MARKETING**

Course code: MK 225  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Lazea Ruxandra, PhD  
Full time studies

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**COURSE AIMS:**  
The aim of course is to provide the students with the main information regarding specific direct marketing tools and techniques.

**COURSE CONTENTS:**  
1. Direct marketing concept  
2. The offer in direct marketing  
3. Customer databases  
4. Direct marketing tools and techniques

**TEACHING METHODS:**  
Lecture, Discussions.

**LEARNING OUTCOMES:**  
The course will provide to the students the opportunities and skills to be able to make a direct marketing campaign, both in on-line and off-line environment; analysis and interpretation related processes needed to create and query a customer’s database;

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**  
Written test examination - 70%, Verification during the semester- 30%.

**RECOMMENDED READING:**
- **Direct mail guide**, International post corporation, 2015;  
- **Marketing direct**, MEN, Yvone, BRUZEAU, Marc, Ed. Teora, București, 2000;  
- **Marketing Sherpa’s Top 5 Mobile Marketing Case Studies & How-tos**,  
EUROPEAN ECONOMY

Course code: MK 226
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrila - Paven Ionela, PhD
Full time studies

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COURSE AIMS:
The objective of this discipline is to know and understand the fundamental concepts in the field of European economy, and the mechanisms and methods according to which the resource economic circuit is formed and allotted at microeconomic level.

COURSE CONTENTS:
1. International Integration Concept (Economic International Integration, Forms of the European Integration, History of the European Union)
3. Institutions of the European Union (European Parliament, European Commission, European Council, European Court of Justice, European Account Court, Regional Committee, European Social Committee)
4. European Funds (Pre-adhering Funds, Structural Funds)
5. European Policies (Common Agricultural Policy, Social Cohesion Policy, Regional Development Policy, Industrial Policy, Competition Policy)
6. Equilibrium and Disparities in European Union

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
This discipline offers the ability to: understand the economic processes and phenomena; form and develop an adequate economic language; conscious use of economic categories; development of an economic mode of thinking; understand the functioning modes in economics.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%, Verification during the semester – 30%.

RECOMMENDED READING:
BUSINESS ENGLISH
Course Code: MK 227.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Assistant lecturer Maria Muresan
Full time studies

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving a credit for a course | Number of ECTS credits allocated
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Class | 28 | 2 | II | Grade | 3

COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business administration, tourism, commerce, marketing).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
S1. External influences on businesses. External influences: national, political, international, economic(Unit 1, Unit 2)
   1.1. Vocabulary focus- words/phrases used to link ideas
   1.2. Vocabulary focus – stress patterns in noun phrases and compounds
   1.3. Vocabulary focus-fixed phrases in academic English

S2. Environmental issues(Unit 1, Unit 2)
   2.1. Vocabulary focus-words and phrases related to environmental issues
   2.2. Listening-recognizing the speaker’s stance
   2.3. Speaking-building an argument in a seminar

S3. Company performance – SWOT analysis(Unit 1, Unit 2)
   3.1. Vocabulary focus-verbs used to introduce ideas from other sources
   3.2. Vocabulary focus-linking words/ phrases conveying contrast, result, reasons

S4. Case study: responding to external factors
   Management of change(Unit 1, Unit 2)
   4.1. Vocabulary focus-words for quantities
   4.2. Reading-understanding how ideas in a text are linked
   4.3. Writing-summarizing a text

S5. Commercial correspondence. Writing letters of enquiry(Unit 1, Unit 2)
   5.1. Asking for catalogues, price-lists, prospectuses
   5.2. Asking for details
   5.3. Asking for goods on approval or on sale or return

S6. Commercial correspondence .Replies and quotations(Unit 1, Unit 2)
   6.1. ‘Selling’ your product
   6.2. Suggesting alternatives
   6.3. Catalogues, price-lists, prospectuses, samples

S7. Commercial correspondence. Orders(Unit 1, Unit 2)
   7.1. Payment, Discounts, Methods of delivery
   7.2. Specimen letters and forms: covering letter, order form, acknowledgement of order, advice of despatch
   7.3. Specimen letters:delay in delivery, refusing an order

TEACHING METHODS:
Lecture, Debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).
MANDATORY ASSIGNMENTS
Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral presentation
Interview

RECOMMENDED READING:


Online sources

- [www.cnn.com](http://www.cnn.com)
- [www.economist.com](http://www.economist.com)
- [www.nytimes.com](http://www.nytimes.com)
CONSUMER BEHAVIOUR
Course code: MK 311
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Muntean Andreea, PhD
Full time studies

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<td>Grade</td>
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**COURSE AIMS:**
The aim of course is understand the consumer behavior, how and why consumers make purchase decisions, how they think, feel and act before, during and after the purchase.
The objectives for the course will be:
1. Understand consumer behavior in an informed systematic way.
2. Understand the processes used when individuals, group or organizations make consumption decisions.
3. Understand how the selection, use and disposal of consumer goods affect almost every aspect of our daily lives.

**COURSE CONTENTS:**
1. Introduction to consumer behavior;
2. Purchase decision making;
3. Psychological factors influencing consumer behavior (perception, motivation, learning, attitude, personality);
4. Social factors influencing consumer behavior (family, social groups, social classes, culture, subculture);
5. Direct influences on consumer behavior (demographics, economics and marketing-mix factors).

**TEACHING METHODS:**
Lecture, Discussions.

**LEARNING OUTCOMES:**
- To acquire an understanding of the psychological processes that underlie the effectiveness of marketing strategy in terms of impact on consumer behavior
- Understand how and why marketers craft particular messages to appeal to consumers and to understand the strategic importance of this process for businesses.
- Developing the tools needed to analyze this process from a consumer and a business viewpoint.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written test examination - 70%. Verification during the semester- 30%.

**RECOMMENDED READING:**
- Michael SOLOMON; Gary BAMOSSY; Soren ASKEGAARD; Margaret K. HOGG
TOURISTIC MARKETING
Course code: MK 312
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Todoran Radu, PhD

Full time studies

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COURSE AIMS:
Acquiring of theoretical and practical knowledge in the fields of business administration in tourism, trade and services regarding specific elements in tourism marketing.

COURSE CONTENTS:
1. Main components in tourism marketing
2. The external environment of the touristic company
3. Touristic market
4. Forecasting elements possible to be used in the touristic market
5. Methods and techniques that can be used in forecasting economic phenomena in the touristic market
6. Aspects regarding tourists consumers behavior
7. Marketing research in tourism
8. Marketing information system used in the touristic activity
9. Product policy
10. Price policy
11. Distribution policy
12. Promotional policy

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
Presentation and discussion of new approaches about theoretical and practical solutions in tourism marketing.
Accomplishing an contribution to the training of the specialists in the production and marketing of products in domestic and international market because the service sector appears to be found as being in the developing state not only compared with the developed countries with stable market economy but also with the neighboring countries, imposing reconsideration.
Knowledge of the role in the service sector in the economic development strategy.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, project presentation- 30%.

RECOMMENDED READING:
- Strețan F., Elemente de marketing turistic, Seria Didactica, Alba- Iulia, 2007
- Danciu, V., Marketing internațional, Editura Economică, București, 2000
PROMOTIONAL TECHNIQUES
Course code: MK 313
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Pastiu Carmen, PhD
Full time studies

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COURSE AIMS:
Capacity development of knowledge and understanding of the basic concepts related to promotional activities
Study of the main concepts of the organizing promotional campaigns, scroll itself to quantify the effectiveness of these campaigns
The understanding and establishing promotional strategies within an organization / enterprise
Developing the capacity of knowledge, understanding and organizing a promotional campaign
Develop the capacity of knowledge and understanding of promotional events

COURSE CONTENTS:
1. Comunicarea in marketing
2. Promotional communication
3. Publicity
4. Promote sales
5. Public relations
6. Direct marketing
7. Communication techniques continue

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
According to the requirements of the labor market, the course will provide students the opportunities and skills to do:
understanding and establishing promotional strategies within an organization / enterprise
Developing the capacity of knowledge, understanding and organizing a promotional campaign

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
- Hudson, Simon; Huang, Li; Roth, Martin S.; Madden, Thomas J. "The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing
AGRIFOOD MARKETING
Course code: MK 314
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Pastiu Carmen, PhD

Full time studies

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COURSE AIMs:
The main aim of the course has in view the students' familiarization with the concepts of agrifood marketing etc. The course also aims to clarify the content of agrifood, market and service consumer behavior.
- The skills training design and implementation of a mix of agricultural and food marketing;
- Capacity building and attitudes investigation agrifood market realities and application of research results into marketing programs agrifood

COURSE CONTENTS:
1. Introduction in the agri-food marketing: Domain food products; The concept of agrifood marketing; The necessity and importance of the agrifood marketing;
2. Agri-food market: demand and consumption of agricultural products; Offer food products
3. Product Policy in the agrifood marketing: The nutritional value of food products; packaging; Quality food products; Standardization of food products; Strategies renewing supply of food products at the enterprise level and to market new products.
4. Price policy in the agro-food marketing: Prices in food products; Techniques intervention in setting price levels; Prices in agrifood marketing strategies; Fixing prices for a range of products.
5. Distribution Policy in the agrifood marketing: content, role and functions of distribution of food products; Distribution channels and intermediaries; Alternative distribution strategy.
6. Policy to promote food products: Forms promotion of agrifood products; Specific elements on the agrifood marketing communication at EU level; Strategies to promote organic products and agritourism

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge of students in agrifood marketing
- Training of managerial economic thinking in terms of agrifood marketing
- Acquisition systems, methods and techniques specific overall agrifood marketing

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Portfolio with practical works
Semester project
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
- ***, http://www.mapam.ro
COURSE AIMS:
Students will learn to use specific concepts of strategic management applied in economic practice.

COURSE CONTENTS:
2. The analysis of the internal environment. Company resources. Capabilities firm. Analysis of the activities that create value for a company. Company performance skills. The influencing factors for achieving competitive advantages
4. The origin and evolution of the concept of strategy. Strategy components. Typology of strategies

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Identifying the role and importance of practicing strategic management in organizations
- Defining specific concepts for the strategic management
- Using patterns of strategic management
- Plan, develop, implement and evaluate a company's overall strategy

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 60%, Verification during the semester (project) - 40%.

RECOMMENDED READING:
MARKETING DATA ANALYSIS
Course code: MK 321
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Maican Silvia, PhD
Full time studies

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COURSE AIMS:
- Ensure a minimum level of knowledge in the analysis of marketing students;
- Formation of economic thinking in terms of marketing management;
Acquisition systems, methods and techniques specific marketing information analysis using SPSS.

COURSE CONTENTS:
1. Data analysis and marketing research
2. The role of marketing research
3. The phases of the research process and the role of data analysis
5. Elementary transformations on data tables and charts
6. Market research.Investigation area.Measure the significance of the differences between different groups of data. Testing Hypothesis.Tables of quota
7. Measuring the association relationship between variables. Correlation and regression
10. Correlation and regression analysis using SPSS. Correlation analysis. Regression analysis

TEACHING METHODS:
Lecture, Discussions, Working with software.

LEARNING OUTCOMES:
- To facilitate the complex process of marketing research organization
- To provide the students with aspects about the knowledge and measurement of marketing phenomena,
- To analyze the marketing data obtained as result of the research project.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 60%, Verification during the semester- 40%.

RECOMMENDED READING:
- Marketing Research with SPSS, Wim Janssens (Prof.), Patrick De Pelsmacker, Patrick Van Kenhove, Prentice Hall, 2008
- Marketing Research and Information, Housden M., 2007 - 2008
INTERNATIONAL MARKETING
Course code: MK 322
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Muntean Andreea, PhD
Full time studies

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving a credit for a course | Number of ECTS credits allocated
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Class | 56 | 4 | II | Grade | 4

COURSE AIMS:
Upon satisfactory completion of this course competency, a student should have the ability to analyze, discuss, describe, and demonstrate the marketing processes and strategies that firms utilize when marketing their products in foreign countries.

COURSE CONTENTS:
1. Introduction to international marketing;
2. International marketing environment;
3. Entering a new market;
4. International marketing mix: product, price, placement, promotion

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
• To understand how companies adjust their international strategies based on the global environmental changes (e.g., globalization);
• To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing,

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%. Verification during the semester- 30%.

RECOMMENDED READING:
• CZINKOTA, Michael R. RONKAINEN, Ilkka A, INTERNATIONAL MARKETING, (2007)
• Isobel DOOLE; Robin LOWE; Chris PHILLIPS INTERNATIONAL MARKETING STRATEGY: Analysis, Development and Implementation, (1998)
COMPETITION AND PRICES
Course code: MK 324
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iulian Bogdan DOBRA, PhD
Full time studies

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COURSE AIMS:
These course cover a number of topics related to competition policy and pricing. The objective is to provide a guide to all students who have an interest in competition issues. Also, following the course chapters, one can notice a set of pricing techniques, each of which might apply in some economic situations, market economy, but not in others. Finally this course is designed to teach students how to price goods.

COURSE CONTENTS:
CH 1. Competition Policy: History, Objectives, and the Law
CH 3. Collusion and Horizontal Agreements
CH 4. Horizontal Mergers
CH 5. Vertical Restraints and Vertical Mergers
CH 6. Predation, Monopolisation and Other Abusive Practices
CH 7. Pricing Beyond the 3 Cs
CH 8. Pricing Economic Value to the Customer
CH 9. Pricing under Consumer Uncertainty
CH 10: Measuring Customer Reactions to Prices. Pricing to Segment Customers.

TEACHING METHODS:
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

LEARNING OUTCOMES:
• To provide a systematic treatment of economics of competition policy;
• To deal with important issues as cartels, joint-ventures, mergers, vertical contracts, predatory pricing, exclusionary practices and price discrimination;
• To formulate policy implications on aspects outline before.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%; Verification during semester – 30%.

RECOMMENDED READING:
• Bernheim, Douglas B. and Michael D. Whinston (1990), "Multi-market Contact and Collusive Behavior", Rand Journal of-Economics 21(1), 1-26;
• Green, E. and R. Porter (1984), "Non-Cooperative Collusion Under Imperfect Price Information", Econometrica 52, 87-100;
• Phlips, L., (1995), Competition Policy: A Game-Theoretic Perspective, Press Syndicate of University of


**HUMAN RESOURCE MANAGEMENT**

Course code: MK 325  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Achim Moise Ioan, PhD  
Full time studies

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**COURSE AIMS:**  
Students will learn to use correct and effective human resource management tools

**COURSE CONTENTS:**  
1. The content, objectives and nature of human resource management activities  
2. Strategic planning of human resources  
3. Employee Motivation  
4. Description and job analysis  
5. Human Resources Recruitment  
6. Selection of human resources  
7. Training and Career Development  
8. Professional integration  
9. Staff rewarding  
10. Leadership in the management of organizations  
11. Career management  
12. Communication and human resources  
13. Decision making process

**TEACHING METHODS:**  
Lecture, Discussions.

**LEARNING OUTCOMES:**  
Sending to the students theoretical and methodological aspects regarding human resource management; Presentation of concepts, relationships, techniques and procedures specific to human resource management; Training practical, appropriate and specific working skills and usage of those skills, in systematic human resources management tools.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**  
Written test examination - 70%, project presentation- 30%.

**RECOMMENDED READING:**  
- Nicolescu, O., Verboncu, I., „Management” (ediția a III-a), Editura Economică, București, 1999  
- Păunescu, I., „Managementul resurselor umane. Studii de caz”, Editura Eficient, București, 2000  
BUSINESS ETHICS
Course code: MK 326
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Todoran Matei Radu, PhD
Full time studies

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving a credit for a course | Number of ECTS credits allocated
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Class | 48 | 4 | II | Grade | 6

COURSE AIMS:
The aim of course is to provide the students with the main items of information about business ethics.

COURSE CONTENTS:
1. The main coordinates of tourism marketing;
2. The external environment of tourism companies;
3. Tourism market;
4. Elements of forecast as possible be used within the tourist market;
5. Methods and techniques as possible be used in forecasting economic phenomena in the tourism market;
6. Aspects regarding the individual behavior of tourist;
7. Tourism marketing research;
8. Marketing Information System used in tourism activity;
9. Product policy;
10. Product policy;
11. Distribution policy;
12. Policy of prices and rates;
13. Promotional policy.

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
• Presentation and discussion of new approaches and theoretical and practical solutions facing the contemporary economy.
• Making contribution to the training of specialists in the production and marketing of products in domestic and international market because the service sector appears to find two developing "not only compared to developed countries, market economy stable but also to neighboring countries , imposing reconsideration.
• Knowledge of the role of the services sector in the strategy of economic development.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%,Verification during the semester- 30%.

RECOMMENDED READING:
**COURSE CATALOGUE 2016-2017**

Field: **Business Administration**  
Programme: **M.Sc in Economy of Trade, Tourism and Services**  
Length of studies: **2 years (4 semesters)**  
Number of ECTS Credits: **120 + 10 for the MBS Thesis**  
Languages of teaching: **Romanian (English/French tutoring available for Erasmus students)**  
Form of education: **Full-time**

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**COURSE CATALOGUE 2016-2017**

Field: Business **Administration**  
Master’s Programme: **Administration of Sustainable Regional Development**  
Length of studies: **2 years (4 semesters)**  
Number of ECTS credits: **120 +10 for the Thesis**  
Type of courses: **Full-time**  
Language of teaching: **Romanian (English tutoring for Erasmus students)**

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## COURSE CATALOGUE 2016-2017

**Field:** Marketing  
**Master’s Programme:** Marketing and Sales Promotion  
**Length of studies:** 2 years (4 semesters)  
**Number of ECTS credits:** 120 +10 for the Thesis  
**Type of courses:** Full-time  
**Language of teaching:** Romanian (English tutoring for Erasmus students)

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COURSE CATALOGUE 2016-2017

Field: ACCOUNTING
Master's Programme: Audit and Control of Economic Agents
Length of studies: 2 years (4 semesters)
Number of ECTS Credits: 120
Languages of teaching: Romanian (English/French/German tutoring available for Erasmus students)
Form of education: Full-time

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### COURSE CATALOGUE 2016-2017

**Field:** ACCOUNTING  
**Master’s Programme:** Banks, Insurance and Financial Markets  
**Length of studies:** 2 years (4 semesters)  
**Number of ECTS Credits:** 120  
**Languages of teaching:** Romanian (English/French/German tutoring available for Erasmus students)  
**Form of education:** Full-time

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COURSE CATALOGUE 2016-2017

Field: ACCOUNTING
Master's Programme: Accounting Information System in Assisting Management Decisions
Length of studies: 2 years (4 semesters)
Number of ECTS Credits: 120
Languages of teaching: Romanian (English/French/German tutoring available for Erasmus students)
Form of education: Full-time

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</table>
The Faculty of Economic Sciences

SYLLABUS

EUROPEAN FOOD SAFETY STANDARDS

Course code: AACTS 111
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Popa Maria, PhD
Full time studies

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COURSE AIMS:
Students will learn to use the specific european standards connected with food safety concepts that they will use in their economic practice.

COURSE CONTENTS:
1. Define the concept of the standard
2. Standards domain and the objectives
3. The general principles of European standards
4. Concept and the principles in the food safety and security
5. The operational procedures within the organization
6. The system procedures within the organization
7. European standards – ISO 9001
8. European standards ISO 22000
9. The planning, implementation, and certification of the quality
10. Recertification and the audit in the European standards

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge of students in European standards area connected with food safety;
- Knowing how to implement the European standards in the organisation
- To know how to formulate/edit the system and operational procedures
- To know how to develop a process map in the organisation

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 30%, Verification during the semester (project) - 70%.

RECOMMENDED READING:
- Popa, M., Fundamentals of Commodity Science, Editura Casa Cartii de Știința, Cluj Napoca, 2009;
- Popa M., Dragan M., Science of Commodities- The safety of food products, ROTABENE MEDENHAUS, Rotenburg on der Tauber, 2013;
THE MARKETING OF TOURIST DESTINATIONS
Course code: AACTS 112
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: MOISĂ Claudia Olimpia, PhD
Full time studies

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COURSE AIMS:
Students will learn to use specific aspects of touristic destinations marketing that they will use in their economic practice. The course focuses on knowledge of how to organize and promote travel destinations; knowledge of domestic tourism environment and its analysis; acquiring ways of studying and optimal selection of the tourism market; studying the consumer behavior of touristic services.

COURSE CONTENTS:
1. Introductive elements in tourism marketing
2. The tourism market; tourist destination
3. Aspects regarding the individual behavior of the tourist
4. Marketing Research in Tourism
5. The policy of the touristic product
6. Distribution policy in tourism
7. Prices and tariffs policy in tourism
8. The promotional policy in tourism

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge for students in the marketing of touristic destinations
- Training of marketing economic thinking in terms of marketing touristic destinations
- Understanding and knowing the specific marketing of touristic destinations policies depending on the type of product range and the target audience which is addressed;
- Developing specific studies and analyzes in the marketing of touristic destinations.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 50%, Verification during the semester (project) - 50%.

RECOMMENDED READING:
COMMERCIAL INSURANCE
Course code: AACTS 113
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Danuletiu Dan, PhD
Full time studies

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COURSE AIMS:
- To acquire fundamental knowledge about the mechanism of insurance and insurance market;
- To explain specificities of the management, marketing, distribution or sales in the insurance;
- To analyze the settlement of claims process and the efficiency of insurance.

COURSE CONTENTS:
1. Insurance basics.
2. Insurance markets and asymmetric information.
3. Regulation of insurance.
4. Management of insurance companies.
5. Marketing of insurance companies.
6. Insurance distribution.
7. Sales management in insurance.
8. Settlement of claims process.
9. Efficiency in insurance and solvability of insurance companies.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- To use adequately the techniques of management, marketing, distribution or sales in the insurance;
- To critically analyze the settlement of claims process and the efficiency of insurance.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 60%; verification during semester (project) – 40%.

RECOMMENDED READING:
- Edelbacher M., Financial crimes: a threat to global security, Cornwall, CRC, 2012
- Gart A. et al., Insurance company finance and investments, Insurance Institute of America, Malvern, Pennsylvania, 1994
- Gidhagen M., Insurance marketing - services and relationships, Uppsala University. 1998
- PriceWaterhouseCoopers - [http://www.pwc.com/gx/en/insurance/publications/index.jhtml](http://www.pwc.com/gx/en/insurance/publications/index.jhtml)
**BANKING OPERATIONS MANAGEMENT**

Course code: AACTS 114  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Iuga Iulia, PhD  
Full time studies

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**COURSE AIMS:**  
The aim of this field of study is to provide training for students in the banking profession, and training for a future scientific research. Issues related to banking strategies and techniques for financial performance management, risk assessment and vulnerability of credit institutions, and specific sales strategies in the banking sector are considered. The subject regarding the correlation between monetary policy strategies and the manner in which the central bank, in cooperation with other international institutions, help maintain financial stability, is also approached.

**COURSE CONTENTS:**  
1. THE EUROPEAN CENTRAL BANK  
2. MANAGEMENT OF THE COMMERCIAL BANKS  
3. RISK MANAGEMENT BANK  
4. CASH MANAGEMENT OPERATIONS IN BANKS  
5. BANKING PRODUCTS AND SERVICES  
6. MANAGEMENT OPERATIONS WITH FOREIGN CURRENCY AND INTERNATIONAL MONEY TRANSFERS  
7. BANK PERFORMANCE MANAGEMENT  
8. CREDIT RISK, LIQUIDITY RISK, OPERATIONAL RISK, LEGAL RISK, SYSTEMIC RISK

**TEACHING METHODS:**  
Lecture, conversation, exemplification.

**LEARNING OUTCOMES:**  
- Acquiring theoretical knowledge and skills in banking.  
- Practical skills training on the proper use of tools specific to management activity, risk management  
- Training of practical skills in analysis and interpretation of banking information transactions

This course contributes to shaping and strengthening the managerial vision on banking activity, presenting both conceptual and methodological issues, and also quantitative measuring tools for the phenomena and risks referenced to in each chapter.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**  
Written exam – 70%; verification during semester – 30%.

**RECOMMENDED READING:**  
- [www.bis.org](http://www.bis.org)  
- [www.bnr.ro](http://www.bnr.ro)  
- [www.imf.org](http://www.imf.org)  
- [www.ecb.europa.eu](http://www.ecb.europa.eu)
BUSINESS ENGLISH
Course Code: AACTS 115.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Crina Herteg PhD
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

COURSE CONTENTS:
Unit 1: Communication
Unit 2: Building Relationships
Unit 4: Job Satisfaction
Unit 5: Risk
Unit 6: E-Commerce
Unit 7: Team Building
Unit 8: Customer Service
Unit 9: Crisis Management
Unit 10: Management Styles
Unit 11: Takeovers And Mergers
Unit 12: Corporate Responsibility
Unit 13: Competition
Unit 14: Incoterms

TEACHING METHODS:
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
ORAL PRESENTATION
INTERVIEW
TWO-WAY DISCUSSION

RECOMMENDED READING:
FRENCH LANGUAGE FOR NON-PHILOLOGIST STUDENTS

Course Code: AACTS 115.2
Type of Course: optional
Language of Instruction: French and Romanian
Teacher’s name: Coralia Telea PhD

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COURSE AIM:
Accurate knowledge acquisition and efficient using of concepts and contextual communication specific to the job market field of study.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
1. - 2. Introductory lecture
3. Job application. The CV and Cover Letter
4. Job application. The job interview
5. – 6. Working conditions
7. – 8. Internal company or organisation documents
9. – 12. Enterprise and entrepreneurship
13.-14. Learning verification

TEACHING METHODS
The main method: Communicative language teaching (CLT)
The focus of this method is to enable the learner to communicate effectively and appropriately in the various situations specific to the jobs market field he would be likely to find himself in.
Lecture and exemplification.

LEARNING OUTCOMES
Students will
• match a good knowledge of the jobs market principles to an awareness of their uses and limitations;
• establish identities, similarities and differences between French and Romanian jobs markets;
and
• integrate their own ideas with those of others;
• identify their own strengths and challenges as writers and speakers.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA
Students will be examined at the end of the semester, on practical aspects acquisition (75% of the final grade) and active participation in seminar (25% of the final grade).

RECOMMENDED READING
• CILIANU-LASCU, Corina (2004), Culegere de exerciţii lexicale-gramaticale cu profil economic, Meteor Press, București;
• CORADO, L, SANCHEZ-MACAGNO, M-O, (1990), Français des affaires (350 exercices, textes et documents), Hachette, Paris;
• DANILO, M et PENFORNIS, J, LINCOLN, M, (1993), Le français de la communication professionnelle, CLE International, Paris;
• DANILO, M, TAUZIN, B (1990), Le français de l’entreprise, CLE International, Paris;
• DĂNILĂ, Sorina et alii (2006), Examenle DELF, DALF, nivellurile A și B, Polirom, Iași;
• SZILAGYI, E (1990), Affaires à faire, Presses Universitaires, Grenoble.
PLANNING AND ORGANISING TOURISM ACTIVITIES
Course code: AACTS21
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

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COURSE AIMS:
The main objective of the course is to familiarize students with the planning and organizing of various activities specific for the industry of events. The course focuses also on explaining the event planning process in order to help student familiarize with the event planning process.

COURSE CONTENTS:
Chapter 1 The event. Communication through event
Chapter 2 Professional communication
Chapter 3 Events in tourism activity
Chapter 4 Concepts and theories regarding the event tourism
Chapter 5 Logistics for organizing events
Chapter 6 A guide for planning the events
Chapter 7 Reunion organizing
Chapter 8 Organizing an event with table placement

TEACHING METHODS:
Lecture, Discussions

LEARNING OUTCOMES:
- Knowledge, understanding concepts specific for the event planning in tourism and in general;
- Use the knowledge base for explanation and interpretation of various types of situations, processes, projects related to the event planning;
- Applying the basic principles and methods for planning and organizing an event.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 50%, Verification during the semester (project) - 50%.

RECOMMENDED READING:
- Managementul Operațiunilor În Turismul De Evenimente, G. Stânciulescu, Editura ASE, București, 2010
- Managementul Evenimentelor, Dumitru Oprea, Gabriel Meșnită, Marius Alexa, Editura Polirom, 2016
PROFIT AND LOSS ANALYSIS
Course code: AACTS 122
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Burja Camelia, PhD
Full time studies

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COURSE AIMS:
Development of the analysis and evaluation theoretical and practical skills of economic and financial processes for diagnosis

COURSE CONTENTS:
Purpose, content and role of the discipline
Analysis company's performance. Performance analysis based on the profit and loss account. System performance analysis through rates.
Issues relating to investment activities. Typology investments. The role of investment in the economy.
Quantifying economic efficiency.

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Knowledge of economic and financial phenomena specific business firms to carry out a financial diagnosis
- Acquiring the main techniques and methods of analysis of financial flows for decision making and financial management firms
- Training of practical skills for analyzing financial statements
- Identify internal reserves and opportunities to drive their economy firms
- Practical skills training for establishing financial position and performance of companies
- To develop the capacity for analysis and effective financial management of economic activity

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
- Analiza situației financiare a întreprinderii, Buglea A., Editura Mirton, Timișoara, 2004
- Analiză economico-financiară, Burja Camelia, Aspecte metodologice și aplicații practice, Editura Casa Cărții de Știință, Cluj-Napoca, 2009
- Analiză economico-financiară, Mărgulescu D., ş.a., Editura Bren, București, 2008
- Analiză și diagnostic financiar-contabil, Petrescu S., Editura CECCAR, București, 2008
- Gestiunea financiară a întreprinderii, Vintilă G., Editura Didactică și pedagogică, București, 2006
ECONOMIC SCIENTIFIC RESEARCH METHODOLOGY

Course Code: AACTS 123
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Vasile Burja, PhD
Full time studies

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COURSE AIMS:
The fundamental aim of the course is the development of scientific research skills in the field of economics.
The specific aims of the course are:
- the training of future specialists in the scientific research of economic phenomena.
- the possibility to identify real economic problems that master students should solve by making use of scientific research methods and tools which are specific to the field of study.

ENTRY REQUIREMENTS:

COURSE CONTENTS:
Theory of economic growth, foundation of the economic growth policy
Role and place of the scientific research methodology and its links with economic theory and practice
Peculiarities of the economic phenomenon. Rules and requirements of the scientific research methodology. Errors of the economist
Stages and main tools of scientific research
Scientific documentation and learning
Understanding and explaining the economic phenomenon
Logic and mathematical means of formulation of scientific hypotheses
The economic model – knowledge aspects and limitations
Verification of hypotheses and validation of scientific conclusions
Elaboration, writing and public presentation of a scientific paper

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- The ability to know and understand the fundamentals and the importance of scientific research.
- The ability to identify the peculiarities of scientific research in the field of economics
- The ability to use the most appropriate techniques and procedures for the investigation of economic phenomena
- The ability to participate as members in research teams.
- The ability to elaborate, write and present a scientific paper
- Understanding professional ethics of scientific research

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper 50%; mid-term test 50%.

RECOMMENDED READING:
- Popescu Constantin, Metodologia cercetării științifice economice, Editura ASE, București, 2006.
- Ristea Ana Lucia, Valeriu Ioan-Franc, Metodică în cercetarea științifică, Editura Expert, 2009
PRODUCTION AND SALES OF TOURISTIC SERVICES
Course code: AACTS 124  
Type of course: compulsory 
Language of instruction: English tutoring available for Erasmus students 
Name of lecturer: MOISĂ Claudia Olimpia, PhD  
Full time studies

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**COURSE AIMS:**
The main aim of the course it is that the MA students will get to know the concepts of tourism services, touristic product, etc. The course focuses also on explaining the process of providing touristic services, development and sale of touristic products.

**COURSE CONTENTS:**
1. Touristic services  
2. Tour operator - the producer of travel packages  
3. Travel Agency - the seller of the touristic products  
4. The touristic products  
5. Designing and selling tourism products  
6. Innovative tourism products

**TEACHING METHODS:**
Lecture, Discussions.

**LEARNING OUTCOMES:**
- Ensuring a minimum level of knowledge for students in developing and selling tourism products and services  
- According to the requirements of the employment, the course will provide the opportunities and skills for the MA students to develop and sell touristic products and services; an analysis and interpretation of phenomena and processes imposed by the specific tourism market.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written test examination - 50%, Verification during the semester (project) - 50%.

**RECOMMENDED READING:**
- Ray Freeman, Kelley Glazer, *Introduction to Tourism and Hospitality in BC – Service marketing*, Morgan Westcott 
  Editor available at https://opentextbc.ca/introtourism/chapter/ chapter-8-service-marketing/
BUSINESS ENGLISH
Course Code: AACTS 125.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Crina Herteg, PhD
Full time studies

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving a credit for a course | Number of ECTS credits allocated
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Class | 28 | 2 | 4 | Grade | 3

COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

COURSE CONTENTS:
Unit 1: Exports And Imports
Unit 2: Profit And Loss Accounts
Unit 3: Investments
Unit 4: Methods Of Finance
Unit 5: Currency Markets
Unit 6: Raising Finance
Unit 7: International Marketing
Unit 8: The Future Of Business
Unit 9: Numbers And Statistics
Unit 10: Pensions And Other Financial Products
Unit 11: Corporate Finance
Unit 12: Money And Work
Unit 13: Taxation
Unit 14: Wills And Other Legal Matters

TEACHING METHODS:
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
ORAL PRESENTATION
INTERVIEW
TWO-WAY DISCUSSION

RECOMMENDED READING:
**FRENCH LANGUAGE FOR NON-PHILOLOGIST STUDENTS**

Course Code: AACTS 125.2  
Type of Course: optional  
Language of Instruction: French and Romanian  
Teacher’s name: Coralia Telea, PhD

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**COURSE AIMS:**  
Accurate knowledge acquisition and efficient using of concepts and contextual communication specific to formal relationships.

**ENTRY REQUIREMENTS:**

**COURSE CONTENTS:**
1. – 7. Formal letters. Informed learning  
Examples of layouts, conventions, overall structures. Contents.  
Letter of request, letter of enquiry, letter of complaint, business letter etc.  
8. – 12. Formal letters writing. Active learning. Small-group work/discussion  
13. – 14. Learning verification

**TEACHING METHODS:**  
Informed learning. Active learning. Peer-led discussions. Small-group work/discussion  
The main method: Communicative language teaching (CLT)  
The focus of this method is to enable the learner to communicate effectively and appropriately in various formal situations he would be likely to find himself in.

**LEARNING OUTCOMES:**  
Students will  
• match a good knowledge of the formal communication principles to an awareness of their uses and limitations;  
• establish identities, similarities and differences between French and Romanian formal contexts;  
and  
• integrate their own ideas with those of others;  
• identify their own strengths and challenges as writers and speakers.

**LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA:**  
Students will be examined at the end of the semester, on practical aspects acquisition (75% of the final grade) and active participation in seminar (25% of the final grade).

**RECOMMENDED READING:**
COURSE AIMS:
The main aim of the course is to strengthen the technical steps needed to be completed for the performance of a foreign trade transaction. The course also focuses on identifying ways of making foreign trade transactions; identifying ways to finance international business; knowledge of international commercial contracting premises.

COURSE CONTENTS:
1. Foreign trade transactions
2. International logistics
3. International shipments
4. The clearance of goods
5. International payments in trade activity
6. Financing international transactions

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- This course will offer to the MA students the capacity of designing the methodology for conducting a study and a selection of international markets; knowledge of financial arrangements in terms of running a business in international trade.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 50%, Verification during the semester (project) - 50%.

RECOMMENDED READING:
MARKETING OF FAIRS AND EXHIBITIONS

Course code: AACTS 212
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Todoran Matei Radu, PhD
Full time studies

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COURSE AIMS:
Develop the capacity of students to use marketing tools specific to fairs and exhibitions

COURSE CONTENTS:
1. Chronology of exhibition events
2. Exhibitions in the marketing mix
3. Features and functions fairs and exhibitions
4. Objectives and benefits of participation in fairs and exhibitions
5. Classification and selection of exhibition events
6. Legal and contractual framework of exhibition events
7. Activities carried during the event
8. Activities carried out, after the exhibition event
9. Implemented activities implemented by employers, before event
10. Activities carried during the event
11. Activities carried by organisers after event
12. Logistics activities undertaken by exhibitor while organizing fairs and exhibitions
13. Inventory of and distribution exhibitors stands
14. Providing all facilities to stand and exhibitor staff

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
• Professional training of specialists in manifestation related to the organization of fairs and exhibitions
• Knowledge of the fairs and exhibitions sector's role in the overall context of the services economy

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 60%, Case study- 40%.

RECOMMENDED READING:
• Bruhn, M., Orientarea spre clienţi – temelia afacerii de succes, Publishing house Economică, Bucharest, 2001
• Dubois, P.L., Jolibert, A., Marketing – teorie şi practică, Publishing house Economică, Cluj Napoca 1994
• Olteanu, V., Marketingul serviciilor, Ediţia a doua, Publishing house Uranus, Bucharest, 2000
• Pop, C.M., Dabija, C. D., Instrumente moderene de marketing – Târgurile şi expoziţile, Publishing house Risoprint, Cluj Napoca, 2009
• Someşan, C., Marketingul serviciilor în afaceri. Publishing house Sincron, Cluj Napoca, 1997
MANAGEMENT OF TOURISM OPERATIONS
Course code: AACTS 212
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

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COURSE AIMS:
Familiarize students with the organization and marketing of various categories of services and tourism products, tourism operations to specific contracting etc. The course focuses also on explaining the business process management in the main categories of economic operators in tourism, namely: accommodation units, catering etc.

COURSE CONTENTS:
Chapter 1 General on technical operations of tourism
Chapter 2 Theories and components hospitality industry
Chapter 3 Organisation and the operation of hospitality and catering
Chapter 4 Human Resources and catering hotelarie
Chapter 5 Management tourist destination
Chapter 6 Strategies to increase tourism firms

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Understanding the concepts, the specific operations of tourism activity (component and tour operators, tourist destinations etc.), models of organization and management of tourism companies and analysis of key market players and international tourism (hotels, restaurants, etc.)
- Use the knowledge base for explanation and interpretation of various tourism-related types of situations, processes, projects, etc.
- Applying the basic principles and methods for solving problems / situations well defined conditions typical domain expert assistance

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
- Management Basics, Susan Quinn, e-Book, 2010
- The Economy of leisure and Tourism, Tribe John, Butterworth Heinemann, 2008
- The Economics of Tourism Destinations, Vahove Norbert, Eselvier 2005
BUSINESS COMMUNICATION, NEGOCIATION AND PARTNERSHIP

Course code: AACTS 214
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrila - Paven Ionela, PhD
Full time studies

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COURSE AIMS:
The objective of this discipline is to know and understand the fundamental concepts, theories and methods in the field and specialty area; their adequate use in professional communication; to apply the fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance; to draw up professional projects with methods and principles acknowledged in the field of communication and public relations.

COURSE CONTENTS:
1. Introduction in Communication (Meaning and definition of communication, Communication Skills, Written Communication)
2. Public Relations & Advertising (Definitions and components of public relations, Public Relations and Related Concepts, Public Relations Publics)
4. Communication in Organizations in Crisis Situations
5. Negotiation – Business Communication
6. Partnership – Public/Private Partnership

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
This discipline offers the ability to: form the students’ skills needed in the business communication with their partners and imposed by the economic practice; familiarize the students with the fundamental concepts employed in communication in companies, a business relations, negotiation and public relations; become aware of the need and significance of the PR department in a company, and about the mode of creating and implementing successful public relations in companies.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%, Verification during the semester – 30%.

RECOMMENDED READING:
INTERNAL AND INTERNATIONAL MARKETS RESEARCH
Course code: AACTS 221
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

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COURSE AIMS:
The aim of course is to provide a fundamental understanding of market research process in a domestic and international environment.
The course focuses on helping managers recognize the role of systematic information gathering and analysis in making decisions regarding entering/segmenting/positioning in new markets, and develop an appreciation for the potential contributions and limitations of market research data.

COURSE CONTENTS:
Chapter 1. Role and importance of domestic and international market research
Chapter 2. The sphere of domestic and international market research
Chapter 3. The specific features of domestic and international market research process
Chapter 4. Methods and techniques used in domestic and international market research
Chapter 5. Planning the domestic and international market research

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Ensuring competences in domestic and international market research process
- Analyzing the data obtained during domestic and international market research

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
- Marketing Research and Information, Housden M, 2007 - 2008
BUSINESS MANAGEMENT
Course code: AACTS 222
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Todoran Matei Radu, PhD
Full time studies

COURSE AIMS:
Masters specialization in business administration in order to understand, analyze and evaluate the activities they involve a complex process of managing a business in trade, tourism and services.

COURSE CONTENTS:
1. Basic concepts for business management;
2. Entrepreneurship and entrepreneurial management;
3. Establishment of business companies;
4. Emplacement selection for business;
5. Business financing;
6. Marketing initiation of business;
7. Strategic management of the company;
8. Supply and sale management;
9. Risk management;
10. Strategy of negotiations;
11. The fundamental concepts of business consultancy.

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
The study processes and business management relations, in order to discover regularities that govern the design of new systems, methods and management techniques to ensure quality and increase business efficiency. Casuistry used in this course envisages the initiation and development of businesses in the context of transition to market economy.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 80%, Verification during the semester- 20%.

RECOMMENDED READING:
- D.A. Constantinescu – Management, National Collection, Bucharest 2002
- Sasu Constantin – Inițierea și dezvoltarea afacerilor, Polirom Publishing House 2001
- Jeffrey Edmund Curry – Negocieri Internaționale de afaceri, Teora 2000’ Publishing House
COURSE AIMS:
Students will develop the ability to identify the peculiarities of scientific research in observing, analyzing and diagnosing economic phenomena and processes seen in economic units.

COURSE CONTENTS:
1. Overview of the economic unit:
1.1. Business profile, legal status, size and complexity of the activity (number of employees, production capacity / sales, establishments own activities, income realized)
1.2. The objectives of development and modernization of the economic unit
1.3. Study the current system of management
1.4. Technological flow for the obtained products and / or services
1.5. Evolutionary trends of economic activity unit

2. Knowledge and study of the main activities and units components:
2.1. Overall organizational structure of the company. Flowchart
2.2. The main structures and management positions
2.3. The main interdependencies between activities, departments and stations
2.4. The functional role of each compartment and cockpit, objectives and its limits
2.5. Key performance indicators for the company (turnover, number of employees, labor productivity, profitability of commercial, profit, earnings average) in the last 3 years

3. Speciality part
3.1. Presenting quality assurance system at unit level economics: procedures, resources, organizational structure, responsibilities
3.2. Presentation of activities / projects developed or has been involved in the institution with emphasis on activities undertaken by the company or with its support
3.3. Spot analysis of a project / an activity / actions implemented by the economic unit: presentation of the activities the unit was directly involved - including the personal opinion of the results of that activity; presentation business management / project studied.

TEACHING METHODS:
Discussions.

LEARNING OUTCOMES:
Students' ability to apply theoretical knowledge gained with the help of economic and financial data provided by the organization.
The internship master help to develop personal and professional skills. Making internship in companies will help future professionals to acquire the skills that are relevant to each job.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, project presentation- 30%.

RECOMMENDED READING:
- Cordoş M., Management – Course notes, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2013.
- Dănuleţiu A., Dănuleţiu D., Asigurări comerciale, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2013.
- Dragoea L., Gestiunea forţelor de vânzare. Strategii manageriale, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2013.
DECISION SUPPORT INFORMATION SYSTEMS
Course code: ACAE 11-1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ileană Ioan PhD, Olteanu Emil PhD
Full time studies

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COURSE AIMS:
Discipline aimed at acquiring basic concepts of information assisting decision, the specific technologies and design methodology and implementation of decision support systems. A special emphasis will be placed on decision support information systems based on knowledge.

COURSE CONTENTS:
1. The decision process and information system of the organization
2. SIAD and artificial intelligence. SIAD Rankings
3. Spreadsheets - processors tables. Excel (I and II)
4. SIAD based designs. Applications using MS Excel
5. SIAD based on data analysis and synthesis
6. OLAP technology (on-line analytical processing)

TEACHING METHODS:
Interactive lecture, ppt presentation, exemplification

LEARNING OUTCOMES:
The acquisition of basic skills in the use of decision support information systems in existing and developing and implementing prototypes of such systems.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 60%; Practical work during semester – 40%.

RECOMMENDED READING:
ADVANCED MANAGEMENT ACCOUNTING AND CONTROL

Course code: ACAE 11-2
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Teișan Sorin-Ciprian, PhD
Full time studies

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COURSE AIMS:
- To acquire theoretical and practical knowledge and skills on management accounting and control;
- To develop the students’ capacity to use instruments of management accounting and control within entities.

COURSE CONTENTS:
1. Evolutions of management accounting and control
2. Just in Time
3. Kanban system
4. Activity Based Costing
5. Activity-Based Management
6. Life Cycle Costing
7. Kaizen Costing
8. Cost budgeting and budgetary control
9. Zero-Based Budgeting
10. Management control and descentralization

TEACHING METHODS:
Lecture, conversation, exemplification, exercises

LEARNING OUTCOMES:
- Acquiring theoretical knowledge and skills of management accounting and control;
- Practical skills training on appropriate use of specific instruments management accounting and control in economic entities;
- Training of practical skills of analysis and interpretation of information provided by management accounting and control

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 50%; Scientific research during semester – 50%.

RECOMMENDED READING:
ACCOUNTING THEORY
Course code: ACAE 11-3
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ivan Raluca, PhD
Full time studies

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COURSE AIMS:
This course offers an overview of the various approaches to accounting theory and analyses their impact on financial reporting. The course will assist students to understand how accounting theories develop and will provide students with a critical overview of the different approaches to research in financial accounting. The course aims to explain and understand the evolving nature of accounting theory and its potential for continuing evolution, and to provide an overview of the various approaches to accounting theory, analyzing their impact on financial reporting. The course will help students to understand how theories develop and will provide students with a critical overview of the different approaches to research in accounting.

COURSE CONTENTS:
1. The place of accounting in the informational economic system
2. Normative accounting theories
4. Financial statements
5. Voluntary disclosure of information
6. Elements of financial analysis

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Explain the evolving nature of accounting theory and to distinguish between different approaches to theory development
- Discuss a variety of theories that may help to explain different types of voluntary reporting decisions and practices
- Evaluate critically a range of normative theories of accounting
- Evaluate critically a range of positive theories of accounting
- Use academic literature that utilizes selected theoretical frameworks to evaluate critically contrasting opinions

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 20%; projects during semester – 80%.

RECOMMENDED READING:
- Bloom R. Accounting theory and policy, Orlando Publisher, 1987
- Clubb C. The Blackwell Encyclopedia of Management: Accounting, vol I, Blackwel Publisher, 2005
- Collection: Journal of Accounting Research, Publisher Wiley, 2001-
- Collection: Journal of Contemporary Accounting research, Publisher Wiley, 2005-
BUSINESS ENGLISH
Course Code: ACAE 11-41
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Senior lecturer Crina Herteg, PhD
Full time studies

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COURSE AIMS:
1. To develop the ability to identify and analyze different specific business language texts - Rationale oral or written opinions in various communication situations appropriate business language
To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).

ENTRY REQUIREMENTS:

COURSE CONTENTS:
UNIT 1: ENVIRONMENT AND BANKING
UNIT 2: BANKS AND FINANCIAL MARKETS
UNIT 3: A BANK’S ORGANISATION STRUCTURE
UNIT 4: STARTING UP A BANKING SERVICE
UNIT 5: BANKERS AND CUSTOMERS
UNIT 6: SAVINGS BANKS
UNIT 7: INVESTMENT SERVICES
UNIT 8: FINANCIAL MARKETS
UNIT 9: INTEREST RATES COMPETITION
UNIT 10: FINANCIAL STATEMENTS
UNIT 11: FINANCIAL STATEMENTS (II)
UNIT 12: INTERNATIONAL PAYMENTS
UNIT 13: INTERNET BANKING
UNIT 14: NATIONAL ECONOMIES AND INTERNATIONAL TRADE

TEACHING METHODS:
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
ORAL PRESENTATION
INTERVIEW
TWO-WAY DISCUSSION

RECOMMENDED READING:
COURSE AIMS:
Students capacity development to use the tools properly and effectively understanding and written expression in French language.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
1. Searching for a job (Hire staff, find a job, to apply, to show up for an interview, find the ideal candidate)
2. Work (to learn about the work, determine the motives of work, career success, analyze his behavior, organize the time of labor, analyze labor data)
3. Knowing and defending one’s rights (analyze a contract, compare regulations, determine the rights of employees, analyze a wage flyer, defend its rights)
4. Discover the company (the company definition, classify and characterize the companies present the business organization, analyze the organization, present the different legal forms of business) Initiate (start businesses, have the right profile, have an idea, get to their account, establish a business)
5. Management (being the manager, make decisions)
6. Produce (describing a process, spy and counterfeit, computerize and robotiser)
7. Produce (at risk, cover risks)
8. Financing and bookkeeping (playing with numbers, raise capital, to appeal to the financial market)
9. Finance and bookkeeping (balance sheet analysis, analyze a diagram)
10. Placing the business in environment (knowing its partners and characterize the economic system, grow and disappear)
11. Placing the company in its environment (adapt to changes, know the economic situation)
12. Placing the company in its environment (the fight against unemployment, fight against inflation)
13. Exercises reformulation
14. Checking the knowledge

TEACHING METHODS:
Problem solving, learning by discovery, exercises

LEARNING OUTCOMES:
Students will:
- Conceived and developed as part of a complementary training, discipline "French Language" provides knowledge towards recognizing and using elements of textual analysis.
- Besides language skills, students are confronted with information about French cultural-civilizational, indispensable in developing multicultural current.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA:
Students will be examined at the end of the semester, on practical aspects acquisition (60% of the final grade) and active participation in seminar (40% of the final grade).

RECOMMENDED READING:
- Grammaires et recueils d’exercices
- GHIDU, George, PISOSCHI, Valeriu, Gramatica limbii franceze cu exerciții, București, Teora, 1996.
• NEGREANU, Arisită, Metodă modernă de franceză pentru începători, București, Niculescu, 1999.
• TELEA, Coralia, Teste de competență lingvistică la limba franceză, Seria Didactica, Tipografia Departamentului pentru Învățământul la Distanță, Universitatea « 1 Decembrie 1918 », Alba Iulia, 2003.
MODELING AND ECONOMETRICS METHODS
Course code: ACAE 12-1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Căbulea Lucia PhD, Wainberg Dorin PhD
Full time studies

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COURSE AIMS:
Ensures taking managerial decisions in terms of efficiency for the manufacturer, using mathematical economic models and flexible with the possibility of using simulation technology.

COURSE CONTENTS:
1. The problem of modeling and simulation of economic processes under the managerial aspect
2. Economic-mathematical models analytical and simulation for solving of economic processes
3. The simulation type game and type Forrester

TEACHING METHODS:
Lecture, conversation, examples

LEARNING OUTCOMES:
The ability to know and understand:
- basic concepts of mathematical modeling;
- modeling of economic processes;
- the practices and procedures for drawing up algorithms;
- simulation of economic processes.

The ability to:
- identify various algorithms and procedures applicable to economic problems;
- establish scientific methods in decision making;
- propose the most appropriate mathematical economic models and simulation;
- special problems in carrying out its mission of making the decision.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral exam – 40%; Activity during the semester – 20%; Practical work – 40%.

RECOMMENDED READING:
SCIENTIFIC RESEARCH METHODOLOGY IN ECONOMICS

Course Code: ACAE 12-2
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Vasile Burja, PhD

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving a credit for a course | Number of ECTS credits allocated
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COURSE AIMS:
The fundamental aim of the course is the development of scientific research skills in the field of economics.
The specific aims of the course are:
- the training of future specialists in the scientific research of economic phenomena.
- the possibility to identify real economic problems that master students should solve by making use of scientific research methods and tools which are specific to the field of study.

ENTRY REQUIREMENTS:
-

COURSE CONTENTS:
Theory of economic growth, foundation of the economic growth policy
Role and place of the scientific research methodology and its links with economic theory and practice
Peculiarities of the economic phenomenon. Rules and requirements of the scientific research methodology. Errors of the economist
Stages and main tools of scientific research
Scientific documentation and learning
Understanding and explaining the economic phenomenon
Logic and mathematical means of formulation of scientific hypotheses
The economic model – knowledge aspects and limitations
Verification of hypotheses and validation of scientific conclusions
Elaboration, writing and public presentation of a scientific paper

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- The ability to know and understand the fundamentals and the importance of scientific research.
- The ability to identify the peculiarities of scientific research in the field of economics
- The ability to use the most appropriate techniques and procedures for the investigation of economic phenomena
- The ability to participate as members in research teams.
- The ability to elaborate, write and present a scientific paper
- Understanding professional ethics of scientific research

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper 50%; mid-term test 50%.

RECOMMENDED READING:
- Popescu Constantin, Metodologia cercetării ştiinţifice economice, Editura ASE, Bucureşti, 2006.
- Ristea Ana Lucia, Valeriu Ioan-Frane, Metodică în cercetarea ştiinţifică, Editura Expert, 2009
FISCAL MANAGEMENT
Course code: ACAE12-3
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Tamas Attila, PhD
Full time studies

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COURSE AIMS:
The assimilation of general knowledge on treasury and taxation, fiscal policy, tax system in Romania, taxation in various countries in Europe. This knowledge is required to have an overview on the national and international taxation.

COURSE CONTENTS:
1. Definition of the fiscal and taxation
2. The system of taxes in Romania
3. Taxes stipulated by the tax code
4. Fee stamp
5. Customs duties. Imposing the percentage rate
6. Taxation in Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland
7. Taxation in Italy, Luxembourg, Netherlands, Portugal, UK, Spain, Sweden
8. Taxation under the acquis communautaire

TEACHING METHODS:
Lecture, interactive course, debates

LEARNING OUTCOMES:
Is not the case

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; Practical work during semester – 30%.

RECOMMENDED READING:
- Popa A. F., Contabilitatea și fiscalitatea rezultatului întreprinderii, Ed. CECCAR, București, 2011.
FINANCIAL REPORTING ACCORDING TO THE EUROPEAN AND INTERNATIONAL STANDARDS

Course code: ACAE 12-4
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ivan Raluca, PhD
Full time studies

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COURSE AIMS:
The course is designed to give students an introduction to the main financial reporting standards and to develop an understanding of the interpretation of financial statements, partly through understanding the effects of core financial transactions, reading financial reports and investigating how financial accounts are prepared and the accounting figures are created. This is a course that assumes prior knowledge of accounting. The course will explore the form and function of financial reporting and the nature of data used in the production of financial statements and how this data is collected and processed in the preparation of financial reports, with reference to the underlying accounting concepts. The principal focus will be related to the interpretation and use of the financial data by non-accounting stakeholders.

COURSE CONTENTS:
1. Accounting’s principles
2. Balance sheet
3. Profit and loss account
4. Statement of changes in equity
5. Cash flow statement
6. Notes to the annual financial statements

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Explain the nature and purpose of the three major financial statements and assess their usefulness for various purposes within the context of regulation in financial reporting in the UE, including the implications of international regulatory structures.
- Compare and contrast the features of different types of accounting entity, and be aware of the implications of organisational form on the structure and nature of financial statements.
- Describe, apply and explain the meaning of key financial accounting terms, concepts and ideas and be able to discuss and illustrate the implications of these in relation to accounting data and financial reports.
- Discuss and evaluate the limitations of financial reports, ratios and other tools and methods of financial analysis. Drawing up professional projects using several methods and principles acknowledged in the field.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 50%; projects during semester – 50%.

RECOMMENDED READING:
- http://www.ifrs.org
INTERNAL AUDIT AND INTERNAL CONTROL
Course code: ACAE 21-1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ivan Raluca, PhD
Full time studies

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COURSE AIMS:
- To acquire fundamental knowledge about the aims and methods in the field of internal audit and internal control;
- To know the main principles, procedures, technics, instruments used to perform an internal audit mission and internal control missions;
- Learning the skills necessary for carrying out an audit trainee in the context of relevant international trade rules.

COURSE CONTENTS:
1. Corporate Governance - Internal audit and internal contro
2. The concept of internal control: defining, features of internal control; Models of internal control, internal control implementation
3. The objectives of internal controls and internal control system components.
4. Implementation of internal control.
5. Forms of internal control.
6. Stages of internal control.
7. Specific forms of internal control procedures
8. The internal control report and valorization Internal audit and internal control – function of the management’s entity
9. The internal audit function within the organization - organization, role and objectives
10. The methodology of risk-based internal audit: procedures, techniques, samples and documentation
11. Internal Audit Report, communication, quality insurance, post-audit responsibilities

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge and understanding of the fundamental concepts, theories, and methods in the field and speciality area;
- Use of fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field;
- Adequate use of standard assessment methods and criteria in order to evaluate the quality, merits and limits of various processes, programs, projects, concepts, theories, and methods, etc.;
- Drawing up professional projects using several methods and principles acknowledged in the field.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- www.theiia.org
PROCEDURES FOR FINANCIAL AUDIT

Course code: ACAE 21-2
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Tatiana Danescu, PhD
Full time studies

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COURSE AIMS:
- Deepening the theoretical knowledge needed to identify and understand the insurance services, namely the financial audit services;
- Knowledge and information deepening on financial audit methods and techniques;
- Explanation and interpretation of the audit process by the development of the activities involved in an insurance mission.

COURSE CONTENTS:
1. Activities of preplanning the audit mission
2. Risk assessment
3. Plan and audit program
4. Audit Procedures
5. Survey technique
6. Audit evidence
7. Audit report

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Critically-constructive interpretation of audit and control phenomena among economic agent and making value grounded judgments;
- Ability to organize and exercise specific tasks of financial audit;
- Diversification and completion of financial and accounting knowledge, interdisciplinary approach of business operations to ensure the possibility of providing consulting services in auditing and control area

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:
- OUG nr.75/1999 republished, regarding the activity of financial audit, republished in the Official Gazette, Part I no. 598 of 22/08/2003
BANKING AUDIT
Course code: ACAE 21-3
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Socol Adela, PhD
Full time studies

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COURSE AIMS:
This course aims to provide an initiation to the major mechanisms of banking audit.

COURSE CONTENTS:
1. Core principles of banking audit
2. Conceptual delimitations of the audit, assurance services, revision and related services in the banking domain
3. Particularity of the financial statements of commercial and central banks
4. Necessity, role, objectives and users of the banking financial audit
5. Relevant International Standards on Auditing for banks IAPS 1000, IAPS 1004, IAPS 1006
6. Working procedures in the banking audit mission - Agreeing the terms of audit engagements, Planning, Materiality, Audit Documentation, Communication with those charged with governance, Deficiencies in the internal control, Audit opinions
7. Supervisory expectations of the audit of a bank's financial statements
8. Principles and techniques of the banking internal control and audit
9. Audit of the financial statements of the Central banks

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
On successful completion of this course, students should be able to:
- Explain the nature, purpose and scope of assurance engagements including the role of the banking external audit and its regulatory and ethical framework
- Explain the nature of internal banking audit and describe its role as part of overall performance management and its relationship with the external banking audit
- Demonstrate how the auditor obtains an understanding of the bank and its environment, assesses the risk of material misstatement (whether arising from fraud or other irregularities) and plans an audit of financial statements
- Describe and evaluate information systems and internal controls of the bank to identify and communicate control risks and their potential consequences, making appropriate recommendations
- Identify and describe the work and evidence required to meet the objectives of audit engagements and the application of the International Standards on Auditing
- Evaluate findings and modify the audit plan as necessary
- Explain how the conclusions from banking audit work are reflected in different types of audit report, explain the elements of each type of report

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 80%; verification during semester – 20%.

RECOMMENDED READING:
- Socol Adela, Significant Doubt about the Going Concern Assumption in Audit, Revista Annales Universitatis Apulensis, Series Oeconomica, nr. 12, p. 291-300, 2010, ISSN 1454-9409.
INTERNATIONAL STANDARDS ON AUDITING ISA
Course code: ACAE 21-4
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Socol Adela, PhD
Full time studies

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COURSE AIMS:
This course aims to develop knowledge and understanding of the process of carrying out the assurance engagement and its application in the context of the professional regulatory framework - International Standards on Auditing ISA and Code of Ethics.

COURSE CONTENTS:
1. Synoptically analysis of the standardization processes of financial and internal audit.
2. General framework of internal audit standardization. National and international waypoints - CAFR and IIA
3. Conceptual delimitations between audit, revision and other assurance services
4. Presentation of the International Auditing Standards. The International Federation of Accountants (IFAC). The International Auditing and Assurance Standards Board (IAASB). The framework of International Standards on Auditing (ISAs). ISAs - what they represent and how they are set.
5. Ethical principles in audit according to Code of Ethics
6. Presentation of the main ISAs
7. ISA 200, Overall Objectives of the financial audit. General principles governing auditors and their work. The nature and scope of an audit.
9. ISA 240, Fraud in an audit of financial statements
11. Internal Control and Risk Assessment. ISA 265 Communicating deficiencies in internal control to those charged with governance and management. ISA 315 Assessing the risks of material misstatements. ISA 402 Audit considerations relating to entities using service organisations.
12. ISA 500, Audit Evidence
13. ISA 501 and 505, Specific Items
15. Internal Auditing
16. Reporting in financial audit. ISA 700,705,706, Auditor's report on financial statements. ISA 570 Going concern.
17. Revision and Related assurance services ISRS 4400 Engagements to perform agreed-upon

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
On successful completion of this course, students should be able to:
- Identify and describe the work and evidence required to meet the objectives of audit engagements and the application of the International Standards on Auditing
- Explain the nature, purpose, scope and evidence of assurance engagements including the role of the external audit and its regulatory and ethical framework, based on International Standards on Auditing and Code of Ethics.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 80%; verification during semester – 20%.

RECOMMENDED READING:
- Socol Adela, Significant Doubt about the Going Concern Assumption in Audit, Revista Annales Universitatis Apulensis, Series Oeconomica, nr. 12, p. 291-300, 2010, ISSN 1454-9409.
LEGAL ENVIRONMENT OF ENTITIES
Course code: ACAE 12-2
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Luha Vasile, PhD
Full time studies

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COURSE AIMS:
Students develop the capacity to use legal instruments in economic practice. Improving general knowledge on civil law, commercial, financial and business orientation and current jurisprudence and literature domestic and community.

COURSE CONTENTS:
1. Introduction to commercial law
2. Enterprise and professional in view of the new civil code
3. Commercial companies
4. Operating companies
5. Type of company
6. Groups of companies
7. Professional contracts
8. Insolvency procedure
9. Check, bills of exchange, warrants
10. The legal regime of securities transactions

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
• Acquiring theoretical knowledge and skills applied theory of law
• Practical skills training on the proper use of tools specific legal economic and financial activity
• Training of practical skills of analysis and interpretation of legal texts, sources of law, principles, national jurisprudence, EU and CEDO

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 60%; Practical work during semester – 40%.

RECOMMENDED READING:
ACCOUNTING EXPERTISE AND PROFESSIONAL DEONTOLOGY
Course code: ACAE 22-2
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Deaconu Sorin-Constantin, PhD
Full time studies

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COURSE AIMS:
This discipline aims to develop professional reasoning upon a certain type of transactions and events for the elaboration of an accounting expertise report.

COURSE CONTENTS:
1. Benchmarks for the accounting professionals
2. The organisation and functioning of CECCAR
3. Judiciary accounting expertise
4. Extra judiciary accounting expertise
5. Organising accountancy for the expertise offices
6. Professional doctrine and deontology

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
• The assimilation of knowledge upon a specific economical domain for registering as a judiciary expert;
• Learning to express opinions upon economical transactions and events;
• Gaining competencies for the elaboration of accounting expertise reports.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 60%; verification during semester – 40%.

RECOMMENDED READING:
• Accounting Law no. 82/1991 with the further amendments and completions republished in the Official Journal no. 454/2008.
• The Order 2634/2015 for financial accounting documents, Official Journal no. 910/2015.
• The Law no. 227/2015 regarding the Fiscal Code with the further amendments and completions, Official Journal no. 688/2015.
• www.ceccar.ro.
CORPORATE GOVERNANCE
Course code: ACAE 22-3
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ivan Raluca, PhD
Full time studies

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COURSE AIMS:
- Conducting analyzes and interpretations economic Romanian realities from the perspective of the main accounting systems that operate at international business level;
- Assimilation conceptual framework on corporate governance;
- Knowing the peculiarities of different models of governance and assessing existing hotel management their relevance to the Romanian economic environment

COURSE CONTENTS:
- Institutions and organizations involved in corporate governance of stock exchanges, institutional investors, financial auditors, coimişile securities rating agencies
- Notions of rights and obligations of shareholders
- Important life events of an enterprise and reducing capital increase, merger with another company, the acquisition of other associative, insolvency. Case studies of Romanian companies
- Corporate governance failures: financial scandals, pyramid schemes, ineffective financial audit
- Specific issues for large quoted companies: prospectus, volatility of securities, inclusion in an index of

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge and understanding of the fundamental concepts, theories, and methods in the field and speciality area;
- Use of fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field;
- Drawing up professional projects using several methods and principles acknowledged in the field.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- Feleagă, N.; Vasile, C. - „Guvernanța întreprinderii, între clasicism și modernism”, Economie teoretică și aplicată, 2006
COURSE AIMS:
Each discipline provided in the plan of education in the master program is accompanied by specific research topics for practice. Before drafting scientific research project, master students must study scientific research Methodology economic discipline. Through its master skills and abilities are formed scientific investigation of economic phenomena. Assimilated knowledge and skills acquired will provide master the ability to identify the real economic problems that to solve calling the methods and tools of scientific investigation.

Master's students must develop a research topic proposed in a practical project. Master students will sustain the project with colloquium to promote the Practice. Scientific research results will be used by students through articles in professional journals and achieving dissertation.

COURSE CONTENTS:
1. Documentation of the audit work
2. Documentation the activities of financial control
3. Documentation internal audit engagements entities
4. Judicial and contractual accounting expertise

TEACHING METHODS:
Is not the case

LEARNING OUTCOMES:
Is not the case

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 100%

RECOMMENDED READING:
Is not the case
MASTER THESIS WRITING
Course code: ACAE 22-5
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: -
Full time studies

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COURSE AIMS:
Discipline aims at preparing the dissertation to be sustained to master exam, as a summative exam for graduating final. Elaboration of the dissertation is preceded by following economic discipline Methodology economic discipline and practice, evidenced by the development of a practical study.

COURSE CONTENTS:
Is not the case

TEACHING METHODS:
Is not the case

LEARNING OUTCOMES:
Is not the case

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Presentation and defending of license – 100%

RECOMMENDED READING:
Is not the case
ECONOMIC DEVELOPMENT STRATEGIES AND POLICIES
Course code: ADRD 111
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Burja Vasile, PhD

Full time studies

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COURSE AIMS:
Students will learn about the strategy of economic and social development of Romania in the context of EU integration, on its various components. Also students will know the tools, means and methods of implementing it in practice, and the impact that it might have on businesses.

COURSE CONTENTS:
1. The theory of economic growth, the foundation of economic growth policy
2. Strategies and programs for growth
3. Tools, means, methods,
4. Competition policy
5. Trade Policy
6. Agricultural Policy
7. Industrial Policy
8. Development Strategies in the tertiary sector
9. Regional Sustainable Development Strategy

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Knowledge of economic development strategies and policies of Romania
- Research skills and the practical implementation of those policies;
- Investigative skills and attitudes of concrete economic realities and the application of research results in sustainable regional development programs
- Open attitude and innovative sustainable regional development.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 75%, Verification during the semester (project) - 25%.

RECOMMENDED READING:
- Angelescu C. Socol C. . Politici de creștere economică, Politici sectoriale, Editura Economică, București, 2005
- Olah Gh,Repere de politica economica ,Ed.Economica,Bucuresti,2001
- Proftirou Marius, Popescu Irina- Politici europene, Editura Economica, Bucuresti , 2003
EUROPEAN INTEGRATION
Course code: ADRD 112
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrila - Paven Ionela, PhD
Full time studies

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COURSE AIMS:
The objective of this discipline is to know and understand the fundamental concepts in the field of European integration, the institutional framework, unique market and instruments used at supranational level.

COURSE CONTENTS:
1. International Integration Concept – Historical Premises and Legal base of the European Union
2. Evolution of the integration phenomenon at European level
3. Common market (commerce liberalization, labor force, investments, European currency)
4. European Policies (Common Agricultural Policy, Social Cohesion Policy, Regional Development Policy, Industrial Policy, Competition Policy)
5. European Union and globalization

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
This discipline offers the ability to: understand the economic integration processes and phenomenon; form and develop an adequate economic language; conscious use of economic categories; development of an economic mode of thinking; understand the functioning modes in economics.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%, Verification during the semester – 30%.

RECOMMENDED READING:
STRUCTURAL CONVERGENCE
Course code: ADRD 113
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrila - Paven Ionela, PhD
Full time studies

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COURSE AIMS:
The objective of this discipline is to know and understand the fundamental concepts in the field of regional development, the institutional framework, instruments used for reducing economic disparities at supranational level.

COURSE CONTENTS:
1. Regionalism, Decentralization, Regional Development Policy – Developing regions (definition, classification)
2. Disparities in regional development (development disparities at European Union level, development disparities in Romania, policies for reducing disparities)
3. Legal and institutional framework of the regional development in Romania
4. Regional Development Policy in European Union and Romania
5. Financial instruments for reducing the development discrepancies

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
This discipline offers the ability to: understand the economic development processes and phenomenon; types of the economic development; conscious use of economic categories; development of an economic mode of thinking; discrepancies in regional development.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%, Verification during the semester – 30%.

RECOMMENDED READING:
- Analysis, Assessment for Potential Development of the Central Regional Clusters to Prepare Master Planning of Socio-Economic Development in the Context of Economic Integration, https://openknowledge.worldbank.org/bitstream/handle/10986/12953/694340ESW0P1060SD000BCcluster000ENG.pdf?sequence=1&isAllowed=y.
- International Development Cooperation Set Of Lectures Edited by Vladimir Bartenev and Elena Glazunova Moscow 2013 THE WORLD BANK.
INSTITUTIONAL AND LEGAL FRAMEWORK OF EUROPEAN PROGRAMMES

Course code: ADRD 114
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Tudorascu Miruna, PhD
Full time studies

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COURSE AIMS:
Students will acquire knowledge on the legal framework created by the founding Treaties and subsequent

COURSE CONTENTS:
- Legal framework enshrined in the founding Treaties and the subsequent ones
- The institutions involved in setting and implementing European programmes
- The Approaches of the European Parliament and the Council on the Structural Funds
- The Approaches of the European Parliament and the Council on the European territorial cooperation
- Legal and institutional framework of structural funds in Romania

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Understanding the distribution system responsibilities regarding the use of European funds between the European Commission and Member State governments;
- European financial funds as the main way of making financial solidarity policy at European level;
- The mechanism and institutions involved in European projects.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
- The study *Competitiveness, sustainable development and cohesion in Europe* – From Lisabon to Gothenburg, Comisia Europeană, 2003;
- *National Strategic Reference Framework*
BUSINESS ENGLISH
Course Code: ADRD 115.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Crina Herteg PhD
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

COURSE CONTENTS:
Unit 1: Communication
Unit 2: Building Relationships
Unit 4: Job Satisfaction
Unit 5: Risk
Unit 6: E-Commerce
Unit 7: Team Building
Unit 8: Customer Service
Unit 9: Crisis Management
Unit 10: Management Styles
Unit 11: Takeovers And Mergers
Unit 12: Corporate Responsibility
Unit 13: Competition
Unit 14: Incoterms

TEACHING METHODS:
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication. Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
ORAL PRESENTATION
INTERVIEW
TWO-WAY DISCUSSION

RECOMMENDED READING:
FRENCH LANGUAGE FOR NON-PHILOLOGIST STUDENTS
Course Code: ADRD 115.2
Type of Course: optional
Language of Instruction: French and Romanian
Teacher’s name: Coralia Telea PhD

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COURSE AIMS:
Accurate knowledge acquisition and efficient using of concepts and contextual communication specific to the job market field of study.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
1. - 2. Introductory lecture
3. Job application. The CV and Cover Letter
4. Job application. The job interview
5. – 6. Working conditions
7. – 8. Internal company or organisation documents
9. – 12. Enterprise and entrepreneurship
13.-14. Learning verification

TEACHING METHODS:
The main method: Communicative language teaching (CLT)
The focus of this method is to enable the learner to communicate effectively and appropriately in the various situations specific to the jobs market field he would be likely to find himself in. Lecture and exemplification.

LEARNING OUTCOMES:
Students will
• match a good knowledge of the jobs market principles to an awareness of their uses and limitations;
• establish identities, similarities and differences between French and Romanian jobs markets; and
• integrate their own ideas with those of others;
• identify their own strengths and challenges as writers and speakers.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA:
Students will be examined at the end of the semester, on practical aspects acquisition (75% of the final grade) and active participation in seminar (25% of the final grade).

RECOMMENDED READING:
• CILIANU-LASCU, Corina (2004), Culegere de exerciţii lexico-gramaticale cu profil economic, Meteor Press, Bucureşti;
• CORADO, L, SANCHEZ-MACAGNO, M-O, (1990), Français des affaires (350 exercices, textes et documents), Hachette, Paris;
• DANILO, M et PENFORNIS, J, LINCOLN, M, (1993), Le français de la communication professionnelle, CLE International, Paris;
• DANILO, M, TAUZIN, B (1990), Le français de l’entreprise, CLE International, Paris;
• DĂNILĂ, Sorina et alii (2006), Examenle DELF, DALF, nivelurile A şi B, Polirom, Iaşi;
• SZILAGYI, E (1990), Affaires à faire, Presses Universitaires, Grenoble.
METHODOLOGY OF ECONOMIC SCIENTIFIC RESEARCH

Course Code: ADRD 121
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Vasile Burja, PhD

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving a credit for a course | Number of ECTS credits allocated
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Class | 28 | 2 | II | Grade | 6

COURSE AIMS:
The fundamental aim of the course is the development of scientific research skills in the field of economics. The specific aims of the course are:
- the training of future specialists in the scientific research of economic phenomena.
- the possibility to identify real economic problems that master students should solve by making use of scientific research methods and tools which are specific to the field of study.

ENTRY REQUIREMENTS:

COURSE CONTENTS:
Theory of economic growth, foundation of the economic growth policy
Role and place of the scientific research methodology and its links with economic theory and practice
Peculiarities of the economic phenomenon. Rules and requirements of the scientific research methodology. Errors of the economist
Stages and main tools of scientific research
Scientific documentation and learning
Understanding and explaining the economic phenomenon
Logic and mathematical means of formulation of scientific hypotheses
The economic model – knowledge aspects and limitations
Verification of hypotheses and validation of scientific conclusions
Elaboration, writing and public presentation of a scientific paper

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- The ability to know and understand the fundamentals and the importance of scientific research.
- The ability to identify the peculiarities of scientific research in the field of economics
- The ability to use the most appropriate techniques and procedures for the investigation of economic phenomena
- The ability to participate as members in research teams.
- The ability to elaborate, write and present a scientific paper
- Understanding professional ethics of scientific research

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper 50%; mid-term test 50%.

RECOMMENDED READING:
- Popescu Constantin, Metodologia cercetării științifice economice, Editura ASE, București, 2006.
- Ristea Ana Lucia, Valeriu Ioan-Franco, Metodică în cercetarea științifică, Editura Expert, 2009
REGIONAL DEVELOPMENT FINANCING
Course code: ADRD 122
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Burja Vasile, PhD
Full time studies

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COURSE AIMS:
Students will learn about the regional development financing instruments and develop their skills in the preparation of relevant projects and their implementation.

COURSE CONTENTS:
The concept of regional development policy
Objectives and principles of regional development policy in the European Union. Regional issues in Member States
Partnerships for regional development
Regional policy instruments. Structural Funds and other financing instruments for regional development
The institutional framework of regional development policy in Romania
Programming regional development in Romania.
The methodology of preparing the regional development projects
The methodology approval and funding of regional development projects
The impact of regional development projects

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Knowledge of economic development strategies and policies of Romania
- Research skills and the practical implementation of those policies;
- Investigative skills and attitudes of concrete economic realities and the application of research results in sustainable regional development programs
- Open attitude and innovative sustainable regional development.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 50%, Verification during the semester (project) - 50%.

RECOMMENDED READING:
- Programul Operaţional Regional. Scurt ghid practice, www.mdlpl.ro
- Planul Naţional de Dezvoltare 2007-2013
- Cadrul Naţional Strategic de Referinţă
- Regulamentul Consiliului nr. 1083/2006 din 11 iulie 2006
- Regulamentul nr. 1080/2006 al Parlamentului European si al Consiliului din 5 iulie 2006
- Regulamentul nr. 1081/2006 al Parlamentului European si al Consiliului din 5 iulie 2006
- Regulamentul nr. 1082/2006 al Parlamentului European si al Consiliului, din 5 iulie 2006
PROFIT AND LOSS ANALYSIS
Course code: ADRD 123
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Burja Camelia, PhD
Full time studies

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COURSE AIMS:
Development of the analysis and evaluation theoretical and practical skills of economic and financial processes for diagnosis

COURSE CONTENTS:
Purpose, content and role of the discipline
Analysis company's performance. Performance analysis based on the profit and loss account. System performance analysis through rates.
Issues relating to investment activities. Typology investments. The role of investment in the economy.

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Knowledge of economic and financial phenomena specific business firms to carry out a financial diagnosis
- Acquiring the main techniques and methods of analysis of financial flows for decision making and financial management firms
- Training of practical skills for analyzing financial statements
- Identify internal reserves and opportunities to drive their economy firms
- Practical skills training for establishing financial position and performance of companies
- To develop the capacity for analysis and effective financial management of economic activity

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
• Analiza situaţiei financiare a întreprinderii, Buglea A., Editura Mirton, Timișoara, 2004
• Analiză economico-financiară, Burja Camelia, Aspecte metodologice și aplicații practice, Editura Casa Cărții de Știință, Cluj-Napoca, 2009
• Analiza situațiilor financiare ale întreprinderii, Lezeu D-N., Ed. Economică, București, 2004
• Analiză economico-financiară, Mărgulescu D., ș.a., Editura Bren, București, 2008
• Analiză și diagnostic financiar-contabil, Petrescu S., Editura CECCAR, București, 2008
• Gestiunea financiară a întreprinderii, Vintilă G., Editura Didactică și pedagogică, București, 2006
The Faculty of Economic Sciences

PUBLIC ACQUISITION
Course code: ADRD 124
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Tamas Attila, PhD
Full time studies

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COURSE AIMS:
Students will learn about public procurement

COURSE CONTENTS:
Chapter 1. The public procurement
Chapter 2. Scope, exceptions
Chapter 3. The public procurement
Chapter 4. Planning
Chapter 5. Documentation Award
Chapter 6. About guarantees
Chapter 7. Procedures for the award
Chapter 8. Framework agreement
Chapter 9. Advertising public procurement contracts
Chapter 10. Rules of communication and data transmission
Chapter 11. Request tender documentation and clarification
Chapter 12. The operation of the evaluation committee
Chapter 13. Communication result
Chapter 14. Signing Contract
Chapter 15. Settlement litigiilor born during the application procedure for the award of contract
Chapter 16. The public procurement file

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
Knowledge of public procurement procedures in the context of Romania's integration into the European Union.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 80%, Verification during the semester (project) - 20%.

RECOMMENDED READING:
- Ordonanta de urgenta a Guvernului nr. 34/2006 privind atribuirea contractelor de achizitie publica, a contractelor de concesiune de lucrari publice si contractelor de concesiune de servicii
- Ghidul practic pentru procedurile de contractare finantate de la Bugetul General al Comunitatilor Europene in contextul actiunilor externe – www.economicsoftware.ro
- Ghidul legislativ pe domeniul investitiilor
- www.anrmap.ro - Agentia Nationala pentru Reglementarea si Monitorizarea Achizitiilor Publice
- www.europa.eu.int
- www.infoeuropa.ro
- www.mie.ro
- www.finantare.ro
BUSINESS ENGLISH
Course Code: ADRD 125.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Crina Herteg, PhD
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea/opinion both in oral and in written business communication.

COURSE CONTENTS:
Unit I: Business Communication
Unit II: Business Communication
Unit III: Letter Writing. Types Of Business Letters
Unit IV: Ready, Steady, Spend
Unit V: Soft Real Estate Market Is A Key Ingredient At Brooklyn Brewery
Unit VI: A Flaw In The Emerging Markets Story
Unit VII: Daimler, Nissan And Renault Unveil Partnership
Unit VIII: Where Did The Structural Debt Come From? Untangling The Theories
Unit IX: Rays Of Hope
Unit X: Marketing Environment
Unit XI: Drawing Up Contracts, Writing Sample Contracts
Unit XII: Universal Banking Particulars
Unit XIII: The Stock Exchange
Unit XIV: Universal Banking Development

TEACHING METHODS:
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
ORAL PRESENTATION
INTERVIEW
TWO-WAY DISCUSSION

RECOMMENDED READING:
FRENCH LANGUAGE FOR NON-PHILOLOGIST STUDENTS
Course Code: ADRD 125.2
Type of Course: optional
Language of Instruction: French and Romanian
Teacher’s name: Coralia Telea, PhD

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COURSE AIMS:
Accurate knowledge acquisition and efficient using of concepts and contextual communication specific to formal relationships.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
1. – 7. Formal letters. Informed learning
   Examples of layouts, conventions, overall structures. Contents.
   Letter of request, letter of enquiry, letter of complaint, business letter etc.
8. – 12. Formal letters writing. Active learning. Small-group work/discussion
13. – 14. Learning verification

TEACHING METHODS:
Informed learning. Active learning. Peer-led discussions. Small-group work/discussion
The main method: Communicative language teaching (CLT)
The focus of this method is to enable the learner to communicate effectively and appropriately in various formal situations he would be likely to find himself in.

LEARNING OUTCOMES:
Students will
• match a good knowledge of the formal communication principles to an awareness of their uses and limitations;
• establish identities, similarities and differences between French and Romanian formal contexts;
and
• integrate their own ideas with those of others;
• identify their own strengths and challenges as writers and speakers.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA:
Students will be examined at the end of the semester, on practical aspects acquisition (75% of the final grade) and active participation in seminar (25% of the final grade).

RECOMMENDED READING:
• CILIANU-LASCU, Corina (2004), Culegere de exerciţii lexico-gramaticale cu profil economic, Meteor Press, Bucureşti;
• CORADO, L, SANCHEZ-MACAGNO, M-O, (1990), Français des affaires (350 exercices, textes et documents), Hachette, Paris;
• DANILO, M et PENFORNIS, J, LINCOLN, M, (1993), Le français de la communication professionnelle, CLE International, Paris;
• DANILO, M, TAUZIN, B (1990), Le français de l’entreprise, CLE International, Paris;
• DĂNILĂ, Sorina et alii (2006), Examenle DELF, DALF, nivelurile A și B, Polirom, Iaşi;
• SZILAGYI, E (1990), Affaires à faire, Presses Universitaires, Grenoble.
MARKETING STRATEGIES
Course code: ADRD 211
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Muntean Andreea, PhD
Full time studies

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COURSE AIMS:
The course is aimed at helping students look at the entire marketing mix in light of the strategy of the firm. It is most helpful to students pursuing careers in which they need to look at the firm as a whole.

COURSE CONTENTS:
1. Introduction to strategic marketing
2. Business and marketing strategies
3. Situation analysis and market segmenting
4. Designing market driven strategies
5. Product, price, placement, promotion and advertising strategy.

TEACHING METHODS:
Lecture, Discussions, Simulation

LEARNING OUTCOMES:
- Be familiar with a strategy perspective that extends beyond the traditional focus on managing the marketing mix;
- Be able to understand and identify the issues that companies are facing in delivering and creating value;
- Acquire skills that will enable them to develop effective management processes that help organizations achieve their objectives and sustain their value creation and profits.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester- 30%.

RECOMMENDED READING:
• CASES IN MARKETING MANAGEMENT / BERNHARDT, Kenneth L. (1997)
• MARKETING MANAGEMENT / Philip KOTLER (2006)
• FUNDAMENTALS OF MARKETING / STONE, Marilyn A. (2007)
• MANAGING MARKETING / Francis NICHOLSON; Richard MEEK (2009)
BUSINESS COMMUNICATION, NEGOCIATION AND PARTNERSHIP
Course code: ADRD 12
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrila - Paven Ionela, PhD
Full time studies

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COURSE AIMS:
The objective of this discipline is to know and understand the fundamental concepts, theories and methods in the field and specialty area; their adequate use in professional communication; to apply the fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance; to draw up professional projects with methods and principles acknowledged in the field of communication and public relations.

COURSE CONTENTS:
1. Introduction in Communication (Meaning and definition of communication, Communication Skills, Written Communication)
2. Public Relations & Advertising (Definitions and components of public relations, Public Relations and Related Concepts, Public Relations Publics)
4. Communication in Organizations in Crisis Situations
5. Negotiation – Business Communication
6. Partnership – Public/Private Partnership

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
This discipline offers the ability to: form the students’ skills needed in the business communication with their partners and imposed by the economic practice; familiarize the students with the fundamental concepts employed in communication in companies, a business relations, negotiation and public relations; become aware of the need and significance of the PR department in a company, and about the mode of creating and implementing successful public relations in companies.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%, Verification during the semester – 30%.

RECOMMENDED READING:
**PROJECT CYCLE MANAGEMENT**

Course code: ADRD 213  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Popa Maria, PhD  
Full time studies

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**COURSE AIMS:**  
Acquiring the specific knowledge, regarding the management of the project proposal, starting with the identifying the project idea, writing the project proposal, implementation the project financed and develop the sustainability’s.

**COURSE CONTENTS:**  
1. General concepts: project management, quality management, cycle management  
2. The systemic approach for the programs and projects  
3. The tipologies and the project structure  
4. Life cycle, stages and phases of the projects  
5. Develop a project proposal  
6. Gantt Diagram, results and indicators  
6. Implementation a project proposal  
7. Justification and sustainability of the project proposal

**TEACHING METHODS:**  
Lecture, Discussions, Applications

**LEARNING OUTCOMES:**  
- Analysis and identification of the problem in a region development / SWOT Analysis;  
- Developing a project proposal;  
- Implementation of a project proposal;  
- Developing the teamwork

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**  
Oral examination - 30%. Verification during the semester - 70%.

**RECOMMENDED READING:**  
- Popa, M., *Project Cycle management—Course Notes*, Alba Iulia, 2009;  
THE DIMENSIONS OF REGIONAL SUSTAINABLE DEVELOPMENT
Course code: ADRD 214
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Vasile Burja, PhD
Full time studies

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COURSE AIMS:
Students will learn about a theoretical framework based on the principles of sustainable development policies, programs included in the European Union and governments of member countries; and about manners for implementation of theoretical and conceptual framework in managing sustainable development

COURSE CONTENTS:
Sustainable development. Introductive concepts
History of sustainable development
Sustainable development and human development
The strategic dimension of sustainable development
Dimensions and indicators of sustainable development in the EU Strategy.
Sustainable communities. Local Agenda 21
Romania's sustainable development strategy. Status quo
Romania's sustainable development strategy. Objectives and methods of action
Regional indicators and statistics on Sustainable Development in Romania
Good governance and sustainable development
Social actors for sustainable development
Partnerships for sustainable development

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Knowledge of the theoretical foundations of sustainable development in the context of the new approach
- Possession of depth knowledge of regional sustainable development
- Making applications of theoretical knowledge in practical situations.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 50%, Verification during the semester (project) - 50%.

RECOMMENDED READING:
INTERNAL AND INTERNATIONAL MARKET RESEARCH

Course code: ADRD 221
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cordoș Mălina, PhD
Full time studies

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COURSE AIMS:
Students will learn to use the complex process of organizing marketing research in domestic and international environment

COURSE CONTENTS:
Chapter 1. Role and importance of domestic and international marketing research
Chapter 2. The sphere of domestic and international marketing research
Chapter 3. The specific features of domestic and international marketing research process
Chapter 4. Methods and techniques used in domestic and international marketing research
Chapter 5. Planning the domestic and international marketing research

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge in marketing phenomena measuring
- Analyzing the data obtained during domestic and international marketing research

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
BUSINESS MANAGEMENT
Course code: ADRD 222
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Todoran Matei Radu, PhD
Full time studies

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COURSE AIMS:
Masters specialization in business administration in order to understand, analyze and evaluate the activities they involve a complex process of managing a business in the field of sustainable regional development administration.

COURSE CONTENTS:
1. Basic concepts for business management;
2. Entrepreneurship and entrepreneurial management;
3. Establishment of business companies;
4. Emplacement selection for business;
5. Business financing;
6. Marketing initiation of business;
7. Strategic management of the company;
8. Supply and sale management;
9. Risk management;
10. Strategy of negotiations;
11. The fundamental concepts of business consultancy.

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
The study processes and business management relations, in order to discover regularities that govern the design of new systems, methods and management techniques to ensure quality and increase business efficiency. Casuistry used in this course envisages the initiation and development of businesses in the context of transition to market economy.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 80%, Verification during the semester- 20%.

RECOMMENDED READING:
- D.A. Constantinescu – Management, National Collection, Bucharest 2002
- Sasu Constantin – Inițierea și dezvoltarea afacerilor, Polirom Publishing House 2001
- Jeffrey Edmund Curry – Negocieri Internaționale de afaceri, Teora 2000’ Publishing House
EUROPEAN FINANCING INSTRUMENTS
Course code: ADRD 223
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Gavrila - Paven Ionela, PhD
Full time studies

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COURSE AIMS:
The objective of this discipline is to know and understand the fundamental concepts in the field of regional development, the institutional framework, instruments used for reducing economic disparities at supranational level.

COURSE CONTENTS:
1. European Financing Instruments (concept, classification)
2. Pre-adhering instruments – financial support for candidate countries
3. Structural funds – financial support for member countries
4. Results for the pre-adhering instruments 2000 – 2006
5. Results for the structural funds 2007 – 2013
6. Instruments for 2014 – 2020 framework

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
This discipline offers the ability to: understand the economic development processes and instruments available at European level; types of instruments; conscious use of economic categories; discrepancies in regional development though accessing the funds.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination – 70%, Verification during the semester – 30%.

RECOMMENDED READING:
- International Development Cooperation Set Of Lectures Edited by Vladimir Bartenev and Elena Glazunova Moscow 2013 THE WORLD BANK.
PROFESSIONAL PRACTICE
Course code: 224
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer:
Full time studies

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COURSE AIMS:
Students will develop the ability to identify the peculiarities of scientific research in observing, analyzing and diagnosing economic phenomena and processes seen in economic units.

COURSE CONTENTS:

1. Overview of the economic unit:
   1.1. Business profile, legal status, size and complexity (number of employees, production capacity / sales, establishments own activities, incomes)
   1.2. The objectives of economic development and modernization drive
   1.3. Study of the units current system of economic management
   1.4. The technological flow of the obtained products and / or services
   1.5. Evolutionary trends units economic activity

2. Knowledge and study of the main activities and units components:
   2.1. The organizational structure of the overall economic unity. Organizational
   2.2. The main organs and management positions
   2.3. The main interdependencies between activities, departments and stations
   2.4. The functional role of each compartment and cockpit, objectives and limitations
   2.5. The main performance indicators of the economic establishment (turnover, employment, labor productivity, profitability of commercial profit, average earnings) in the last 3 years

3. Speciality part
   3.1. Presenting quality assurance system at unit level economics: procedures, resources, organizational structure, responsibilities
   3.2. Presentation of projects that involved institution with emphasis on activities undertaken by or with its support
   3.3. Spot analysis of a project implemented by the economic unit: presentation of the activities the unit was directly involved - including the personal opinion of the results of that activity; project management presentation and observing the ways of reporting to funding bodies - technical report, the expenditure and reimbursement requests.

TEACHING METHODS:
Discussions.

LEARNING OUTCOMES:
Students' ability to apply theoretical knowledge gained with the help of economic and financial data provided by the organization.
The internship master help to develop personal and professional skills. Making internship in companies will help future professionals to acquire the skills that are relevant to each job.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, project presentation- 30%.

RECOMMENDED READING:
- Cordoş M., Management – Course notes, Seria Didactica, Universitatea „I Decembrie 1918” din Alba Iulia, 2013.
• Dragolea L., Gestionea forțelor de vânzare. Strategii manageriale, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2013.
• Gavrila – Paven I., Microeconomics, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2013.
• Muntean A., Marketing – Note de curs, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2015.
• Paștiu C., Marketingul serviciilor, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2014.
• Stânciulescu, G., Managementul agenției de turism, ediția a II-a, Editura ASE, București, 2005.
**FINANCIAL ECONOMETRICS**  
Course code: BAPF 1.1-1  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Prof. Breaz Nicoleta, PhD  
Full time studies

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**COURSE AIMS:**  
The course aims to provide theoretical knowledge and practical skills related to quantitative analysis, modeling in econometrics and prediction in financial phenomena. The issues described in these course are concerned with econometrics models based on time series with applicability in risk models, from simple time series models to univariate linear autoregressive - moving average - ARIMA econometrics models and Garch models.

**COURSE CONTENTS:**  
I. Examples and applications related to the role of time series in financial econometrics  
II. Applications for financial series modeling, based on autoregressive - moving average - ARIMA models and Garch models  
III. Applications and case studies related to econometrics models for stationary and nonstationary financial series

**TEACHING METHODS:**  
Instruction is a combination of lectures, seminars and individual work; there are also compulsory assignments. There is 80% attendance requirement for seminars.

**LEARNING OUTCOMES:**  
- assimilating fundamental knowledge in the field of modeling and prediction of financial time series.  
- forming aptitudes needed for the analysis and prediction of financial series and for the elaboration of financial econometric models.  
- developing the capacity to analyze, communicate and control financial decisional models.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**  
*Final evaluation*—project based on a particular econometric model related to real time series: Assessment of the specific knowledge during the presentation of the project (90% of the final grade)  
*Continuous assessment:* assessment of the practical skills in solving econometrical problems during the seminars (10% of the final grade).

**RECOMMENDED READING:**  
FINANCIAL INSURANCE
Course code: BAPF1.1-2
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Danuletiu Dan, PhD
Full time studies

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COURSE AIMS:
- To acquire fundamental knowledge about the mechanism of insurance for financial risks;
- To explain specificities of the different kind of insurances for financial risks.

COURSE CONTENTS:
1. Insurance for financial risks and their importance for firms
2. Credit insurance – types, characteristics.
3. Trade credit insurance
4. Bond insurance
5. Fidelity Guarantee Insurance
6. Business interruption insurance
7. Development of insurance for financial risks in Romania

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- To identify the products more suitable to cover specific risks;
- To critically analyze the insurance conditions for these types of insurances.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 60%; verification during semester (project) – 40%.

RECOMMENDED READING:
- Edelbacher M., Financial crimes: a threat to global security, Cornwall, CRC, 2012
- Jus M., Credit insurance, Accademic Press, 2013
- London Business Interruption Association, LBIA guide to business interruption insurance and claims
- PriceWaterhouseCoopers - http://www.pwc.com/gx/en/insurance/publications/index.jhtml
- Standard and Poor’s Bond Insurance Book
- SwissRe site - http://www.swissre.com/sigma/
BANKING RISK MANAGEMENT AND PERFORMANCE MEASUREMENT

Course code: BAPF 1.1-3
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iuga Iulia, PhD
Full time studies

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving a credit for a course | Number of ECTS credits allocated
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COURSE AIMS:
This course presents the concepts, relationships, techniques and procedures specific risk policies at a bank. (Identifying and analyzing risk prevention strategies at a bank; solve specific banking performance management).

COURSE CONTENTS:
1. BANKING RISKS. GENERAL TERMS AND TYPES
2. TREASURY BANKING MANAGEMENT AND LIQUIDITY RISK
3. CREDIT RISK MANAGEMENT IN BANKS
4. THE RISK OF INSOLVENCY IN THE BANKING INSTITUTIONS
5. RISK MANAGEMENT OF INTEREST RATE
6. MARKET RISK
7. OPERATIONAL RISK
8. SOVEREIGN RISK
9. MODERN TECHNIQUES AND SAFETY RISK ASSESSMENT APPLIED IN BANKS
10. BANK COSTS
11. BANK PERFORMANCE

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- The capacity of knowledge development and understanding of the basic facts pertaining to bank risk management.
- Study of the main concepts of banking supervision.
- The understanding and determining the costs of a banking institution.
- Capacity of understanding and analysis bank risk management.
- Develop the ability to design a program to reduce or minimize banking risks.
- Developing the capacity of knowledge and understanding of cooperation in banking.
- Development of organizational capacity and efficiency of the banking business.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 50%; projects during semester – 50%.

RECOMMENDED READING:
- www.imf.org
- www.bis.org
- www.ecb.europa.eu
BUSINESS ENGLISH
Course Code: BAPF 1.1-41
Type of course: optional
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Senior lecturer Crina Herteg, PhD
Full time studies

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COURSE AIMS:
1. To develop the ability to identify and analyze different specific business language texts - Rationale oral or written opinions in various communication situations appropriate business language
To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).

ENTRY REQUIREMENTS:
-

COURSE CONTENTS:
UNIT 1: ENVIRONMENT AND BANKING
UNIT 2: BANKS AND FINANCIAL MARKETS
UNIT 3: A BANK’S ORGANISATION STRUCTURE
UNIT 4: STARTING UP A BANKING SERVICE
UNIT 5: BANKERS AND CUSTOMERS
UNIT 6: SAVINGS BANKS
UNIT 7: INVESTMENT SERVICES
UNIT 8: FINANCIAL MARKETS
UNIT 9: INTEREST RATES COMPETITION
UNIT 10: FINANCIAL STATEMENTS
UNIT 11: FINANCIAL STATEMENTS (II)
UNIT 12: INTERNATIONAL PAYMENTS
UNIT 13: INTERNET BANKING
UNIT 14: NATIONAL ECONOMIES AND INTERNATIONAL TRADE

TEACHING METHODS:
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
ORAL PRESENTATION
INTERVIEW
TWO-WAY DISCUSSION

RECOMMENDED READING:
FRENCH LANGUAGE  
Course Code: BAPF 1.1-42  
Type of Course: compulsory  
Language of Instruction: English tutoring available for Erasmus students  
Teacher’s name: Lecturer Telea Coralia PhD  
Seminar tutor: -

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COURSE AIMS:  
Students capacity development to use the tools properly and effectively understanding and written expression in French language.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:  
1. Searching for a job (Hire staff, find a job, to apply, to show up for an interview, find the ideal candidate)  
2. Work (to learn about the work, determine the motives of work, career success, analyze his behavior, organize the time of labor, analyze labor data)  
3. Knowing and defending one’s rights (analyze a contract, compare regulations, determine the rights of employees, analyze a wadge flyer, defend its rights)  
4. Discover the company (the company definition, classify and characterize the companies present the business organization, analyze the organization, present the different legal forms of business) Initiate (start businesses, have the right profile, have an idea, get to their account, establish a business)  
5. Management (being the manager, make decisions)  
6. Produce (describing a process, spy and counterfeit, computerize and robotiser)  
7. Produce (risk, cover risks)  
8. Financing and bookkeeping (playing with numbers, raise capital, to appeal to the financial market)  
9. Finance and bookkeeping (balance sheet analysis, analyze a diagram)  
10. Placing the business in environment (knowing its partners and characterize the economic system, grow and disappear)  
11. Placing the company in its environment (adapt to changes, know the economic situation)  
12. Placing the company in its environment (the fight against unemployment, fight against inflation)  
13. Exercises reformulation  
14. Checking the knowledge

TEACHING METHODS:  
Problem solving, learning by discovery, exercises

LEARNING OUTCOMES:  
Students will:  
• Conceived and developed as part of a complementary training, discipline "French Language" provides knowledge towards recognizing and using elements of textual analysis.  
• Besides language skills, students are confronted with information about French cultural-civilizational, indispensable in developing multicultural current.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA:  
Students will be examined at the end of the semester, on practical aspects acquisition (60% of the final grade) and active participation in seminar (40% of the final grade).

RECOMMENDED READING:  
• DANİLO, Michel, TAUZIN, Béatrice, Le français de l’entreprise, Paris, Clé International, s. a.  
• Grammaires et recueils d’exercices  
• BACIU, Ioan, Gramatica limbii franceze, Cluj, Echinox, 1997.  
• COSĂCEANU, Anca, SLĂVESCU, Micaela, Gramatica limbii franceze, Bucureşti, Mondero, 1993.  
• GHIDU, George, PISOSCHI, Valeriu, Gramatica limbii franceze cu exerciţii, Bucureşti, Teora, 1996.  
• JOUETTE, André, L’essentiel de la grammaire française, Manchecourt, Maxi-Livres, 2002.
The Faculty of Economic Sciences

- NEGREANU, Aristița, Metodă modernă de franceză pentru începători, București, Niculescu, 1999.
METHODOLOGY OF ECONOMIC SCIENTIFIC RESEARCH

Course Code: BAPF 1.2-1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Vasile Burja, PhD
Full time studies

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COURSE AIMS:
The fundamental aim of the course is the development of scientific research skills in the field of economics.
The specific aims of the course are:
- the training of future specialists in the scientific research of economic phenomena.
- the possibility to identify real economic problems that master students should solve by making use of scientific research methods and tools which are specific to the field of study.

ENTRY REQUIREMENTS:

COURSE CONTENTS:
Theory of economic growth, foundation of the economic growth policy
Role and place of the scientific research methodology and its links with economic theory and practice
Peculiarities of the economic phenomenon. Rules and requirements of the scientific research methodology. Errors of the economist
Stages and main tools of scientific research
Scientific documentation and learning
Understanding and explaining the economic phenomenon
Logic and mathematical means of formulation of scientific hypotheses
The economic model – knowledge aspects and limitations
Verification of hypotheses and validation of scientific conclusions
Elaboration, writing and public presentation of a scientific paper

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- The ability to know and understand the fundamentals and the importance of scientific research.
- The ability to identify the peculiarities of scientific research in the field of economics
- The ability to use the most appropriate techniques and procedures for the investigation of economic phenomena
- The ability to participate as members in research teams.
- The ability to elaborate, write and present a scientific paper
- Understanding professional ethics of scientific research

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper 50%; mid-term test 50%.

RECOMMENDED READING:
- Popescu Constantin, Metodologia cercetării științifice economice, Editura ASE, București, 2006.
- Ristea Ana Lucia, Valeriu Ioan-Franc, Metodică în cercetarea științifică, Editura Expert, 2009
PRACTICE
Course code: BAPF 1.2-2
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Socol Adela, PhD
Full time studies

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COURSE AIMS:
Discipline forming master students skills and aptitudes it implementing in economic environment the theoretical tools acquired during their studies.

COURSE CONTENTS:
1. Analysis of economic performance at company X
2. Case study on managing interest rate
3. Case study on the analysis of the balance sheet of the National Bank of Romania
4. The implications of the financial crisis on European markets
5. Case study on corporate governance system in Romanian insurance companies listed on the Bucharest Stock Exchange .......
6. Econometric modeling through the models GARCH
7. Analysis on the Value at Risk, case study econometric models by risk - management portfolio value

TEACHING METHODS:
Is not the case

LEARNING OUTCOMES:
Discipline forming master students skills and aptitudes it to use the tools of research and analysis. Assimilated knowledge and skills gained by completing the internship program will offer master students the ability to identify the real economic problems that to solve calling the methods and tools of scientific investigation.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 100%

RECOMMENDED READING:
Is not the case
STOCK MARKET INVESTMENT STRATEGIES AND SECURITIES PORTFOLIO MANAGEMENT

Course code: BAPF 1.2-3
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Danuletiu Adina, PhD
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COURSE AIMS:
- to present to the students the problems in the field of Stock market investment strategies;
- to familiarize the students with the main categories and types of Stock market investment strategies;
- to develop the students’ capacity to analyse the securities portfolio;
- to provide the students with abilities meant to establish the risk in the securities portfolio.
- to familiarize the students with classical and modern theories on the securities portfolio management

COURSE CONTENTS:
1. Financial instruments used for investment in the stock market
2. Strategies futures market
3. Market strategy options
4. Investment strategies from investment funds
5. Return on financial assets
6. Volatility of financial assets
7. Securities portfolio
8. The risk in the securities portfolio
9. Building a portfolio of securities
10. Volatility of a portfolio of securities
11. Classical theories on the securities portfolio management
12. Modern theories of management of the portfolio
13. Management strategies portfolio of stocks and bonds

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge and understanding of the fundamental concepts, theories, and methods in the field of securities portfolio management; their adequate use in professional communication;
- Use of fundamental knowledge in order to explain various types of transactions with different financial instruments operating in the capital markets and stock exchanges.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 60%; verification during semester – 40%.

RECOMMENDED READING:
- Ghilic-Micu Bogdan, Capital market strategies, Editura economica, Bucuresti, 2002
- Badea Leonardo, Primary securities portfolio management, Editura Economica, Bucuresti, 2005
- Cazan Emil, Cuzman Ioan, Dima Bogdan, Eros-Stark Lorant, Farcas Pavel, Management of portfolios of securities, Editura Universitatii de Vest, Timisoara, 2004
FISCAL MANAGEMENT
Course code: BAPF 1.2-41
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Tamas Attila, PhD
Full time studies

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COURSE AIMS:
The assimilation of general knowledge on treasury and taxation, fiscal policy, tax system in Romania, taxation in various countries in Europe. This knowledge is required to have an overview on the national and international taxation.

COURSE CONTENTS:
1. Definition of the fiscal and taxation
2. The system of taxes in Romania
3. Taxes stipulated by the tax code
4. Fee stamp
5. Customs duties. Imposing the percentage rate
6. Taxation in Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland
7. Taxation in Italy, Luxembourg, Netherlands, Portugal, UK, Spain, Sweden
8. Taxation under the acquis communautaire

TEACHING METHODS:
Lecture, interactive course, debates

LEARNING OUTCOMES:
Is not the case

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; Practical work during semester – 30%

RECOMMENDED READING:
- Popa A. F., Contabilitatea și fiscalitatea rezultatului întreprinderii, Ed. CECCAR, București, 2011.
ANALYSIS AND DIAGNOSTIC OF COMPANIES BASED ON THE FINANCIAL STATEMENTS
Course code: BAPF 2.1-1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Burja Camelia, PhD
Full time studies

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COURSE AIMS:
The course has as main aim to form and develop the students’ capacity to perform an economic financial diagnosis of the companies using methods and techniques specific based on information provided by the financial statements. It contributes to development of the students’ ability to analyse, synthetize and interpret the accounting information in order to evaluate the economic problems of company.

The first part of the course presents the content of the financial statements, their importance and users of information. Other chapters trait aspects related to indicators which can be used to analyse the financial position of company, the profitability and the risks associated.

COURSE CONTENTS:
CHAPTER 1. FINANCIAL STATEMENTS – IMAGE OF COMPANY’S ACTIVITY
CHAPTER 2. ANALYSIS OF THE FINANCIAL POSITION OF COMPANY. ANALYSIS OF THE PATRIMONY’S STRUCTURE. ANALYSIS OF PATRIMONY’S EFFICIENCY. ANALYSIS OF PATRIMONY’S EQUILIBRIUM.
CHAPTER 3. ANALYSIS OF THE FINANCIAL PERFORMANCE OF COMPANY
CHAPTER 4. ANALYSIS OF RISKS

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- knowledge of economic and financial phenomena specific in companies based on financial statements,
- acquiring of the main techniques and methods to analyze the financial flows of the annual reports of companies to carry out a financial diagnosis,
- practical skills to analyze the financial statements, evaluate and identify the internal reserves for a better management of economic activity.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:
- Burja Camelia, Analiza și diagnosticul entităților pe baza situațiilor financiare Seria Didactică, Universitatea „1 Decembrie 1918” Alba Iulia, 2013
- Popescu D.D., Enterprise Analysis, Editura ASE, Bucharest, 2009
BANKING AUDIT
Course code: BAPF 2.1-2
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Socol Adela, PhD
Full time studies

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COURSE AIMS:
This course aims to provide an initiation to the major mechanisms of banking audit.

COURSE CONTENTS:
Core principles of banking audit
Conceptual delimitations of the audit, assurance services, revision and related services in the banking domain
Particularity of the financial statements of commercial and central banks
Necessity, role, objectives and users of the banking financial audit
Relevant International Standards on Auditing for banks IAPS 1000, IAPS 1004, IAPS 1006
Working procedures in the banking audit mission - Agreeing the terms of audit engagements, Planning, Materiality, Audit Documentation, Communication with those charged with governance, Deficiencies in the internal control, Audit opinions
Supervisory expectations of the audit of a bank's financial statements
Principles and techniques of the banking internal control and audit
Audit of the financial statements of the Central banks

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
On successful completion of this course, students should be able to:
- Explain the nature, purpose and scope of assurance engagements including the role of the banking external audit and its regulatory and ethical framework
- Explain the nature of internal banking audit and describe its role as part of overall performance management and its relationship with the external banking audit
- Demonstrate how the auditor obtains an understanding of the bank and its environment, assesses the risk of material misstatement (whether arising from fraud or other irregularities) and plans an audit of financial statements
- Describe and evaluate information systems and internal controls of the bank to identify and communicate control risks and their potential consequences, making appropriate recommendations
- Identify and describe the work and evidence required to meet the objectives of audit engagements and the application of the International Standards on Auditing
- Evaluate findings and modify the audit plan as necessary
- Explain how the conclusions from banking audit work are reflected in different types of audit report, explain the elements of each type of report

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 80%; verification during semester – 20%.

RECOMMENDED READING:
- Socol Adela, Significant Doubt about the Going Concern Assumption in Audit, Revista Annales Universitatis Apulensis, Series Oeconomica, nr. 12, p. 291-300, 2010, ISSN 1454-9409.
COURSE AIMS:
- Knowing the up to date context for insurance accounting in the larger context of the internationalization of accounting;
- understanding specific particularities of the insurance operations recognition
- Acquiring the skills necessary to analyze and interpret accounting information provided by financial reporting in decision making.

COURSE CONTENTS:
1. Framework of the organization and management of insurance accounting (legal framework, organization of the insurance system in Romania, the types of insurance business, capital and technical, technical elements, the standard rules of regulations regarding insurance accounting, accounting concepts, features of specific accounting structures).
3. The accounting of the transactions and events of insurance brokers.
4. Financial reporting to the insurance companies and insurance brokers.
5. Perspectives of insurance accounting.

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- The critical-constructive interpretation of the phenomena entities operating in the insurance field and making valuable judgments;
- Organizing and exercising tasks specific for the insurance accounting;
- Ability to efficiently use the resources and the learning techniques for their own development.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:
FINANCIAL AND BANKING LAW
Course code: BAPF 2.2-1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Dotiu Dan, PhD
Full time studies

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COURSE AIMS:
Students develop the capacity to use legal instruments in economic practice. Improving general knowledge on civil law, commercial, financial and business orientation and current jurisprudence and literature domestic and community.

COURSE CONTENTS:
1. Introduction to commercial law
2. Enterprise and professional in view of the new civil code
3. Commercial companies
4. Operating companies
5. Type of company
6. Groups of companies
7. Professional contracts
8. Insolvency procedure
9. Check, bills of exchange, warrants
10. The legal regime of securities transactions

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
• Acquiring theoretical knowledge and skills applied theory of law
• Practical skills training on the proper use of tools specific legal economic and financial activity
• Training of practical skills of analysis and interpretation of legal texts, sources of law, principles, national jurisprudence, EU and CEDO

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 60%; Practical work during semester – 40%.

RECOMMENDED READING:
• V. Luha, Suport de curs – drept comercial, Alba Iulia, 2011.
• Vasile Luha, Titluri de credit, Ed. Lumina Lex, București, 1998.
• Daniel Mihai Șandru, Pacte societare, Ed. universitară, București, 2010.
MECHANISMS AND STRATEGIES TO MANAGE RISKS ON INSURANCE AND CAPITAL MARKETS

Course code: BAPF 2.2-2
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Danuletiu Dan, PhD
Full time studies

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COURSE AIMS:
- To acquire fundamental knowledge about the risk management and specificities of this process in non-banking financial markets;
- To understand quantitative methods to estimate the risks in non-banking financial markets;
- To understand the methods and techniques used to deal with the risks in non-banking financial markets.

COURSE CONTENTS:
1. Types of risks in insurance
2. Risk management process
3. Methods for quantifying the risks in insurance
4. Prudential supervision in insurance
5. The risk of financial instruments and the risk of financial portofolio
6. Active and passive management of financial portofolio
7. Classical and modern theories of financial portofolio management
8. Value at risk
9. Derivatives and management of risk
10. Specificities of the management of bond portofolio
11. The risks of investing in mutual funds

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- To use the quantitative methods to estimate the risks in non-banking financial markets;
- To use the methods and techniques used to deal with the risks in non-banking financial markets

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 60%; verification during semester (project) – 40%.

RECOMMENDED READING:
- Edelbacher M., Financial crimes: a threat to global security, Cornwall, CRC, 2012
- Gart A. et al., Insurance company finance and investments, Insurance Institute of America, Malvern, Pennsylvania, 1994
CORPORATE GOVERNANCE
Course code: BAPF 2.2-3
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ivan Raluca, PhD
Full time studies

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COURSE AIMS:
- Conducting analyzes and interpretations ecoomice Romanian realities from the perspective of the main accounting systems that operate at international business level;
- Assimilation conceptual framework on corporate governance;
- knowing the peculiarities of different models of governance and assessing existing hoteles their relevance to the Romanian economic environment

COURSE CONTENTS:
1. Institutions and organizations involved in corporate governance of stock exchanges, institutional investors, financial auditors, coimisiile securities rating agencies
2. Notions of rights and obligations of shareholders
3. Important life events of an enterprise and reducing capital increase, merger with another company, the acquisition of other associative, insolvency. Case studies of Romanian companies
4. Corporate governance failures: financial scandals, pyramid schemes, ineffective financial audit
5. Specific issues for large quoted companies: prospectus, volatility of securities, inclusion in an index of

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Knowledge and understanding of the fundamental concepts, theories, and methods in the field and speciality area;
- Use of fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field;
- Drawing up professional projects using several methods and principles acknowledged in the field.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- Feleagă, N.; Vasile, C. - „Guvernanța întreprinderii, între clasicism și modernism”, Economie teoretică și aplicată, 2006
PREPARATION OF MASTER THESIS
Course code: BAPF 22-4
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: -
Full time studies

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COURSE AIMS:
Discipline aims at preparing the dissertation to be sustained to master exam, as a summative exam for graduating final. Elaboration of the dissertation is preceded by following economic discipline Methodology economic discipline and practice, evidenced by the development of a practical study.

COURSE CONTENTS:
Is not the case

TEACHING METHODS:
Is not the case

LEARNING OUTCOMES:
Is not the case

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Presentation and defending of license – 100%

RECOMMENDED READING:
Is not the case
MARKETING OF FAIRS AND EXHIBITIONS
Course code: MPV 111
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Todoran Matei Radu, PhD

Full time studies

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COURSE AIMS:
Develop the capacity of students to use marketing tools specific to fairs and exhibitions

COURSE CONTENTS:
1. Chronology of exhibition events
2. Exhibitions in the marketing mix
3. Features and functions fairs and exhibitions
4. Objectives and benefits of participation in fairs and exhibitions
5. Classification and selection of exhibition events
6. Legal and contractual framework of exhibition events
7. Activities carried during the event
8. Activities carried out, after the exhibition event
9. Implemented activities implemented by employers, before event
10. Activities carried during the event
11. Activities carried by organizers after event
12. Logistics activities undertaken by exhibitor while organizing fairs and exhibitions
13. Inventory of and distribution exhibitors stands
14. Providing all facilities to stand and exhibitor staff

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- Professional training of specialists in manifestation related to the organization of fairs and exhibitions
- Knowledge of the fairs and exhibitions sector's role in the overall context of the services economy

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 60%, Case study- 40%.

RECOMMENDED READING:
- Bruhn, M., Orientarea spre clienți – temelia afacerii de succes, Publishing house Economică, Bucharest, 2001
- Olteanu, V., Marketingul serviciilor, Ediția a doua, Publishing house Uranus, Bucharest, 2000
- Pop, C.M., Dabija, C. D., Instrumente moderene de marketing – Târgurile și expozițiile, Publishing house Risoprint, Cluj Napoca, 2009
MARKETING METHODS AND MODELS
Course code: MPV 112
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Pastiu Carmen, PhD
Full time studies

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COURSE AIMS:
The main aim of the course has in view the students’ familiarization with the concepts of modeling in marketing; Statistical and mathematical methods used in marketing decision making

COURSE CONTENTS:
1. Conceptual foundations of modeling in marketing
   1.1. The concept and the shaping
   1.2. Criteria classification models
   1.3. Science and art construction methods
   1.4. Science and art of building models in marketing
2. Statistical and mathematical methods used in marketing decision making
   2.1. Methods for analyzing phenomena cross section
   2.2. Methods of studying the phenomena in longitudinal profile
   2.3. Characterization methods for connections between phenomena
   2.4 Quantitative Methods Forecasting
3. Modeling components of the marketing mix
   3.1. Shaping consumer behavior
   3.2. Modeling product policy
   3.3. price modeling
   3.4 Modeling promotional activity
   3.5 Modeling the distribution business
   3.6 Future modeling in marketing
4. Using computer modeling product marketing

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
According to the requirements of the labor market, the course will provide students the concepts of modeling in marketing; Statistical and mathematical methods used in marketing decision making

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Portfolio with practical works
Semester project
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
QUALITY AND SAFETY OF GOODS
Course code: MPV 113.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Popa Maria, PhD
Full time studies

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COURSE AIMS:
Capacity development of knowledge and understanding of the value in use, the systematics, quality and quality guarantee, however closely related to packaging, storage, transportation, handling, marketing and promotion of goods.

COURSE CONTENTS:
1. Define the concept of quality. Functions and principles.
2. Methods and modalities to research in the goods area
3. Product quality control methods
4. Contamination of the goods. Sources. Factors
5. Standardization and certification of product quality
6. Risk analysis in the food safety area (HACCP elements);

TEACHING METHODS:
Lecture, Discussions. Applications

LEARNING OUTCOMES:
- Ensuring a minimum level of knowledge of students in food safety and security conected with market needs;
- Knowing how to function the problematisc to food contamination, and the impact to consumers;
- Understanding and knowing the concepts: natural -food, eco -food, bio - food and articial foods;
- Understanding and applying the concept Eco labeling;

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 30%, Verification during the semester (project) - 70%.

RECOMMENDED READING:
- Popa, M., Food safety and quality, Seria Didactica, Alba Iulia, 2012;
BUSINESS ENGLISH
Course Code: MPV 114.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Crina Herteg PhD
Full time studies

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COURSE AIMS:
1. To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

COURSE CONTENTS:
Unit 1: Communication
Unit 2: Building Relationships
Unit 4: Job Satisfaction
Unit 5: Risk
Unit 6: E-Commerce
Unit 7: Team Building
Unit 8: Customer Service
Unit 9: Crisis Management
Unit 10: Management Styles
Unit 11: Takeovers And Mergers
Unit 12: Corporate Responsibility
Unit 13: Competition
Unit 14: Incoterm

TEACHING METHODS:
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
ORAL PRESENTATION
INTERVIEW
TWO-WAY DISCUSSION

RECOMMENDED READING:
FRENCH LANGUAGE FOR NON-PHILOLOGIST STUDENTS
Course Code: MPV 114.2
Type of Course: optional
Language of Instruction: French and Romanian
Teacher’s name: Coralia Telea PhD

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COURSE AIM:
Accurate knowledge acquisition and efficient using of concepts and contextual communication specific to the job market field of study.

ENTRY REQUIREMENT

COURSE CONTENTS
1. - 2. Introductory lecture
3. Job application. The CV and Cover Letter
4. Job application. The job interview
5. – 6. Working conditions
7. – 8. Internal company or organisation documents
9. – 12. Enterprise and entrepreneurship
13.-14. Learning verification

TEACHING METHODS
The main method: Communicative language teaching (CLT)
The focus of this method is to enable the learner to communicate effectively and appropriately in the various situations specific to the jobs market field he would be likely to find himself in.

Lecture and exemplification.

LEARNING OUTCOMES
Students will
• match a good knowledge of the jobs market principles to an awareness of their uses and limitations;
• establish identities, similarities and differences between French and Romanian jobs markets; and
• integrate their own ideas with those of others;
• identify their own strengths and challenges as writers and speakers.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA
Students will be examined at the end of the semester, on practical aspects acquisition (75% of the final grade) and active participation in seminar (25% of the final grade).

RECOMMENDED READING
- CILIANU-LASCU, Corina (2004), Culegere de exerciții lexico-gramaticale cu profil economic, Meteor Press, București;
- CORADO, L, SANCHEZ-MACAGNO, M-O, (1990), Français des affaires (350 exercices, textes et documents), Hachette, Paris;
- DANİLO, M, TAUZIN, B (1990), Le français de l’entreprise, CLE International, Paris;
- DĂNILĂ, Sorina et alii (2006), Examenle DELF, DALF, nivelurile A și B, Polirom, Iași;
QUALITATIVE RESEARCH

Course code: MPV 121
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Muntean Andreea, PhD
Full time studies

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COURSE AIMS:
The overall objective of the course is to foster a basic understanding of two "families" of qualitative approaches to conducting marketing research. Initially, the focus is on defining research objectives and choosing appropriate methods; then a more detailed examination of interviewing and observational methods will follow.

COURSE CONTENTS:
1. General Considerations on marketing qualitative research. The content and features of the qualitative research. The purpose and role of the qualitative research. The context for using qualitative research methods. Advantages and limitations of the qualitative research.
2. Qualitative research techniques. The in-depth interview. The Projective Methods. Focus group discussions. Creative methods.
4. Methodological issues concerning the qualitative research. The features of the design and planning in organizing a qualitative research. Qualitative research fundamental tools. Analysis and interpretation of information. Interview situations difficulties of and their overcoming.

TEACHING METHODS:
Lecture, Discussions, Team Work.

LEARNING OUTCOMES:
- Developing skills and knowledge in order to be able to design and organize qualitative marketing research

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 50%, Verification during the semester (project) - 50%.

RECOMMENDED READING:
- Handbook of Qualitative Research, Denzin Norman K. (Editor), Yvonna S. Lincoln (Editor) Sage Publications Ltd; 2nd Ed (May 2000).
- http://mktresearch.org/wiki/Category:Qualitative_Research
- https://uk.sagepub.com/en-gb/eur/qualitative-marketing-research/book208811
BRAND PORTFOLIO MANAGEMENT
Course code: MPV 122
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Pastiu Carmen, PhD
Full time studies

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COURSE AIMS:
The main aim of the course has in view the students’ familiarization with the concepts of brand, branding, brand strategy etc.
- developing the capacity to identify ways by which brand portfolio strategy can solve a number of problems specific business strategies
- Developing the understanding of brand relevance, given that the market is very dynamic
- Developing the capacity of instruments using brand differentiation brand portfolio
- Developing the capacity for knowledge and understanding of brand building activities.

COURSE CONTENTS:
1. Brief history and definition of the brand. Brand management principles.
2. Concepts: Corporate Brand Identity, Brand elements, Brand communication
3. Choosing a brand strategy. Applicability of brand strategy. The benefits of a brand strategy
6. Name the brand - brand management pivot
7. Design a brand name
8. Legal protection of brand
9. Brand portfolio
10. The brand value in organization

LEARNING OUTCOMES:
Lecture, Discussions.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%. Semester project

RECOMMENDED READING:
- Miller & Muir (2004). The Business of Brands,
MARKETING AUDIT
Course code: MPV 123
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Iulian Bogdan DOBRA, PhD
Full time studies

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COURSE AIMS:
To provide a methodical approach to the identification, collection and evaluation marketing mix and strengths and weaknesses of a company. Also, to exploit the strong points of a company and avoid the difficulties where they cannot be corrected.

COURSE CONTENTS:
Chapter 1. Definition, role and objectives of auditing;
Chapter 2. The Topic Of Marketing Audit
Chapter 3. Marketing Audit And Strategic Plan
Chapter 4. Marketing Audit And Product Officer
Chapter 5. Marketing Audit And Product
Chapter 6. Marketing Audit And Price Policy
Chapter 7. Marketing Audit And Communication
Chapter 8. Marketing Audit And Distribution
Chapter 9. Marketing Analysis Of Suppliers
Chapter 10. Preparing the Marketing Audit

TEACHING METHODS:
Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

LEARNING OUTCOMES:
On successful completion of this course, students should be able to:
• Explain the nature, purpose, scope and the role of the marketing audit and its regulatory and ethical framework;
• Outline marketing audit’s role as part of overall performance management and its relationship with the external audit;
• Determine how the auditor obtains an understanding of the entity and its environment, assesses the risk of material misstatement and plans an audit of different marketing mix;
• Evaluate results and modify the audit plan as necessary;
• Expound on the conclusions from audit work and how they are reflected in different types of audit report;
• Clarify the elements of each type of report.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Verification during semester (i.e. written test) – 60%, Attested applied activities / lab / papers – 40%.

RECOMMENDED READING:
• Nicole Lorat, (2009), "Market Audit and Analysis" GRIN Verlag, GRIN Publishing, Munich, Germany, ISBN 9783640438891;
• Richard F. Chambers, (2016), "Lessons Learned on the Audit Trail", The Institute of Internal Auditors Research Foundation (IIARF) publication, Florida, USA;
• Mary S. Doucet and Thomas A. Doucet, (2003), "Control and Auditing", California State University, Bakersfield, Elsevier, USA;
SALES FORCE MANAGEMENT
Course code: MPV 124.1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Dragolea Larisa, PhD
Full time studies

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COURSE AIMS:
Students will learn about sales force management

COURSE CONTENTS:
Chapter 1. Sales force - key element of business success
Chapter 2. Management of commercial agents activity
Chapter 3. Types of sales agents and their implications on the organization of the sales force
Chapter 4. Preparing presentation
Chapter 5. Transforming objections into opportunities
Chapter 6. The close of sale
Chapter 7. Follow-up
Chapter 8. Quality of service

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
The essential concepts and ideas formulated serve as theoretical and methodological support to other disciplines dealing with various aspects of the activity of marketing and sales.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 75%, Verification during the semester (project) - 25%.

RECOMMENDED READING:
ADVERTISING AND MEDIA PLANNING
Course code: MPV 212
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Muntean Andreea, PhD
Full time studies

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COURSE AIMS:
Preparing graduates with knowledge, skills and competencies for being able to become a Strategic Planner, a Media Planner, and a Creative Advertising & Marketing Communication profession.

COURSE CONTENTS:
1. The concept of advertising and communication mix
   1.1. Definition of advertising
   1.2. Advertising promotional mix
2. Advertising Agency
   2.1. Definition, categories and structure
   2.2. Advertising Agency Departments
3. Image and Message in Advertising
   3.1. The Functions and the elements of Image
   3.2. Brand and image
   3.3. Message in advertising
4. Advertising methods: prints, TV advertising, on-line advertising, outdoor advertising
5. Planning and Strategy in Advertising
6. Media Advertising
7. BTL Advertising

TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
Graduates of this course will have the ability in the field of Account Management Advertising & Marketing Communications independently or in a team.
Being able to conduct a marketing research and advertising to produce Material & Production Promotion Advertising & Marketing field communications.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:
CONSUMER PSYCHOLOGY  
Course code: MPV 213  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Todor Ioana, PhD  
Full time studies

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COURSE AIMS:  
Getting acquainted with consumer psychology

COURSE CONTENTS:  
Consumer Behavior  
Purchase and consumption decisions versus marketing strategies  
Analysis of the factors influencing consumer behavior  
The role of perception and learning in consumer behavior dynamics  
Motivation and its role in the dynamics of consumer behavior  
Dimensions of personality and their role in the dynamics of consumer behavior  
Lifestyle

TEACHING METHODS:  
Lecture, Discussions.

LEARNING OUTCOMES:  
Knowing the main models and theories of consumer behavior; Knowledge of the main factors and psychological mechanisms that influence consumers' evaluations and decisions; Forming analysis skills in the context of consumer behavior; The inclusion of psychosocial factors in the design, management and marketing strategies.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:  
Written test examination - 75%, Verification during the semester (project) - 25%.

RECOMMENDED READING:  
ORGANIZATION OF PROMOTIONAL CAMPAIGNS

Course code: MPV 221
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Pastiu Carmen, PhD
Full time studies

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COURSE AIMS:
The main aim of the course has in view the students’ familiarization with the concepts of
- Study of the main concepts of the organizing promotional campaigns, scroll itself to quantify the effectiveness of these campaigns
- Ability to understand and establishing promotional strategies within an organization / enterprise
- Develop the capacity of knowledge, understanding and organizing a promotional campaign
- Develop the ability to design a marketing program on organizing a promotional campaign.
- Develop the capacity of knowledge and understanding of promotional events
- Develop the capacity for the organization of promotional communication

COURSE CONTENTS:

1. COMUNICAREA IN MARKETING
1.1. The place and role of marketing communication in the organization’s overall policy
1.2. Fundamentals of theory and practice in marketing communication
1.3. Design and implementation of the communication strategy of the organization

2. PROMOTIONAL COMMUNICATION
2.1. Forms of communication
2.2. The communication
2.3. Organization of promotional communication

3. STRUCTURE OF PROMOTIONAL ACTIVITY
3.1. advertising
3.2. sales promotion
3.3. public relations
3.4. direct marketing

4. ADVERTISING CAMPAIGN
4.1. Phases advertising campaign
4.2. Factors influencing advertising campaign
4.3. The process of making an advertising campaign

5. PROMOTIONAL STRATEGIES
5.1 Typology
5.2 Use different strategies adjustable single product life-cycle management

6. ORGANIZATION OF PROMOTIONAL CAMPAIGNS
6.2. Marketing program on the organization of an advertising campaign

Case studies
1. The communication system of the organization
2. Sales promotion
3. Relationship Public
4. Organize a promotional campaign for a product launch phase out
5. Organize a promotional campaign for a product that phase of maturity-decline.
6. promotional budget.
7. Types of strategies used
8. Role play: The promotional campaign for chocolate POIANA
TEACHING METHODS:
Lecture, Discussions.

LEARNING OUTCOMES:
- According to the requirements of the labor market, the course will provide students concepts of the organizing promotional campaigns, scroll itself to quantify the effectiveness of these campaigns. Develop the capacity of knowledge and understanding of promotional events. Develop the capacity for the organization of promotional communication

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, Verification during the semester (project) - 30%. Semester project

RECOMMENDED READING:
ONLINE MARKETING
Course code: MPV 222
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Risteiu Mircea, PhD
Full time studies

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COURSE AIMS:
It aims to prepare students for the new information society where marketing is primarily digital, does not depend on quantification of time or space, is interactive and goal-oriented dialogue and strong relationship with clients in order to satisfy the greatest needs and their requirements.

COURSE CONTENTS:

TEACHING METHODS:
Lecture, Discussions, Online Projects.

LEARNING OUTCOMES:
Marketing in cyberspace centered on consumers, the new approach involves marketing policies and strategies achieved through use of new technologies in ICT, power and communication computer networks, to online services on a global market.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral examination - 50%, Verification during the semester (online project) - 50%.

RECOMMENDED READING:
PROFESSIONAL PRACTICE
Course code: MPV 223
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer:
Full time studies

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COURSE AIMS:
Students will develop the ability to identify the peculiarities of scientific research in observing, analyzing and diagnosing economic phenomena and processes seen in economic units.

COURSE CONTENTS:
1. Overview of the economic unit:
   1.1. Business profile, legal status, size and complexity of the activity (number of employees, production capacity / sales, establishments own activities, income realized)
   1.2. The objectives of development and modernization of the economic unit
   1.3. Study the current system of management
   1.4. Technological flow for the obtained products and / or services
   1.5. Evolutionary trends of economic activity unit
2. Knowledge and study of the main activities and units components:
   2.1. Overall organizational structure of the company. Flowchart
   2.2. The main structures and management positions
   2.3. The main interdependencies between activities, departments and stations
   2.4. The functional role of each compartment and cockpit, objectives and its limits
   2.5. Key performance indicators for the company (turnover, number of employees, labor productivity, profitability of commercial, profit, earnings average) in the last 3 years
3. Speciality part
   3.2. Price: Objectives. The strategies used by the firm. Pricing methods.
   3.4. Promotion: objectives. What tools are used? Promotional budget - describe the method used. 3.5. Follow company measure the effectiveness of promotional activities undertaken?

TEACHING METHODS: Discussions.

LEARNING OUTCOMES:
Students' ability to apply theoretical knowledge gained with the help of economic and financial data provided by the organization.
The internship master help to develop personal and professional skills. Making internship in companies will help future professionals to acquire the skills that are relevant to each job.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written test examination - 70%, project presentation- 30%.

RECOMMENDED READING:
- Muntean Andreea, Cercetări de marketing, Note de curs, Seria Didactica, Universitatea „I Decembrie 1918” din Alba Iulia, 2015.
DECISION SUPPORT INFORMATION SYSTEMS
Course code: SIC 11-1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ileană Ioan PhD, Olteanu Emil PhD
Full time studies

Form of instruction | Number of teaching hours per semester | Number of teaching hours per week | Semester | Form of receiving a credit for a course | Number of ECTS credits allocated
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Class | 56 | 4 | Autumn | Grade | 8

COURSE AIMS:
Discipline aimed at acquiring basic concepts of information assisting decision, the specific technologies and design methodology and implementation of decision support systems. A special emphasis will be placed on decision support information systems based on knowledge.

COURSE CONTENTS:
1. The decision process and information system of the organization
2. SIAD and artificial intelligence. SIAD Rankings
3. Spreadsheets - processors tables. Excel (I and II)
4. SIAD based designs. Applications using MS Excel
5. SIAD based on data analysis and synthesis
6. OLAP technology (on-line analytical processing)

TEACHING METHODS:
Interactive lecture, ppt presentation, exemplification

LEARNING OUTCOMES:
The acquisition of basic skills in the use of decision support information systems in existing and developing and implementing prototypes of such systems.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 60%; Practical work during semester – 40%.

RECOMMENDED READING:
**ADVANCED MANAGEMENT ACCOUNTING AND CONTROL**

Course code: SIC 11-2  
Type of course: compulsory  
Language of instruction: English tutoring available for Erasmus students  
Name of lecturer: Teișan Sorin-Ciprian, PhD  
Full time studies

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**COURSE AIMS:**
- To acquire theoretical and practical knowledge and skills on management accounting and control;
- To develop the students’ capacity to use instruments of management accounting and control within entities.

**COURSE CONTENTS:**
1. Evolutions of management accounting and control  
2. Just in Time  
3. Kanban system  
4. Activity Based Costing  
5. Activity-Based Management  
6. Life Cycle Costing  
7. Kaizen Costing  
8. Cost budgeting and budgetary control  
9. Zero-Based Budgeting  
10. Management control and descentralization

**TEACHING METHODS:**
Lecture, conversation, exemplification, exercises

**LEARNING OUTCOMES:**
- Acquiring theoretical knowledge and skills of management accounting and control;
- Practical skills training on appropriate use of specific instruments management accounting and control in economic entities;
- Training of practical skills of analysis and interpretation of information provided by management accounting and control

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**
Written exam – 50%; Scientific research during semester – 50%.

**RECOMMENDED READING:**
ACCOUNTING THEORY
Course code: SIC 11-3
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Ivan Raluca, PhD
Full time studies

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COURSE AIMS:
This course offers an overview of the various approaches to accounting theory and analyses their impact on financial reporting. The course will assist students to understand how accounting theories develop and will provide students with a critical overview of the different approaches to research in financial accounting. The course aims to explain and understand the evolving nature of accounting theory and its potential for continuing evolution, and to provide an overview of the various approaches to accounting theory, analyzing their impact on financial reporting. The course will help students to understand how theories develop and will provide students with a critical overview of the different approaches to research in accounting.

COURSE CONTENTS:
1. The place of accounting in the informational economic system
2. Normative accounting theories
3. Positive accounting theories
4. Financial statements
5. Voluntary disclosure of information
6. Elements of financial analysis

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
• Explain the evolving nature of accounting theory and to distinguish between, different approaches to theory development
• Discuss a variety of theories that may help to explain different types of voluntary reporting decisions and practices
• Evaluate critically a range of normative theories of accounting
• Evaluate critically a range of positive theories of accounting
• Use academic literature that utilises selected theoretical frameworks to evaluate critically contrasting opinions

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 20%; projects during semester – 80%.

RECOMMENDED READING:
• Bloom R. Accounting theory and policy, Orlando Publisher, 1987
• Clubb C. The Blackwell Encyclopedia of Management: Accounting, vol I, Blackwel Publisher, 2005
• Collection: Journal of Accounting Research, Publisher Wiley, 2001-
• Collection: Journal of Contemporary Accounting research, Publisher Wiley, 2005-
BUSINESS ENGLISH
Course Code: SIC 11-41
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Senior lecturer Crina Herteg, PhD
Full time studies

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COURSE AIMS:
To develop the ability to identify and analyze different specific business language texts - Rationale oral or written opinions in various communication situations appropriate business language
To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).

ENTRY REQUIREMENTS:
- 

COURSE CONTENTS:
• UNIT 1: ENVIRONMENT AND BANKING
• UNIT 2: BANKS AND FINANCIAL MARKETS
• UNIT 3: A BANK’S ORGANISATION STRUCTURE
• UNIT 4: STARTING UP A BANKING SERVICE
• UNIT 5: BANKERS AND CUSTOMERS
• UNIT 6: SAVINGS BANKS
• UNIT 7: INVESTMENT SERVICES
• UNIT 8: FINANCIAL MARKETS
• UNIT 9: INTEREST RATES COMPETITION
• UNIT 10: FINANCIAL STATEMENTS
• UNIT 11: FINANCIAL STATEMENTS (II)
• UNIT 12: INTERNATIONAL PAYMENTS
• UNIT 13: INTERNET BANKING
• UNIT 14: NATIONAL ECONOMIES AND INTERNATIONAL TRADE

TEACHING METHODS:
Lecture, debate, Power point presentation.

LEARNING OUTCOMES:
Students use English correctly, fluently and adequately in oral and written business communication.
Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS
Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
ORAL PRESENTATION
INTERVIEW
TWO-WAY DISCUSSION

RECOMMENDED READING:
FRENCH LANGUAGE
Course Code: SIC 11-42
Type of Course: compulsory
Language of Instruction: English tutoring available for Erasmus students
Teacher’s name: Lecturer Telea Coralia PhD
Seminar tutor: -

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COURSE AIM:
Students capacity development to use the tools properly and effectively understanding and written expression in French language.

ENTRY REQUIREMENT

COURSE CONTENTS
1. Searching for a job (Hire staff, find a job, to apply, to show up for an interview, find the ideal candidate)
2. Work (to learn about the work, determine the motives of work, career success, analyze his behavior, organize the time of labor, analyze labor data)
3. Knowing and defending one’s rights (analyze a contract, compare regulations, determine the rights of employees, analyze a wage flyer, defend its rights)
4. Discover the company (the company definition, classify and characterize the companies present the business organization, analyze the organization, present the different legal forms of business) Initiate (start businesses, have the right profile, have an idea, get to their account, establish a business)
5. Management (being the manager, make decisions)
6. Produce (describing a process, spy and counterfeit, computerize and robotise)
7. Produce (at risk, cover risks)
8. Financing and bookkeeping (playing with numbers, raise capital, to appeal to the financial market)
9. Finance and bookkeeping (balance sheet analysis, analyze a diagram)
10. Placing the business in environment (knowing its partners and characterize the economic system, grow and disappear)
11. Placing the company in its environment (adapt to changes, know the economic situation)
12. Placing the company in its environment (the fight against unemployment, fight against inflation)
13. Exercises reformulation
14. Checking the knowledge

TEACHING METHODS
Problem solving, learning by discovery, exercises

LEARNING OUTCOMES
Students will:
- Conceived and developed as part of a complementary training, discipline "French Language" provides knowledge towards recognizing and using elements of textual analysis.
- Besides language skills, students are confronted with information about French cultural-civilizational, indispensable in developing multicultural current.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA
Students will be examined at the end of the semester, on practical aspects acquisition (60% of the final grade) and active participation in seminar (40% of the final grade).

RECOMMENDED READING
- Grammaires et recueils d’exercices
- GHIDU, George, PISOSCHI, Valeriu, Gramatica limbii franceze cu exerciții, București, Teora, 1996.
NEGREANU, Aristiţa, Metodă modernă de franceză pentru începători, Bucureşti, Niculescu, 1999.
MODELING AND ECONOMETRICS METHODS
Course code: SIC 12-1
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Câbulea Lucia PhD, Wainberg Dorin PhD
Full time studies

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COURSE AIMS:
Ensures taking managerial decisions in terms of efficiency for the manufacturer, using mathematical economic models and flexible with the possibility of using simulation technology.

COURSE CONTENTS:
1. The problem of modeling and simulation of economic processes under the managerial aspect
2. Economic-mathematical models analytical and simulation for solving of economic processes
3. The simulation type game and type Forrester

TEACHING METHODS:
Lecture, conversation, examples

LEARNING OUTCOMES:
The ability to know and understand:
• basic concepts of mathematical modeling;
• modeling of economic processes;
• the practices and procedures for drawing up algorithms;
• simulation of economic processes.
The ability to:
• identify various algorithms and procedures applicable to economic problems;
• establish scientific methods in decision making;
• propose the most appropriate mathematical economic models and simulation;
• special problems in carrying out its mission of making the decision.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Oral exam – 40%; Activity during the semester – 20%; Practical work – 40%.

RECOMMENDED READING:
The Faculty of Economic Sciences

SCIENTIFIC RESEARCH METHODOLOGY IN ECONOMICS
Course Code: SIC 12-2
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Vasile Burja, PhD

Full time studies

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<td>Summer</td>
<td>Grade</td>
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COURSE AIMS:
The fundamental aim of the course is the development of scientific research skills in the field of economics.
The specific aims of the course are:
- the training of future specialists in the scientific research of economic phenomena.
- the possibility to identify real economic problems that master students should solve by making use of scientific research methods and tools which are specific to the field of study.

ENTRY REQUIREMENTS: -

COURSE CONTENTS:
1. Theory of economic growth, foundation of the economic growth policy
2. Role and place of the scientific research methodology and its links with economic theory and practice
3. Peculiarities of the economic phenomenon. Rules and requirements of the scientific research methodology. Errors of the economist
4. Stages and main tools of scientific research
5. Scientific documentation and learning
6. Understanding and explaining the economic phenomenon
7. Logic and mathematical means of formulation of scientific hypotheses
8. The economic model – knowledge aspects and limitations
9. Verification of hypotheses and validation of scientific conclusions
10.Elaboration, writing and public presentation of a scientific paper

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- The ability to know and understand the fundamentals and the importance of scientific research.
- The ability to identify the peculiarities of scientific research in the field of economics
- The ability to use the most appropriate techniques and procedures for the investigation of economic phenomena
- The ability to participate as members in research teams.
- The ability to elaborate, write and present a scientific paper
- Understanding professional ethics of scientific research

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written paper 50%; mid-term test 50%.

RECOMMENDED READING:
- Popescu Constantin, Metodologia cercetării științifice economice, Editura ASE, București, 2006.
- Ristea Ana Luciu, Valeriu Ioan-Franc, Metodică în cercetarea științifică, Editura Expert, 2009
COURSE AIMS:
The discipline follows both the formation of some theoretical and concrete images on the market economy and familiarizing with the specific calculation tools of economics, financial understanding of phenomena at the enterprise level.

COURSE CONTENTS:
- CHAPTER 1. CONTENT OF FINANCIAL MANAGEMENT
- CHAPTER 2. INFLUENCE OF GLOBAL FINANCIAL SYSTEM ON FINANCIAL MANAGEMENT OF THE ENTERPRISE
- CHAPTER 3. GENERAL ASPECTS ON FINANCIAL DIAGNOSIS OF THE ENTERPRISE
- CHAPTER 4. FINANCIAL SITUATION OF THE ENTERPRISE APPRECIATED ON THE FINANCIAL BALANCE
- CHAPTER 5. FINANCIAL CIRCUIT
- CHAPTER 6. DIAGNOSIS OF THE PROFITABILITY
- CHAPTER 7. RISK DIAGNOSIS
- CHAPTER 8. SELECTING THE WAYS OF FINANCING THE ENTERPRISES
- CHAPTER 9. FINANCE COST AND ITS COROLLARY WITH THE FINANCIAL STRUCTURE OF THE ENTERPRISE
- CHAPTER 10. EVALUATION OF INVESTMENT PROJECTS
- CHAPTER 11. DEPRECIATION OF FIXED ASSETS
- CHAPTER 12. ENTERPRISE TREASURY
- CHAPTER 13. BUDGET OF INCOMES AND EXPENSES OF THE ENTERPRISE

TEACHING METHODS: Lecture, conversation, exemplification.

LEARNING OUTCOMES:
The course aims to provide master students the necessary knowledge about specific notions related to the treasury of the enterprise and the risk. Also clarify the meaning of concepts such as: financial diagnosis, budget of incomes and expenses of the enterprise, financial circuit of the enterprise, financial balance of the enterprise.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 50%; project – 50%.

RECOMMENDED READING:
- Achim Monica Violeta, Analiza economico-financiară, Ed. Risoprint, Cluj-Napoca, 2009;
- Bătrâncea I., Bătrâncea L.M., Borlea S-N, Analiza financiară a entității economice, Ed. Risoprint, Cluj-Napoca, 2007;
The assimilation of general knowledge on treasury and taxation, fiscal policy, tax system in Romania, taxation in various countries in Europe. This knowledge is required to have an overview on the national and international taxation.

COURSE CONTENTS:
1. Definition of the fiscal and taxation
2. The system of taxes in Romania
3. Taxes stipulated by the tax code
4. Fee stamp
5. Customs duties. Imposing the percentage rate
6. Taxation in Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland
7. Taxation in Italy, Luxembourg, Netherlands, Portugal, UK, Spain, Sweden
8. Taxation under the acquis communautaire

TEACHING METHODS:
Lecture, interactive course, debates

LEARNING OUTCOMES:
Is not the case

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; Practical work during semester – 30%.

RECOMMENDED READING:
COURSE AIMS:
The course is designed to give students an introduction to the main financial reporting standards and to develop an understanding of the interpretation of financial statements, partly through understanding the effects of core financial transactions, reading financial reports and investigating how financial accounts are prepared and the accounting figures are created. This is a course that assumes prior knowledge of accounting. The course will explore the form and function of financial reporting and the nature of data used in the production of financial statements and how this data is collected and processed in the preparation of financial reports, with reference to the underlying accounting concepts. The principal focus will be related to the interpretation and use of the financial data by non-accounting stakeholders.

COURSE CONTENTS:
1. Accounting’s principles
2. Balance sheet
3. Profit and loss account
4. Statement of changes in equity
5. Cash flow statement
6. Notes to the annual financial statements

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Explain the nature and purpose of the three major financial statements and assess their usefulness for various purposes with in the context of regulation in financial reporting in the UE, including the implications of international regulatory structures.
- Compare and contrast the features of different types of accounting entity, and be aware of the implications of organisational form on the structure and nature of financial statements.
- Describe, apply and explain the meaning of key financial accounting terms, concepts and ideas and be able to discuss and illustrate the implications of these in relation to accounting data and financial reports.
- Discuss and evaluate the limitations of financial reports, ratios and other tools and methods of financial analysis. Drawing up professional projects using several methods and principles acknowledged in the field.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 50%; projects during semester – 50%.

RECOMMENDED READING:
- http://www.ifrs.org
ANALYSIS AND DIAGNOSTIC OF COMPANIES BASED ON THE FINANCIAL STATEMENTS

Course code: SIC 211
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Burja Camelia, PhD
Full time studies

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COURSE AIMS:

The course has as main aim to form and develop the students’ capacity to perform an economic financial diagnosis of the companies using methods and techniques specific based on information provided by the financial statements. It contributes to development of the students’ ability to analyse, synthetize and interpret the accounting information in order to evaluate the economic problems of company.

The first part of the course presents the content of the financial statements, their importance and users of information. Other chapters trait aspects related to indicators which can be used to analyse the financial position of company, the profitability and the risks associated.

COURSE CONTENTS:

- CHAPTER 1. FINANCIAL STATEMENTS – IMAGE OF COMPANY’S ACTIVITY
- CHAPTER 2. ANALYSIS OF THE FINANCIAL POSITION OF COMPANY. ANALYSIS OF THE PATRIMONY’S STRUCTURE. ANALYSIS OF PATRIMONY’S EFFICIENCY. ANALYSIS OF PATRIMONY’S EQUILIBRIUM.
- CHAPTER 3. ANALYSIS OF THE FINANCIAL PERFORMANCE OF COMPANY
- CHAPTER 4. ANALYSIS OF RISKS

TEACHING METHODS:

Lecture, conversation, exemplification.

LEARNING OUTCOMES:

- knowledge of economic and financial phenomena specific in companies based on financial statements,
- acquiring of the main techniques and methods to analyze the financial flows of the annual reports of companies to carry out a financial diagnosis,
- practical skills to analyze the financial statements, evaluate and identify the internal reserves for a better management of economic activity.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:

- Burja Camelia, Analiza și diagnosticul entităților pe baza situațiilor financiare Seria Didactică, Universitatea „1 Decembrie 1918” Alba Iulia, 2013
- Popescu D.D., Enterprise Analysis, Editura ASE, Bucharest, 2009
The Faculty of Economic Sciences

TECHNIQUES AND METHODS OF EVALUATION ENTITIES
Course code: SIC 21-2
Type of course: compulsory
Language of instruction: Romanian
Name of lecturer: Dănulețiu Adina Elena/ Cioca Ionela Cornelia, PhD
Full time studies

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COURSE AIMS:
- Acquisition of knowledge regarding the evaluation entities
- Acquire knowledge on how to apply the methods and techniques of evaluation entities
- Skills training to prepare the assessment report

COURSE CONTENTS:
1. Main approaches in accordance with International Valuation Standards in estimating business
2. Other approaches to value and company performance and shareholder value, specific listed companies
3. Methods of assessment based on assets
4. Analiza market rates
5. Valuation for financial reporting
6. Evaluarea in order mergers
7. Assessment of credit guarantee
8. Assessment for liquidation
9. Evaluation and environmental factors

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Develop the capacity of analysis, synthesis and independent interpretation of accounting information to assess economic problems
- Investigation of conditions and situations to communicate complex economic arguments and demonstrate the results of its evaluation
- Ability to work independently and / or in teams, to identify solutions for solving specific economic problems in providing the necessary accounting information management entities
- Possibility to register the accountancy professional organizations

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:
- Pavaloaia W., Pavaloaia D., Diagnostic și evaluarea întreprinderii, Tehnopress Publishing House, Iași, 2006;
- Todea N., Evaluarea proprietății imobiliare și a întreprinderii, Aeternitas Publishing House, Alba Iulia, 2004;
- Tomă M., Inițiere în evaluarea întreprinderii, Ediția a IV-a revizuită și adăugită, CECCAR Publishing House, București, 2011;
- International Valuation Standards, ANEVAR, Bucharest, 2015;
- Minister of Finance no. 1802/2014 for the approval of accounting regulations on the annual individual and consolidated financial statements, Official Gazette no. 963/2014.
PROCEDURES FOR FINANCIAL AUDIT

Course code: SIC 21-3
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Tatiana Danescu, PhD
Full time studies

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</table>

COURSE AIMS:
- Deepening the theoretical knowledge needed to identify and understand the insurance services, namely the financial audit services;
- Knowledge and information deepening on financial audit methods and techniques;
- Explanation and interpretation of the audit process by the development of the activities involved in an insurance mission.

COURSE CONTENTS:
1. Activities of preplanning the audit mission
2. Risk assessment
3. Plan and audit program
4. Audit Procedures
5. Survey technique
6. Audit evidence
7. Audit report

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Critically - constructive interpretation of audit and control phenomena among economic agent and making value grounded judgments;
- Ability to organize and exercise specific tasks of financial audit;
- Diversification and completion of financial and accounting knowledge, interdisciplinary approach of business operations to ensure the possibility of providing consulting services in auditing and control area

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:
- OUG nr.75/1999 republished, regarding the activity of financial audit, republished in the Official Gazette, Part I no. 598 of 22/08/2003
INTERNATIONAL STANDARDS FOR GOVERNMENTAL ACCOUNTING

Course code: SIC 21-4
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Cenar Iuliana, PhD
Full time studies

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COURSE AIMS:
- Dissemination of international accounting standards in the public sector and the awareness of their need for non-discriminatory treatment in the calculation of macroeconomic indicators and to improve coordination of public finance policies.
- Acquisition of knowledge about the major changes that occurred in the accounting of the public sector, nationally and internationally;
- The capacity of reasoning in order to apply in the ours public accounting rules and regulations converged with the international ones;
- Developing skills regarding the international public sector accounting practices.

COURSE CONTENTS:
1. General guidelines on international accounting standards
2. Public institutions accounting convergence with International Public Sector Accounting Standards (IPSAS).
3. IPSAS for accrual accounting.
4. IPSAS for cash accounting.
5. European Public Sector Accounting Standards (EPSAS).

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
- Analysis and interpretation of the accounting information in relation with the realities and the international trends in the public sector accounting.
- Identifying tools and strategies needed to build a rational accounting system for the public sector, efficient and internationally compatible.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:
- **Cenar I., Cash Accounting Standardization in the Public Sector**, International Colloquium on Research Advances&Trends in Accounting, Auditing and Finance, Annales Universitatis Apulensis, Series Oeconomica, Finanţe-Contabilitate, Alba Iulia, 2010, ISSN 1454-9409, p. 79-87.
LEGAL ENVIRONMENT OF ENTITIES
Course code: SIC 22-2
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Luha Vasile, PhD
Full time studies

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COURSE AIMS:
Students develop the capacity to use legal instruments in economic practice. Improving general knowledge on civil law, commercial, financial and business orientation and current jurisprudence and literature domestic and community.

COURSE CONTENTS:
1. Introduction to commercial law
2. Enterprise and professional in view of the new civil code
3. Commercial companies
4. Operating companies
5. Type of company
6. Groups of companies
7. Professional contracts
8. Insolvency procedure
9. Check, bills of exchange, warrants
10. The legal regime of securities transactions

TEACHING METHODS:
Lecture, conversation, exemplification

LEARNING OUTCOMES:
• Acquiring theoretical knowledge and skills applied theory of law
• Practical skills training on the proper use of tools specific legal economic and financial activity
• Training of practical skills of analysis and interpretation of legal texts, sources of law, principles, national jurisprudence, EU and CEDO

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 60%; Practical work during semester – 40%.

RECOMMENDED READING:
• V. Luha, Suport de curs – drept comercial, Alba Iulia, 2011.
• Vasile Luha, Titluri de credit, Ed. Lumina Lex, Bucureşti, 1998.
• Daniel Mihai Şandru, Pacte societare, Ed. universitară, Bucureşti, 2010.
ACCOUNTING EXPERTISE AND PROFESSIONAL DEONTOLOGY

Course code: SIC 22-2
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: Deaconu Sorin-Constantin, PhD
Full time studies

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COURSE AIMS:
This discipline aims to develop professional reasoning upon a certain type of transactions and events for the elaboration of an accounting expertise report.

COURSE CONTENTS:

1. Benchmarks for the accounting professionals
2. The organisation and functioning of CECCAR
3. Judiciary accounting expertise
4. Extra judiciary accounting expertise
5. Organising accountancy for the expertise offices
6. Professional doctrine and deontology

TEACHING METHODS:
Lecture, conversation, exemplification.

LEARNING OUTCOMES:
• The assimilation of knowledge upon a specific economical domain for registering as a judiciary expert;
• Learning to express opinions upon economical transactions and events;
• Gaining competencies for the elaboration of accounting expertise reports.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Written exam – 60%; verification during semester – 40%.

RECOMMENDED READING:
• Accounting Law no. 82/1991 with the further amendments and completions republished in the Official Journal no. 454/2008.
• The Order 2634/2015 for financial accounting documents, Official Journal no. 910/2015.
• The Law no. 227/2015 regarding the Fiscal Code with the further amendments and completions, Official Journal no. 688/2015.
• www.ceccar.ro.
COURSE AIMS:
Each discipline provided in the plan of education in the master program is accompanied by specific research topics for practice. Before drafting scientific research project, master students must study scientific research Methodology economic discipline. Through its master skills and abilities are formed scientific investigation of economic phenomena. Assimilated knowledge and skills acquired will provide master the ability to identify the real economic problems that to solve calling the methods and tools of scientific investigation.

Master's students must develop a research topic proposed in a practical project. Master students will sustain the project with colloquium to promote the Practice. Scientific research results will be used by students through articles in professional journals and achieving dissertation.

COURSE CONTENTS:
1. The accounting information system the analysis and diagnostic for analysis of company activity
2. The accounting information system the analysis and diagnostic for resources management
3. The information system the analysis and diagnostic for expenditures included in accounting
4. The information system the analysis and diagnostic for financial and economic situation of an economic entity
5. The accounting information system the analysis and diagnostic for company balance
6. The information system the analysis of the company balance sheet structures and results
7. Analysis of the rentability of the company using accounting information
8. Making a report assessing the land or a building

TEACHING METHODS:
Is not the case

LEARNING OUTCOMES:
Is not the case

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Exam – 100%

RECOMMENDED READING:
Is not the case
MASTER THESIS WRITING
Course code: SIC 22-4
Type of course: compulsory
Language of instruction: English tutoring available for Erasmus students
Name of lecturer: _____________PhD
Full time studies

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COURSE AIMS:
Discipline aims at preparing the dissertation to be sustained to master exam, as a summative exam for graduating final. Elaboration of the dissertation is preceded by following economic discipline Methodology economic discipline and practice, evidenced by the development of a practical study.

COURSE CONTENTS:
Is not the case

TEACHING METHODS:
Is not the case

LEARNING OUTCOMES:
Is not the case

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:
Presentation and defending of license – 100%

RECOMMENDED READING:
Is not the case
COURSE CATALOGUE 2016-2017

Field: ACCOUNTING
Programme: Ph.D.
Length of studies: 3 years (6 semesters)
Number of ECTS Credits: 30
Languages of teaching: English, French, Romanian
Form of education: Full-time

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<td>Financial analysis techniques</td>
<td>Compulsory, 2</td>
<td>Autumn</td>
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