

**“DUNAREA DE JOS” UNIVERSITY OF GALATI
ROMANIA**

**Faculty of Economics and
Business Administration**



**ERASMUS+
2020-2021**

DESCRIPTION OF DISCIPLINES



BACHELOR DEGREES

Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
DOMAIN OF STUDY: MARKETING Study Programme: Marketing	
<p style="text-align: center;">Economics I (Microeconomics)/ 1st Year/ I</p> <p>The purpose of the course is to give students an in-depth understanding of the principles of economics in application to individual decision makers, both consumers and firms. Students will learn about demand, supply and equilibrium in goods and factor markets, the efficiency of the market economy and the potential role of government intervention in the economy. Main topics: Consumer behavioral analysis: study of budget constraints and consumer preferences. The model of optimal consumption choices and the determination of demand for goods functions at individual level. Factors influencing demand for goods and classification of goods subject to consumer option. Slutsky's identity and the influence of price changes on demand for goods. Applications of Optimal Consumer Model: Determining gross and net demand for goods; intertemporal choice. Determining aggregate demand at the level of the market for a good / service; the elasticity of demand for goods and its influence on producers' income. Analysis of the manufacturer's behavior: the production function and the technical sub-factor of the factors of production. Maximizing a business's profit and determining the demand for input factors. Minimizing a company's costs; global cost and unitary cost functions. Market - complex and dynamic reality: demand and supply, various types of competition; price typology and functions. Firm offer decision under perfect competition; overall balance on the market with perfect competition. The firm's offer decision under monopoly conditions; the causes of the emergence of monopolies. The firm's offer decision under the conditions of oligopoly and monopolistic competition.</p>	5
<p style="text-align: center;">Applied Mathematics for Economics)/ 1st Year/ I</p> <p>Applied Mathematics involves the process of applying mathematical models in order to design and analyze economic problems. Using applied mathematics models, students can solve real life economic problems. This might be, for example, a practical problem that exists in private firms. And as students often collaborate with specialists from other fields, they will also need the ability to look beyond their own specialization. They will gain knowledge about: Vector spaces. Base and dimension of a vector space. Forms of presentation of a linear programming problem. Types of solutions to a linear programming problem. The SIMPLEX algorithm for solving a linear programming problem. Functions of multiple variables, partial and extreme derivatives functions. Applications. Elements of probability theory. Fields of events and probabilities. Conditional probabilities. Schematic and classical probability laws. Random variables. Characteristics of a random variable. Classical distributions.</p>	5
<p style="text-align: center;">Informatics/ 1st Year/ I</p> <p>This course deals with basic Informatics concepts such as Information, Knowledge, Modeling, and Uncertainty. There will be outlined all the conceptual building blocks necessary to understand the basics of Information Theory and tools in various human domains, and discuss their implications for the practice of science, engineering, art, and society in general. Students will be introduced to fundamental topics in Informatics while developing a basic understanding of Information Theory. They will build up their proficiency in Information Technology as detailed in the course syllabus, emphasizing its use in the modeling of nature and technology.</p>	6
<p style="text-align: center;">Accounting/ 1st Year / I</p> <p>This course highlights methods for recording transactions, keeping financial records, performing internal audits, reporting and analyzing financial information to management, and advising on tax matters. Accounting is a systematic process of identifying, recording, measuring, classifying, verifying, summarizing, interpreting and communicating financial information. It discloses the profit or loss for a given period and the value and nature of its assets, liabilities and owners' equity. Main topics: The means of financing the resources and the results achieved through the use of the resources shall be those provided by the accounting officer. The subject of accounting. Accounting Method (Accounting Principles, Methods of Accounting Methodology). Financial situations. Accounting Balance Sheet - Financial Position Assessment (Accounting Balance Sheet, Balance Sheet Accounting Models, Balance Sheet Items, Limits and Definitions on Components of Balance Sheet and Balance Sheet Balance Sheet) Profit and loss account of the financial performance of the enterprise (Account structure Profit and Loss, Income, Expenses, Outturn of the financial year) Cash Flow Statement Changes in the Balance Sheet Account and Double Entry (Concepts, Account Functions, Account Form and Structure, Accounts Rules, Double Record and Account Correspondence) The accounting analysis of the economic and financial operations and the record mechanism in the accounts The accounting formula (The structure and description of the accounting formula, the classification of the accounting formulas) The accounting plan and the classification of the accounts and content of documents. Classification of documents. Accounting books. Preparation, processing, verification and correction of documents. Circuit and storage of documents. Accounting for the main operations on the funding cycle (Concept and forms of financing manifestation, Equity accounting, risk and expense provisions and sources attracted by funding). Accounting for the main operations of the operating cycle (operations with stocks, value added tax, settlements with third parties debtors and commercial creditors, debts and debts, settlements with employees). Accounting for investment operations (Organization of fixed assets documentation, Asset Recognition and Measurement, Impairment of Fixed Assets, Fixed Assets Accounts, Treasury Accounts Accounting, Determination of the Financial Year Result, Concept and Contents of the Verification Balance, Verification Balance Functions, Classification check balances. Verification balance sheet Identification of accounting errors Establishment of financial statements based on the verification balance Description of the inventory notion. Organizing and performing the inventory.</p>	6
<p style="text-align: center;">Foreign Language A I, II/ 1st Year / I, II</p> <p>Students can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment), communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters, describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.</p>	2+2



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<p align="center">Physical Education I, II/ 1st Year / I, II</p> <p>This course provides a foundation for building an effective Physical Education program. Students acquire concepts and techniques for assessing health factors, such as blood pressure, heart rate, body mass, strength, flexibility and endurance. Main topics: Assessment techniques include skin fold and circumference measurements, heart rate monitoring, bioelectric impedance and bike tests. The results of the fitness evaluation help define the goals of Physical Education programs and provide a basis from which the trainer and client can communicate about the best strategies for meeting the client's goals. This course provides a theoretical understanding of why a variety of exercises help or hinder in reaching their fitness goals. Students learn to adapt exercises to alter the body's physiological responses. Additional topics include biomechanics, kinesiology and motor learning. Coursework in basic anatomy and physiology are a prerequisite for understanding the concepts of exercise science.</p>	2+2
<p align="center">Economics II (Macroeconomics) / 1st Year / II</p> <p>Students will study aggregated indicators such as unemployment rates, GDP and price indices, and then they will analyze how different sectors of the economy relate to one another to understand how the economy functions. Macroeconomists develop models explaining relationships between a variety of factors such as consumption, inflation, savings, investments, international trade and finance, national income and output. Such macroeconomic models, and what the models forecast, are used by government entities to aid in the construction and evaluation of economic policy. Macroeconomics is a rather broad field, but two specific areas of research are representative of this discipline. One area involves the process of understanding the causation and consequences of short-term fluctuations in national income, also known as the business cycle. The other area involves the process by which macroeconomics attempts to understand the factors that determine long-term economic growth or increases in the national income. Main topics: Introduction to macroeconomics. Income and consumption. Savings and investments. Cycles and economic crises Growth and economic development. The money market. Labor market. Financial footprint. Foreign exchange market. Inflation. Unemployment.</p>	4
<p align="center">Finance/ 1st Year / II</p> <p>The main outcomes of this course are: Identifying and acquiring basic knowledge and understanding of the involvement of finance micro and macro level in public and private organizations. Knowledge understanding and proper use of terms and techniques in the field of public and private finance. The acquisition and use of language, to enable the student to communicate in writing and orally. The interpretation of economic information, financial, social and other national and international media. Development of the ability to select and use the methods and tools of financial activities; the acquisition of the capacity to understand the flows of financial resources and their allocation. Main topics: Public finances - introductory notions. Functions of public finances. Structure of the financial and coordinated public policy mechanism. The system of public financial resources. Tax system - doctrinal-theoretical fundamentals. Direct taxes. Indirect taxes. State loans. Public debt. Public expenditure system. State social insurance. Public Budget System.</p>	6
<p align="center">Statistics/ 1st Year / II</p> <p>Students will discover the science of collecting, analyzing, presenting, and interpreting data. Governmental needs for census data as well as information about a variety of economic activities provided much of the early impetus for the field of statistics. Currently the need to turn the large amounts of data available in many applied fields into useful information has stimulated both theoretical and practical developments in statistics. Data are the facts and figures that are collected, analyzed, and summarized for presentation and interpretation. Data may be classified as either quantitative or qualitative. Quantitative data measure either how much or how many of something, and qualitative data provide labels, or names, for categories of like items. The area of descriptive statistics is concerned primarily with methods of presenting and interpreting data using graphs, tables, and numerical summaries. Whenever statisticians use data from a sample—<i>i.e.</i>, a subset of the population—to make statements about a population, they are performing statistical inference. Estimation and hypothesis testing are procedures used to make statistical inferences. Fields such as business and economics make extensive use of statistical inference, as we present in this course.</p>	6
<p align="center">Financial Accounting/ 1st Year / II</p> <p>This course aim to develop students' ability to record the main economic operations in the company's accounting and to prepare the monthly and annual financial statements. Main topics: The chronological record of operations related to: capital, fixed assets, stocks, receivables, debts, treasury, expenses, income and results; systematically recording accounts and completing accounting records; compilation of the Verification Balance; the preparation of the Annual Financial Statements. Introduction to Financial Accounting-Object and Study Method. Accounting for equity and provisions. Accounting for borrowed capital. Accounting for intangible and tangible assets. Financial Assets Accounting. Stock Accounting. Accounts receivable accounting. Commercial Debt Accounting. Accounting for wage and social debts. Accounting for debt and tax receivables. Debt and receivable accounting within the group of companies. Treasury Accounting. Accounting for expenditures and revenues. Accounting work to close the financial year.</p>	5
<p align="center">European Economics/ 1st Year / II</p> <p>This course completes the education of the economical students with the formation of a scientific concept necessary for the understanding of the phenomena and processes taking place within the European Union. Main topics: Presentation of the conceptual framework of the European economy system; knowledge of the historical process of European economic integration; presenting the microeconomic and macroeconomic aspects of the European economy and how to base and implement common policies. Conceptual approaches to European integration. The historical foundations of European integration. The Treaties of the European Union. The institutions of the European Union. Single Market. Community policies. Monetary policy. The European System of Central Banks and the European Central Bank. European structural funds and economic growth.</p>	5
<p align="center">Humanities and Social Sciences Disciplines/Geography/ 1st Year / I</p> <p>Students will understand the need and importance of concentrating natural and human resources, economic needs, global exchanges, environmental quality, causes that lead to environmental degradation and environmental protection and conservation measures. The correlation between the territorial distribution of production and consumption (raw materials and finished products) and the major factors influencing the regional differences (natural, economic, social, political, demographic, etc.); knowing the major characteristics of each major economic activity by a unique analysis algorithm (definition, history, structure, production situation and product marketing). Identifying and using the main notions and concepts specific to economic geography. Explanation and interpretation of quantitative and qualitative data and information related to economic geography for the formulation of specific arguments and decisions associated with international business. Fundamental studies and analyzes, organizational and efficiency of firms' activities to provide advice and assistance related to the content of economic geography. Critical-constructive analysis of relations between consumers and suppliers specific to the field of economy and international business from different spaces in terms of geographical / geopolitical position, population characteristics, environment, etc. Collection and processing of data from alternative documentary sources and from current activity to assess the factors that influence the company's good course.</p>	4



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<p align="center">Foreign Language B I, II/ 1st Year / I, II</p> <p>Students will understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. They will deal with most situations likely to arise whilst travelling in an area where the language is spoken, produce simple connected text on topics which are familiar or of personal interest, describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans, understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialization, interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party, produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.</p>	2+2
<p align="center">Office Automation/ 1st Year / I</p> <p>Students will learn about concepts, principles, theories, methodologies and advanced tools of work and research in dynamic professional environments specific to financial and banking sectors. They will perform analyzes and estimations useful in the evaluation process and developing assessment reports of financial and / or banking enterprises and actors. Main topics: Integrated use of concepts, principles, theories and advanced specialist practices in incompletely defined situations, generated by dynamic professional environments specific to financial and banking, to solve new theoretical and practical problems. Develop a professional or research project on issues specific to financial and banking. Using the concepts, principles, theories, methodologies and advanced tools of work and research in the elaboration of professional and / or research projects on issues specific to the financial and banking field.</p>	2
2nd YEAR	
<p align="center">Marketing/ 2nd Year / I</p> <p>This course familiarizes students with specific marketing language and improve students' skills to design and develop marketing plans. Main topics: Knowledge of marketing analytics tools. Understanding the role of marketing specialist in public catering companies. The ability of students to develop marketing plans to increase the reputation of public catering establishments. Proper and effective use of marketing-specific tools to launch new services. Basically, Marketing is a management process through which products and services move from concept to the customer. It includes identification of a product, determining demand, deciding on its price, selecting distribution channels and promoting among target customers. Market research. Market segmentation. Marketing research. Marketing mix - concepts, structure, functions. Product policy - concepts, functions. Marketing strategy. Pricing policy - concepts, functions. Price typology on different types of markets. Distribution policy. Methods of evaluation of distribution activities. Promotion policy - concepts, functions. Communication mix - tools, promotion techniques. Advertising - promotion tool. Promotion campaigns.</p>	5
<p align="center">Business Statistics/ 2nd Year / I</p> <p>Students will acquire knowledge about synthetic indicators for assessing the efficiency of business (turnover, commodity production, gross output, fixed capital depreciation, indirect taxes, gross value added, net added value, gross operating surplus, net operating surplus, presentation of Indirect and Term Indices long-term economic activity as well as the financial standing of firms). Main topics: External trade activity statistics (notions, concepts, import coverage index by export, gross exchange index, net exchange rate index, price scissors). The statistics of the internal trade and catering activity (statistical indicators of the internal and public trade activity: stock rate, day-to-day stock, day-out stock, speed of movement of goods, average stock turnover goods). Statistics on tourism activity and tourism services (statistical indicators of tourism and tourism services: indicators of the technical and material base of tourism: indicators of the structure of fixed assets, labor force indicators in tourism, tourism traffic indicators). Transport activity statistics (indicators of the technical potential in railway, naval, air and road transport, statistical indicators of freight transport activity in the railway, auto, naval and air sectors, statistical indicators of passenger transport in traffic: railway, naval, air and car). Reliability and product life-testing (reliability, reliability indicators: Relative frequency of failures, Cumulative failure rate, Relative frequency of specimens in operation, Average failure frequency, Average operating time). The "t" test (verifying the equation hypothesis of two average levels corresponding to two normally distributed populations with the same unknown dispersion; verifying the equation of two averages corresponding to two normally distributed collectives that do not have the same dispersion, in addition being unknown). Determination of bankruptcy risk of companies through the Cönan-Hodler model and the B.C.R. (presentation of the Cönan-Hodler model and the B.C.R. model with their statistical indicators, as well as the grids assessing the bankruptcy risk of the firms analyzed). Analysis of the economic efficiency at a company level regarding the use of its economic potential (synthetic indicators of labor efficiency, synthetic indicators of the efficiency of the use of fixed assets and synthetic indicators of the efficiency of the use of circulating material assets). Use of statistical indicators of results in macroeconomic analyzes (indicators to analyze the structure of the national economy, the efficiency of the use of production factors, the main macroeconomic correlations and the macroeconomic indicators used in international comparisons). Estimating the parameters of a linear function by using the matrix method (presenting the matrix model through which the parameters of any linear function are estimated). Statistical methods of economic analysis used at the level of companies (chain substitution method, non-computed residue method). Statistical analysis of profitability at the level of companies by calculating the profitability indicators (economic profitability rate, financial return rate, profitability rate, advanced return on capital ratio, commercial rate of return, advanced and consumed profitability rate). Indicators of natural resources, the environment and spiritual resources (presentation of indicators of natural resources, environment and spiritual resources).</p>	4
<p align="center">Management/ 2nd Year / I</p> <p>Students will acquire and develop skills to create a management plan. Main topics: Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system. Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system.</p>	5



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<p style="text-align: center;">Commercial Management/ 2nd Year/ I</p> <p>This course familiarizes students with the specific language of business management and allow students' skills to acquire skills to identify business opportunities and consequently develop commercial management plans to capture them. Main topics: Developing an overview of the business management and management system of the organization in this area. Knowledge of the emergence and evolution of commercial management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of commercial management methods. Overview of commercial management. Analysis of the organization's internal and external environment. The systemic structure of the managerial framework in the trade. Particularities of SME management in the sphere of commerce. Design of the commercial strategy. Performance Strategies. Business Strategies. Competition strategies.</p>	4
<p style="text-align: center;">Marketing Information Systems/ 2nd Year/ I</p> <p>This discipline has the role of deepening knowledge in the field of informatics through the training of students in the field of information systems used in marketing. The main objective of the Marketing Information Systems discipline is to deepen students' knowledge on the basic concepts related to the information systems successfully used in marketing activities. The relevant issues related to the design of the information systems with applications in the field of marketing are also captured. There are presented the ways of using the various software packages and computer systems to assist the marketing decision and the basic concepts of organizing data in a database management system. It describes the architecture of databases and database management systems, focusing on the relational model. It also presents the features of the relational databases and the methodology of designing these databases. Examples of actions related to the definition and use of databases are described and exemplified. The theoretical and practical problems are presented in a balanced way so that after this course, students can use software packages or computer systems tailored to marketing activities.</p>	5
<p style="text-align: center;">Business Law/ 2nd Year / I</p> <p>Students will acquire and develop skills for understanding, interpreting and implementing legal notions and language in business, and applying theoretical knowledge in practice. Main topics: Developing the capacity to understand the implications of legislation in the field of business law on economic issues. Developing analytical and interpretative skills in the field of business law. Acquiring the necessary knowledge for the establishment of a company, an individual or family enterprise. Acquiring knowledge for conducting activities of company directors, censors or auditors, liquidators, etc. News brought by the new civil code in the field of commercial law. Introduction to business law: concept, definition and subject matter of regulation, sources and correlation with other branches. Business facts: the notion and characteristics of trade deeds, their classification and the analysis of the main trading facts regulated in Article 3 of the Commercial Code. Trader-specific institutions: Chambers of Commerce and Industry, Trade Registry. Traders physical persons: the notion of trader, acquiring the status of trader as a natural person, the conditions of exercising commercial activity and the termination of the quality of trader. Trader's professional obligations: general notions, registration in the Trade Registry, registers kept by traders, exercise of trade within the limits of legitimate competition, obligation to pay taxes and duties. Businesses: general business concepts, their legal definition and regulation, their classification, key elements of identification. The establishment of each type of society and their characteristic features. Business operations: the duties of general meetings of directors and auditors. Dissolution and liquidation of commercial companies. Fund of Trade: notion, elements and analysis of the intangible elements of the trade fund (clients, trade witness, trade mark and services).</p>	3
<p style="text-align: center;">Services Marketing/ 2nd Year/ II</p> <p>This course familiarizes students with marketing specific language and develop their skills to develop marketing plans specific to the service industry. It explores tools specific to the field of service marketing. Main topics: Highlighting the role and importance of services both at the level of the organization and at the level of society in general, this area having a particularly strong social impact; Highlighting service area specific issues; Emphasizing the particular importance of marketing services as a particular field with more careful, systematic and rigorous study; Knowledge of development directions and service peculiarities in the current context of economic development. Creating a systemic view of the service sector; Knowledge, analysis, interpretation and adaptation of marketing policies and strategies learned in previous years in the field of services; Awareness of the importance of methods, techniques and tactics of the marketing mix in the field of services. Specialized marketing services (role, peculiarities, and concepts). Market organization. Marketing mix specific to service organizations. Product policy specific to service organizations - concepts, specific elements. Product strategy specific to service organizations. Pricing policy specific to service organizations. Pricing strategies specific to service organizations. Distribution policy specific to service organizations. Distribution strategies specific to service organizations. Communication policy specific to service organizations. Communication strategies specific to service organizations.</p>	5
<p style="text-align: center;">Pricing Policies/ 2nd Year/ II</p> <p>The multiple roles of this course are the following: familiarizing students with language-specific pricing policies and develop students' skills to develop price strategies for a wide range of markets and products. Main topics: The strategic role of the price. Price and buying behavior. Competitors' reactions and price strategies. Dilemma of the detainee. Pricing methods. Pricing method based on total costs and profit. Pricing method based on variable costs and margin. Pricing method considering capacity use. Pricing method considering the recovery of the invested money resources. Price-based pricing method. Pricing method based on profit maximization. Pricing strategies based on the phenomenon of experience. The notion of experience curve and its strategic implications. The phenomenon of experience and price strategies. Market segmentation and price strategy. Impact of price differentiation on potential output. Criteria for price differentiation.</p>	5



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<p align="center">Applied Marketing Programs/ 2nd Year/ II</p> <p>This course aims at understanding the interdependencies and causal relationships of marketing variables in a financially free environment. Main topics: Knowing the methods of simulation of marketing activities. Developing students' ability to predict marketing processes based on the interaction of marketing-mix variables and controllable factors. Develop teamwork skills and stimulate the spirit of competition between teams participating in marketing simulations. Developing the skills of using the software programs - support of marketing simulations. Marketing simulation - an effective method of training and training of marketing specialists. Characteristics, advantages and typology of marketing simulations. Stages of a marketing simulation. Simulate efficient allocation of marketing resources. Utility functions associated with decision-making in marketing simulation. The theory of efficient allocation of marketing resources. Simulation methods of specific marketing activities. Simulation of marketing mix optimization with conjugate analysis. Simulation of optimal distribution strategy determination by decision tree method. Simulation of a relational marketing project. Simulate planning of a project to attract and retain customers with Microsoft Project. Virtual Markets. Defining the virtual market concept. Virtual Market Agents. Modeling strategies for virtual market agents. Simulation of a relational marketing project based on multidimensional sales analysis based on different market segmentation criteria.</p>	4
<p align="center">Consumer Behaviour/ 2nd Year/ II</p> <p>This course provides insights on the consumer behavior study and improves students' skills to develop a consumer profile for different categories of markets and products. Main topics: Knowing the new lifestyle and buying and consumption behaviors; Highlighting the role of consumer behavior in completing company performance; Fundamental marketing strategies with regard to: product positioning, market segmentation, launch of new products taking into account the potential of potential consumers; Knowledge of varied, modern strategies for the formation and development of human personality; Knowledge of quantitative and qualitative research methods used in defining consumer behavior; Consumer typology, techniques and methods of differentiated approach of consumer categories; Understanding how communication between the organization and the public contributes to shaping consumer behavior; Understanding the way consumer perceptions are formed, the way the image of organizations and brands guides consumers' behavior. Consumer behavior - concept, theories, factors of influence. Consumer behavior research. Consumer decision-making process. Influences on consumer perception. Consumer segmentation. Influence of culture, micro-culture and cultural values on consumer behavior. Relationship between the marketing mix and consumer behavior of companies.</p>	4
<p align="center">Marketing Research/ 2nd Year/ II</p> <p>This course aims to provide students with information about a wide range of marketing researches so that they can acquire the necessary knowledge to be able to use the appropriate scientific tools, deepen marketing thinking and provide a strong anchoring in practice Romanian. The course assures the acquisition of knowledge and the training of skills necessary for the use of methods, techniques, tools specific to designing, marketing research. It provides the scientific tools needed to solve practical problems as well as allows the formulation of decisional alternatives based on the results of the marketing researches. Designing marketing research. Main topics: The content, scope and typology of marketing research. The Role and Importance of Marketing Research. The concept of marketing research. Scope of marketing research. The headquarters of marketing research. The marketing information system. The informational marketing system - conceptual delimitation. Components of the marketing information system. Designing marketing research. Stages of organizing and conducting marketing research. Classification of marketing research. Designing marketing research. Errors that may affect research results. The role of Internet and software applications in marketing research. Methods and techniques for collecting and analyzing information in marketing research. Measurement and scaling of phenomena in marketing research. The concept of measurement. Stages of the measurement process. Accuracy of the measurement process. Measurement and scaling of phenomena in marketing research. Types of scales. Scaling methods. Methods and techniques for obtaining information. Investigating statistical sources. Direct research (selective survey and observation). Methods and techniques for obtaining information. Experiment in marketing research. Simulation - method of obtaining information. Analyzing marketing information. Typology of analysis methods used in marketing research. Determination of the central trend. Testing the statistical significance of differences between groups. Analyzing marketing information (continued). Measuring the correlation between the variables analyzed. The coefficient of elasticity used in demand analysis. The survey. Designing the questionnaire. Guidelines for making the questionnaire. Conceiving and writing the questionnaire. Structure of the questionnaire. Preliminary test of the questionnaire.</p>	4
<p align="center">Internship/ 2nd Year/ II</p> <p>The internship allows students to understand the marketing strategy of the company where the internship is taking place. Main topics: Knowing the methods of analyzing marketing data. Develop students' ability to apply theoretical concepts learned in practice. Developing teamwork skills. Developing the skills of using the software - support of the marketing activities. Analysis of the internal and external environment of the company where the internship is carried out. Identifying the components of the company's marketing strategy. SWOT analysis of the firm. Analysis of alternative solutions that can help increase the performance of marketing activities, together with the tutor appointed by the firm and the faculty responsible for the practice. Proposals to improve the company's marketing strategy. Developing the practice book, based on the daily activities carried out in the practice.</p>	3
<p align="center">Sales Techniques/ 2nd Year/ I</p> <p>This course reveals concepts related to the sales process at the organization level. Expected learning outcomes: Emphasizing the role of sales techniques in the marketing process of the organization; Highlighting the main categories of means of sale; Configure and implement sales strategies at the organization level; Familiarize students with the main concepts and principles of sales techniques. Main topics: Introducing the notion of "customer perception". Customer decision-making process. The individual sales target. Action and commitment. Certification of credibility. Obtaining information. Active listening, the principles of "golden silence". Providing information. Meeting the meeting from a partnership perspective. Getting the final job. The difference between an objection and a basic problem. Evaluation of the sales meeting.</p>	4
<p align="center">Small Business Marketing / 2nd Year/ I</p> <p>This course allows students to acquire and develop skills to deeply analyze existing situations: the company's internal situation, the market, customers, competitors, the economic, legislative, technological, social, cultural environment. Expected learning outcomes: Analyzing the internal and external environment of an organization and identifying relevant elements for future strategies. Knowledge of business planning models, depending on the objectives pursued; Understanding the need for companies to focus on meeting customer needs and anticipating their needs; Highlighting students' ability to develop marketing plans by capitalizing on all the resources and opportunities of the organization. Use of specific analysis tools, forecasting, software. Main topics: Presentation of the company that will be the object of the study during the works, of the bibliographic references from the previous years that will provide the tools of work. Analysis of the environment in which the analyzed company operates - the micro-environment and the macro-environment, the internal environment of the company - values and objectives, mission. The SWOT analysis, a tool that facilitates easy monitoring of the internal environment and the external environment, opportunities and threats. Porter Model - to identify the level of competitiveness in the industry. Customer profile analysis - questionnaire analysis. Analysis of the product and activity portfolio using the B.C.G. Market launch of a new product - using the five-level methodology.</p>	4



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<p align="center">Sales Management/ 2nd Year/ II</p> <p>This course enables students to acquire the skills to develop sales strategies and capitalize on the specific techniques of interacting with customers by capitalizing on the benefits of digital technology. Main topics: Acquiring knowledge to implement strategies, techniques, and specific sales management tools. Analysis and evaluation of sales techniques and specific communication tools. Apply sales techniques and specific communication tools. Sales Management; basic concepts. Process approach to sales management. Procedural coordination from the perspective of brand strategy, customer relationship management, and integrated marketing communication. Analysis and evaluation of sales techniques and specific communication tools. Applying sales techniques and specific communication tools. Techniques and sales tools in the context of digital interaction with customers. Design, select and implement sales promotion campaigns. Adopt good practices in sales management by capitalizing on reports from expert communities.</p>	5
<p align="center">Agro-Food Marketing/ 2nd Year/ II</p> <p>The discipline has a strong interdisciplinary approach and aims to provide students with practical knowledge from the economic activity of the agricultural and food units with the help of a data base related to the vegetable and animal production marketing sector. Main topics: Knowledge, understanding, explanation and interpretation. It addresses third-year economics students who will acquire the necessary skills to conduct marketing research and solve case studies and marketing problems. The present paper answers questions such as: How does marketing influence the activity of a normal day of your life ?, Is marketing an ethical activity ?, How do you identify the consumer profile ?, How do you analyze the portfolio of a firm ?, What is the market share of How do you identify the market segments of the product ?, How is a business map of a locality ?, How is a market survey done ?, How do you divide the products of an enterprise into a game, lines, articles and models ?, How to base the price of a product ?, How to hierarchize transport modes ?, When is one or other of the promotion techniques used? Instrumental-applicative (design and assessment of specific practical activities, use of methods, techniques and tools for investigation and application). The course enables a new category of application papers through the original practical approach of the theoretical concepts and the methods of their application in the form of case studies, playing games and exercises. To achieve the above, students must have access to a computer connected to the Internet for accessing bibliographic resources. The teamwork will be stimulated throughout the course. Students will argue their own options for certain strategy programs and the medium and long-term economic and social outlook.</p>	5
<p align="center">Academic Ethics and Integrity/ 2nd Year/ II</p> <p>This course familiarizes students with the methodology and tools of the system and tools to ensure ethics and integrity academics. Main topics: Developing skills to use methods and techniques for assessing the integrity phenomenon in the university environment; Student knowledge of ethics and academic integrity issues in scientific research and the dissemination of the results of their professional work. Integrity - fundamental moral value. Characteristics of the integrity concept - Personal integrity / publicity. Principles and Standards of Integrity in the Public Environment. Integrity in Romania - the legal framework. Ethics and professional deontology - the phenomenon of corruption: concept, prevention, combat; corruption risk management. Standards of integrity in the field of didactic and research activity in higher education. Code of Ethics - general standards of academic integrity. Teaching process - approach from the perspective of integrity. Research activity - specific integrity standards. Forms of university fraud in didactic and research work. Promoting a "culture of integrity" in all areas of academic and administrative activity in universities. Transparency and accountability of Romanian higher education institutions. Recommendations for developing a culture of academic integrity.</p>	5
<p align="center">Foreign Language B III, IV/ 2nd Year/ I, II</p> <p>This course strengthens general English knowledge and apply it to specialized discourse. Main topics: Knowledge of the morpho syntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text of the specialized field. Acquiring the ability to document in English in the specialty field. Increasing the oral communication capacity in everyday and professional life.</p>	2+2
<p align="center">Modern Communication Tools/ 2nd Year/ I</p> <p>This course aims at offering students a framework for proper use of specific terms, principles of corporate communication to improve message clarity. Main topics: Presentation of methods and techniques of communication, traditional and modern, to better adapt the future graduates to the labor market. Students acquire the techniques of managing economic information and market types according to the nature of the information. Students acquire the knowledge and skills required for effective communication in organizations and businesses in order to prevent communication and image crises, but also to manage them. Training of analysts and communication specialists. Building and maintaining quality relationships with major audiences. Communication of the organization - between traditional and modern. Online advertising. Online public relations. Marketing online. Initiating online communication campaigns. Internal online communication. Online communication strategies.</p>	3
<p align="center">Databases/ 2nd Year/ II</p> <p>This course deals with data storage and processing within electronic computing. Organizing data in databases is the unanimously accepted solution as the optimal way of organizing data within computer systems. It is not possible to conceive the design and realization of a computer system in the absence of knowledge about how to organize data in databases. To acquire practical working skills with relational databases, it is necessary to understand and acquire the relational mathematical model, the rules defining the relational databases as well as the relational database normalization theory. These are the main objectives of discipline. Main topics: Data – their place and role in the information system; Information – its place and importance in the information system. Relational databases, definition, composition, abstraction levels, dynamics. Specific elements: keys, key types, logical links between relationships. Database management system. The mathematical model of relational databases. Characteristics of relational databases: Codd's rules. Relative algebra operations. The need to normalize relational databases. The normal forms of a relational database that are defined by functional dependencies.</p>	4
3rd YEAR	
<p align="center">Promotion Techniques/ 3rd Year/ I</p> <p>This course offers insights on concepts related to the advertising process at the organization level. Main topics: Highlighting the role of marketing communication techniques in marketing the organization. Highlighting the main categories of advertising, differentiating on the two categories: A.T.L. and B.T.L. Set up and implement advertising strategies at the organization level. Familiarize students with the main concepts and principles of creation and advertising production. Analysis and evaluation of sales techniques and specific communication tools. Applying sales techniques and specific communication tools. Explanation of sales techniques and the use of specific communication tools. Designing the sales communication program. Use of sales techniques. Theories and principles of marketing communication. Advertising activity. Choice of media and media (media planning). Elaboration of advertising messages. Processing media-planning. Testing and post testing the advertising campaign.</p>	6



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Strategic Marketing/ 3rd Year/ I</p> <p>Students will acquire specific skills to support the marketing decision-making and develop the company's ability to respond by generating relevant strategic marketing solutions. Main topics: Selection and application of strategic marketing solutions through techniques and tools to capitalize on customer orientation of the firm. Structuring the reflection framework in the context of the strategic marketing decision from the perspective of the complexity of the competitive markets and the customer satisfaction commitment. The proactive approach of the target market by cultivating the specific difference of the value offer. Key concepts and current approaches. Strategic situation analysis. The PEST model (L) E. The life cycle of the product, the life cycle of the business. Implications of CVP analysis for strategic marketing planning. The CVP Marketing Objectives / Strategies / Policies. The strategic role of marketing innovation. Strategic analysis of the portfolio of activities. BCG model. New BCG. A.D.L. Matrix McKinsey. Royal Dutch- Shell. Product Model - Market. Strategic decision-making models at the level of activities. Ansoff model. Generic strategies of Michael Porter. Comparative product / market analysis from the customer and manufacturer perspective. Offer position vs. product positioning. Customer Matrix. Manufacturer matrix. Strategic Segmentation in Marketing Segmentation; behavioral patterns and addressing of the target segment. Analysis of the competitive environment. Study of Competitive Environment Forces. M. Porter's model. Value Chain, Marketing Policing Policy Making Tool. The SWOT analysis; The SPACE matrix. Strategic distribution decisions. Current requirements of marketing communication strategies. Strategies for cultivating value through communication. Amplification of customer value. Communication patterns; merchandising. The requirements of categorical communication. The price signaling function in the communication of Marketing Branding: Market leader, Market challenger, Market follower, Market niche.</p>	6
<p align="center">Public Relations/ 3rd Year/ I</p> <p>This course highlights the concepts regarding the specificity of the communication process through public relations and the concept of public relations. Main topics: The comparative presentation of the elements of the communication mix, highlighting the role of public relations and the ascension of recent times. Highlighting the issues that make this domain a science, but especially an art. Highlighting the role of research in the field of public relations. Presenting areas of interest to the organization in addressing the communication process through public relations. Presentation of the role and importance of the image of the organization, the reputation, the way of forming the desired image. Analyzing the role of employees in the external perception of the organization, internal public relations. The importance of correct management of press relations. Analysis of the electoral market. The structure of the political market. Segmentation of the electoral market. Segmentation techniques. Election marketing research. The mix of electoral marketing. Marketing policies used to capitalize on the electoral heritage.</p>	4
<p align="center">Direct Marketing/ 3rd Year/ I</p> <p>This course aims at developing student skills to create and implement marketing plans. Main topics: Knowledge of analytics tools specific to direct marketing. Familiarize students with the concepts of integrated marketing communication existing at the organization level and the concept of direct marketing or "one to one". Comparative presentation of the elements of the communication mix, highlighting the role of direct marketing actions, their links and dependencies. Specificity, landing particularities and working with databases in direct marketing. How to choose the products for direct marketing actions. Selection of media types for direct marketing. The importance of demand in direct marketing. Ethical issues in direct marketing campaigns. Analysis of the Romanian public profile and reactions to direct marketing actions. Direct communication and direct marketing. Direct marketing - content, features. Direct marketing - a new form of distribution. Coordinates of direct marketing development. Direct marketing mix. Database. Offer in direct marketing. Direct marketing mix. Logistics in direct marketing. Communication in direct marketing. Direct marketing management. Direct marketing techniques and tools. Direct mail campaigns. Telephone marketing. Sales by mail. Mobile marketing applications. Internet - support of direct marketing operations. Online advertising. Direct email campaigns. Creating and using web sites. Ecommerce Applications. Customer loyalty in direct marketing. Managing direct marketing programs. Marketing direct business to business. Ethical issues in direct marketing. Using traditional communication media in direct marketing campaigns.</p>	5
<p align="center">Economic and Financial Analysis / 3rd Year/ I</p> <p>This course familiarizes students with the notion of economic diagnosis of an economic agent and develop their assessment capacity and decision to improve its profitability. Expected learning outcomes: To be able to identify by calculation the level of the main economic indicators of the firm. To determine the influence of each factor on the level of economic indicators. To be able to base decisions on increasing the company's profitability. Main topics: Theoretical and Methodological Basics of Economic Analysis. Types of economic analysis. Content and functions of economic analysis. Study factors that explain the results of economic activity. Methodology of economic analysis. The information system required to conduct the Economic analysis. Diagnostic analysis related to production and marketing activity. Analysis of the general situation on the basis of value indicators. Diagnostic analysis of turnover and value added. Analysis of product/ service quality. Diagnostic analysis of enterprise expenses. Analysis of revenue related expenditures. Analysis of operating expenses. Cost analysis at 1000 lei turnover. Fixed expenditure analysis. Analysis of variable costs. Analysis of labor costs. Diagnostic analysis of profit.</p>	4
<p align="center">International Marketing/ 3rd Year/ II</p> <p>This course outlines the concepts regarding the specificity of the communication process through public relations and the concept of public relations. Main topics: The comparative presentation of the elements of the communication mix, highlighting the role of public relations and the ascension of recent times. Highlighting the issues that make this domain a science, but especially an art. Highlighting the role of research in the field of public relations. Presenting areas of interest to the organization in addressing the communication process through public relations. Presentation of the role and importance of the image of the organization, the reputation, the way of forming the desired image. Analyzing the role of employees in the external perception of the organization, internal public relations. The importance of correct management of press relations. Analysis of the electoral market. The structure of the political market. Segmentation of the electoral market. Segmentation techniques. Election marketing research. The mix of electoral marketing. Marketing policies used to capitalize on the electoral heritage.</p>	6
<p align="center">Information Analysis Using SPSS/ 3rd Year/ II</p> <p>This course offers insights regarding how to create a conceptual model in a marketing research and testing hypotheses of research through descriptive statistical analysis. Main topics: Acquiring and developing the skills of using the SPSS software. Knowledge of methods of statistical analysis of marketing information (regressions, Chi- Square, ANOVA, Cluster analysis etc.). Developing students' skills to design data structures that will be included in conceptual models. Develop teamwork skills to interpret SPSS score results. Analysis of the main components. Designing a conceptual model associated with marketing research. Model validity validation (Cronbach Alpha). Testing hypotheses related to a conceptual model (Pearson ChiSquare, Spearman, ANOVA). Cluster analysis. Creating a database in SPSS and PCA application based on a conceptual model. Designing an online questionnaire in Google Drive and completing it by students. Testing the validity of the model. Testing research hypotheses (Pearson ChiSquare, Spearman, ANOVA). Multiple regression analysis. Cluster analyzes. Developing graphs in SPSS. Presenting the results of online research in teams of 2 students.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Tourism Marketing/ 3rd Year/ II</p> <p>This course aims at developing students' skills to create marketing plans specific to the tourism industry. Expected learning outcomes: Knowing the analytical instrumentation specific to the field of tourism marketing. Highlighting the role and importance of tourism both at the level of the organization and at the level of society in general, this area having a particularly strong social impact. Emphasizing the special importance of tourism marketing as a special field studied with more attention, more systematic and rigorous. Knowing the directions of development and the particularities of tourism in the current context of economic development. Forming a systemic view of the tourism sector. Knowledge, analysis, interpretation and adaptation of marketing policies and strategies learned in previous years in the tourism field. Awareness of the importance of the methods, techniques and tactics of the marketing mix in the field of tourism. Main topics: The concept of tourism marketing and its characteristics. Barriers in setting marketing policies in tourism services. The concept of tourist market. The content of the tourist market. Assessment of the size of the tourist market. Segmentation of the tourist market. Particularities of tourism demand / offer. Conceptual delimitation of tourism demand. Determinants of tourist demand. Tourist motivation. Seasonality of tourism demand. Methods of quantification of tourism demand. The concept of marketing mix. Conceptual definition. Particularities and trends in the marketing mix. Appreciation of the role of product policy within the tourism organization. Conceptual definition. Definition and evolution of product- specific elements in tourism. The product policy specificity within the organization in this industry. The organization's tourism strategy on product policy. Positioning strategy. Differentiation strategy. Quality strategy. New trends and orientations. Assessing the role of the pricing policy within the overall tourism policy of the organization. Conceptual definition. Defining and evolving the specific elements of tourism pricing policy. The specificity of the price policy within the organization in this sector. The strategies of the tourism services organization on pricing policy. Psychological price strategy. Combined pricing strategy. Conceptual clarifications. New trends and orientations. Pricing methods. Appreciation of the role of distribution policy in the overall tourism policy of the organization. Conceptual definition. Definition and evolution of the specific elements of the distribution policy in tourism. The specificity of distribution policy within the organization in this industry. Organizational structures of the distribution in tourism. Objectives. Distribution channel. Trends and developments. Conceptual clarifications. New trends and orientations. Methods of establishing the distribution strategy. Appreciation of the role of communication policy in the overall tourism policy of the organization. Conceptual definition. Definition and evolution of the specific elements of the communication policy in tourism. The specifics of communication policy within the organization in this sector. Conceptual clarifications. New trends and orientations. The communicative mix. The objectives of communication policy. Trends and developments. The role and importance of implementing a tourism program. Types and classifications. Stages of development of the touristic marketing program. The impact of the tourist program on the promotion of tourist destinations.</p>	5
<p style="text-align: center;">Business to Business Marketing/ 3rd Year/ II</p> <p>This course reveals opportunities regarding how to acquire strategy-building skills and creative exploitation of specific techniques to address B2B markets by capitalizing on the benefits of technology and eliminating traditional market limitations. Main topics: Acquiring specific expertise to detect trends in B2B markets Acquire the knowledge needed to implement strategies through specific marketing techniques and marketing tools Generate specific practices for implementing B2B business models. Features of B2B markets. Classification of B2B market mechanisms. Portals, Market Makers. Suppliers of products and services. Types of transactions on B2B markets. Managed / Controlled by buyer / seller distribution systems; content aggregator. Value offer on B2B markets: Increasing the potential market reach. Customer decision-making process. The degree of addressing the target markets. Comparative advantages of B2B markets. Minimizing transaction costs Increasing the capacity and degree of personalization of the offer (customization). Factors of influence in choosing the type of structure of the B2B market. Comparative analysis of the role of marketing on B2B markets versus traditional markets. Segmenting B2B markets; mechanisms of rivalry. Purchasing process and factors of influence. The informational foundation of strategic decisions on B2B markets and the development of marketing policies. The differentiating role of the image on B2B markets. Attributes / benefits. Brand promotion. Identity and strategic positioning. Reflection gaps. Customer loyalty and reputation partnerships. Marketing Analytics, support in generating key performance indicators in B2B business models. Portals, Market Makers. Suppliers of products and services. Segmentation of B2B markets: rivalry mechanisms; the difference in the price of services. Growth of the potential market. Customer decision-making process. The degree of addressing the target markets; the IT market. Brand promotion. Identity and strategic positioning. Reflection gaps. Reputational partnerships. Case Study. Campaign Content Coordination Design. The client's life cycle; the strategic marketing decision in B2B business models. Business Intelligence tools applicable to B2B business models.</p>	4
<p style="text-align: center;">Marketing Projects/ 3rd Year/ II</p> <p>This course aims at developing students' skills to deeply analyze existing situations: the company's internal situation, the market, customers, competitors, economic, legislative, technological, social, cultural environment. Main topics: Analyzing the internal and external environment of an organization and identifying relevant elements for future strategies. Knowledge of business planning models, depending on the objectives pursued. Understanding the need for companies to focus on meeting customer needs and anticipating their needs. Highlighting the ability of students to develop marketing plans by capitalizing on all the resources and opportunities of the organization. Use of specific analysis tools, forecasting, software. Presentation of the company that will be the object of the study during the works, of the bibliographic references from the previous years that will provide the tools of work. Analysis of the environment in which the analyzed company operates - the micro-environment and the macro-environment of the company's internal environment - values and objectives, mission. The SWOT analysis, a tool that facilitates easy monitoring of the internal environment and the external environment, opportunities and threats. Porter Model - to identify the level of competitiveness in the industry. Customer profile analysis - questionnaire analysis. Analysis of the product and activity portfolio using the B.C.G. Market launch of a new product - using the five-level methodology. Pricing the new product. Analysis of the optimal distribution channel. Analysis of the company's identity system. Analyzing the communication process, identifying the types of communication. Communication mix analysis: A.T.L. and B.T.L. of the media mix. Create a creative magazine for the newly released product. Establishing the company's global strategy for short and medium term.</p>	3
<p style="text-align: center;">Research for preparing the graduation thesis / 3rd Year/ II</p> <p>It familiarizes students with the language and concepts of marketing and developing students' abilities for academic writing. Main topics: Students' ability to carry out independent research-research work and generate analyzes and conclusions of originality. Appropriate choice and correct application of the methods and techniques learned during the studies. Students' capacity to analyze, process and interpret economic and financial data provided by organizations. The ability to draw conclusions and to propose decisions based on the results of the analyze carried out, in accordance with the economic theory of the economic field of interest. Establishing the thematic universe of scientific works. Establishing the title, structure and bibliography of the paper as a result of the study of the specialized literature. Preparing the detailed research plan. Preparation of the literature review based on the specialized academic sources recommended by the scientific guide and sources considered relevant by the student. Elaboration of the research methodology in order to achieve the proposed objectives. Data collection and analysis. Editing the paper. Preparation of presentations for the public support of the bachelor thesis. Presentation of the study results / support of the bachelor thesis.</p>	2



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Socio-Political Marketing / 3rd Year/ I</p> <p>This course presents the notions regarding the specificity of the communication process through public relations and the concept of public relations. Main topics: The comparative presentation of the elements of the communication mix, highlighting the role of public relations and the ascension of recent times. Highlighting the issues that make this domain a science, but especially an art. Highlighting the role of research in the field of public relations. Presenting areas of interest to the organization in addressing the communication process through public relations. Presentation of the role and importance of the image of the organization, the reputation, the way of forming the desired image. Analyzing the role of employees in the external perception of the organization, internal public relations. The importance of correct management of press relations. Analysis of the electoral market. The structure of the political market. Segmentation of the electoral market. Segmentation techniques. Election marketing research. The mix of electoral marketing. Marketing policies used to capitalize on the electoral heritage.</p>	5
<p style="text-align: center;">Election Campaign Marketing/ 3rd Year/ I</p> <p>This course highlights techniques in marketing, planning, communication, campaign running and analysis of every possible political scenery in any election campaign; it delivers a training aimed to produce professional election campaign plans and successfully structure these campaigns considering the peculiarities of the political parties' mission. It also highlights how different high-profile political marketing campaigns leveraged digital to successfully promote politicians at international level.</p>	5
<p style="text-align: center;">Consumer Protection/ 3rd Year/ II</p> <p>This course offers a comprehensive theoretical and practical training on the importance, content and use of consumer protection principles and requirements. The course provides the necessary skills to use the methods, techniques, tools specific to the connection with the consumer protection legislation. Provides the scientific tools needed to solve practical problems. Main topics: Consumer's protection. Role and place of the consumer in the market economy. Consumer concept. Consumer structure. Consumer rights. Consumer protection on a regional level. U.E. in the field of consumer protection. European legislative framework in the field of consumer protection. O.N.U. on consumer protection. Consumer protection in Romania. Government Ordinance no. 21/1992. Legislative framework of consumer protection in Romania. The institutional framework of consumer protection in Romania. Protection of consumer interests. Consumer protection in off-premises contracts. Consumer protection in distance contracts. Consumer protection against abusive clauses in contracts. Protection of service consumers. Protection of tourists. Legal regime of advertising. Public catering services – categorization of units. Consumer food protection. Consumer protection of non-food products. Obligations of economic agents manufacturing, storing and selling products.</p>	5
<p style="text-align: center;">Logistics of Goods/ 3rd Year/ II</p> <p>This course enables students to understand how designing an efficient logistics system delivers proactive customer relationship management. Main topics: Acquisition and development of analytical skills on the following logistics activities: key performance indicators for transport activity, storage, handling of goods. The formulation of alternatives to improve customer relationships and total logistic cost at the logistics level of the firm and the value chain, respectively at logistics level. The role of logistics in the value creation chain. Organization of logistics services. Transport and handling of goods. Storage of goods. Managing and optimizing inventories. Logistics Services vs. customer satisfaction / retention. Determining the optimal design of logistics services. Designing a conceptual model for assessing the quality of logistics services. Determining the predictors of quality of logistics services on customer satisfaction and loyalty. The impact of logistics services on online retailers' differentiation. Planning and optimizing inventories. Determining the level of customer satisfaction based on the multidimensional valuation of logistics services. Risk management associated with logistics activities.</p>	5
<p style="text-align: center;">Foreign Language B V/ 3rd Year/ I</p> <p>This course aims to strengthen general English knowledge and apply it to specialized discourse. Main topics: Knowledge of the morpho syntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text of the specialized field. Acquiring the ability to document in English in the specialty field. Increasing the oral communication capacity in everyday and professional life.</p>	2
<p style="text-align: center;">Intellectual Property Elements Applied in Economics/ 3rd Year/ I</p> <p>This course develops a logical thinking on the protection of intellectual property. Main topics: To acquire the knowledge and concepts necessary for the formation of culture regarding the protection and valorization of intellectual property. Knowledge of counterfeiting mechanisms. Systematization of information on the protection of industrial property. Applying the principles, norms and values of professional ethics responsibly in carrying out the professional tasks and identifying the objectives to be achieved, the available resources, the working steps, the execution times, the implementation deadlines and the related risks. Identifying roles and responsibilities in a multidisciplinary team and applying relationship techniques and effective work within the team. Identification of opportunities for continuous training and effective use of information sources and communication resources and assisted training resources (Internet portals, specialized software applications, databases, on-line courses, etc.) in their own language, for their own development, as well as in an international language. Digital competences. Intellectual property and industrial property. Objectives of industrial property. Competition between different objects of industrial property. Protection of inventions. Protection of industrial designs. Protection of trademarks and geographical indications. Protection of trade secrets. Technical creations that can be protected by copyright law. Counterfeiting and prevention of counterfeiting. Debates on competition between different objects of industrial property. Simulation of the invention protection process. Simulation of waste protection and industrial models. Simulation of trademark and geographical indication protection process. Case studies on counterfeiting.</p>	3



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
DOMAIN OF STUDY: MANAGEMENT Study Programme: MANAGEMENT	
<p style="text-align: center;">Economics I (Microeconomics)/ 1st Year/ I</p> <p>The purpose of this course is to give students an in-depth understanding of the principles of economics in application to individual decision makers, both consumers and firms. Students will learn about demand, supply and equilibrium in goods and factor markets, the efficiency of the market economy and the potential role of government intervention in the economy. Main topics: Consumer behavioral analysis: study of budget constraints and consumer preferences. The model of optimal consumption choices and the determination of demand for goods functions at individual level. Factors influencing demand for goods and classification of goods subject to consumer option. Slutsky's identity and the influence of price changes on demand for goods. Applications of Optimal Consumer Model: Determining gross and net demand for goods; intertemporal choice. Determining aggregate demand at the level of the market for a good / service; the elasticity of demand for goods and its influence on producers' income. Analysis of the manufacturer's behavior: the production function and the technical sub-factor of the factors of production. Maximizing a business's profit and determining the demand for input factors. Minimizing a company's costs; global cost and unitary cost functions. Market - complex and dynamic reality: demand and supply, various types of competition; price typology and functions. Firm offer decision under perfect competition; overall balance on the market with perfect competition. The firm's offer decision under monopoly conditions; the causes of the emergence of monopolies. The firm's offer decision under the conditions of oligopoly and monopolistic competition.</p>	5
<p style="text-align: center;">Applied Mathematics for Economics)/ 1st Year/ I</p> <p>Applied Mathematics involves the process of applying mathematical models in order to design and analyze economic problems. Using applied mathematics models, students can solve real life economic problems. This might be, for example, a practical problem that exists in private firms. And as students often collaborate with specialists from other fields, they will also need the ability to look beyond their own specialization. They will gain knowledge about: Vector spaces. Base and dimension of a vector space. Forms of presentation of a linear programming problem. Types of solutions to a linear programming problem. The SIMPLEX algorithm for solving a linear programming problem. Functions of multiple variables, partial and extreme derivatives functions. Applications. Elements of probability theory. Fields of events and probabilities. Conditional probabilities. Schematic and classical probability laws. Random variables. Characteristics of a random variable. Classical distributions.</p>	5
<p style="text-align: center;">Informatics/ 1st Year/ I</p> <p>This course deals with basic Informatics concepts such as Information, Knowledge, Modeling, and Uncertainty. There will be outlined all the conceptual building blocks necessary to understand the basics of Information Theory and tools in various human domains, and discuss their implications for the practice of science, engineering, art, and society in general. Students will be introduced to fundamental topics in Informatics while developing a basic understanding of Information Theory. They will build up their proficiency in Information Technology as detailed in the course syllabus, emphasizing its use in the modeling of nature and technology.</p>	6
<p style="text-align: center;">Accounting/ 1st Year / I</p> <p>This course highlights methods for recording transactions, keeping financial records, performing internal audits, reporting and analyzing financial information to management, and advising on tax matters. Accounting is a systematic process of identifying, recording, measuring, classifying, verifying, summarizing, interpreting and communicating financial information. It discloses the profit or loss for a given period and the value and nature of its assets, liabilities and owners' equity. Main topics: The means of financing the resources and the results achieved through the use of the resources shall be those provided by the accounting officer. The subject of accounting. Accounting Method (Accounting Principles, Methods of Accounting Methodology). Financial situations. Accounting Balance Sheet - Financial Position Assessment (Accounting Balance Sheet, Balance Sheet Accounting Models, Balance Sheet Items, Limits and Definitions on Components of Balance Sheet and Balance Sheet Balance Sheet) Profit and loss account of the financial performance of the enterprise (Account structure Profit and Loss, Income, Expenses, Outturn of the financial year) Cash Flow Statement Changes in the Balance Sheet Account and Double Entry (Concepts, Account Functions, Account Form and Structure, Accounts Rules, Double Record and Account Correspondence) The accounting analysis of the economic and financial operations and the record mechanism in the accounts The accounting formula (The structure and description of the accounting formula, the classification of the accounting formulas) The accounting plan and the classification of the accounts and content of documents. Classification of documents. Accounting books. Preparation, processing, verification and correction of documents. Circuit and storage of documents. Accounting for the main operations on the funding cycle (Concept and forms of financing manifestation, Equity accounting, risk and expense provisions and sources attracted by funding). Accounting for the main operations of the operating cycle (operations with stocks, value added tax, settlements with third parties debtors and commercial creditors, debts and debts, settlements with employees). Accounting for investment operations (Organization of fixed assets documentation, Asset Recognition and Measurement, Impairment of Fixed Assets, Fixed Assets Accounts, Treasury Accounts Accounting, Determination of the Financial Year Result, Concept and Contents of the Verification Balance, Verification Balance Functions, Classification check balances. Verification balance sheet Identification of accounting errors Establishment of financial statements based on the verification balance Description of the inventory notion. Organizing and performing the inventory.</p>	6
<p style="text-align: center;">Foreign Language A I, II/ 1st Year / I, II</p> <p>Students can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment), communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters, describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.</p>	2+2
<p style="text-align: center;">Physical Education I, II/ 1st Year / I, II</p> <p>This course provides a foundation for building an effective Physical Education program. Students acquire concepts and techniques for assessing health factors, such as blood pressure, heart rate, body mass, strength, flexibility and endurance. Assessment techniques include skin fold and circumference measurements, heart rate monitoring, bioelectric impedance and bike tests. The results of the fitness evaluation help define the goals of Physical Education programs and provide a basis from which the trainer and client can communicate about the best strategies for meeting the client's goals. This course provides a theoretical understanding of why a variety of exercises help or hinder in reaching their fitness goals. Students learn to adapt exercises to alter the body's physiological responses. Additional topics include biomechanics, kinesiology and motor learning. Coursework in basic anatomy and physiology are a prerequisite for understanding the concepts of exercise science.</p>	2+2



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Finance/ 1st Year / II</p> <p>The main outcomes of this course are: Identifying and acquiring basic knowledge and understanding of the involvement of finance micro and macro level in public and private organizations. Knowledge understanding and proper use of terms and techniques in the field of public and private finance. The acquisition and use of language, to enable the student to communicate in writing and orally. The interpretation of economic information, financial, social and other national and international media. Development of the ability to select and use the methods and tools of financial activities; the acquisition of the capacity to understand the flows of financial resources and their allocation. Public finances - introductory notions. Functions of public finances. Structure of the financial and coordinated public policy mechanism. The system of public financial resources. Tax system - doctrinal-theoretical fundamentals. Direct taxes. Indirect taxes. State loans. Public debt. Public expenditure system. State social insurance. Public Budget System.</p>	6
<p style="text-align: center;">Economics II (Macroeconomics) / 1st Year / II</p> <p>Students will study aggregated indicators such as unemployment rates, GDP and price indices, and then they will analyze how different sectors of the economy relate to one another to understand how the economy functions. Macroeconomists develop models explaining relationships between a variety of factors such as consumption, inflation, savings, investments, international trade and finance, national income and output. Such macroeconomic models, and what the models forecast, are used by government entities to aid in the construction and evaluation of economic policy. Macroeconomics is a rather broad field, but two specific areas of research are representative of this discipline. One area involves the process of understanding the causation and consequences of short-term fluctuations in national income, also known as the business cycle. The other area involves the process by which macroeconomics attempts to understand the factors that determine long-term economic growth or increases in the national income. Main topics: Introduction to macroeconomics. Income and consumption. Savings and investments. Cycles and economic crises Growth and economic development. The money market. Labor market. Financial footprint. Foreign exchange market. Inflation. Unemployment.</p>	4
<p style="text-align: center;">Statistics/ 1st Year / II</p> <p>Students will discover the science of collecting, analyzing, presenting, and interpreting data. Governmental needs for census data as well as information about a variety of economic activities provided much of the early impetus for the field of statistics. Currently the need to turn the large amounts of data available in many applied fields into useful information has stimulated both theoretical and practical developments in statistics. Data are the facts and figures that are collected, analyzed, and summarized for presentation and interpretation. Data may be classified as either quantitative or qualitative. Quantitative data measure either how much or how many of something, and qualitative data provide labels, or names, for categories of like items. The area of descriptive statistics is concerned primarily with methods of presenting and interpreting data using graphs, tables, and numerical summaries. Whenever statisticians use data from a sample—<i>i.e.</i>, a subset of the population—to make statements about a population, they are performing statistical inference. Estimation and hypothesis testing are procedures used to make statistical inferences. Fields such as business and economics make extensive use of statistical inference, as we present in this course.</p>	6
<p style="text-align: center;">Financial Accounting/ 1st Year/ II</p> <p>Students will acquire and develop skills to record the main economic operations in the company's accounting and to prepare the monthly and annual financial statements. Main topics:The chronological record of operations relating to: capital, fixed assets, stocks, receivables, debts, treasury, expenses, income and results; systematically recording accounts and completing accounting records; compilation of the Verification Balance; the preparation of the Annual Financial Statements. Introduction to Financial Accounting-Object and Study Method. Accounting for equity and provisions. Accounting for borrowed capital. Accounting for intangible and tangible assets. Financial Assets Accounting. Stock Accounting. Accounts receivable accounting. Commercial Debt Accounting. Accounting for wage and social debts. Accounting for debt and tax receivables. Debt and receivable accounting within the group of companies. Treasury Accounting. Accounting for expenditures and revenues. Accounting work to close the financial year.</p>	5
<p style="text-align: center;">European Economics/ 1st Year / II</p> <p>This course completes the education of the economical students with the formation of a scientific concept necessary for the understanding of the phenomena and processes taking place within the European Union. Main concepts: Presentation of the conceptual framework of the European economy system; knowledge of the historical process of European economic integration; presenting the microeconomic and macroeconomic aspects of the European economy and how to base and implement common policies. Conceptual approaches to European integration. The historical foundations of European integration. The Treaties of the European Union. The institutions of the European Union. Single Market. Community policies. Monetary policy. The European System of Central Banks and the European Central Bank. European structural funds and economic growth.</p>	5
<p style="text-align: center;">Humanities and Social Sciences Disciplines/Geography/ 1st Year / I</p> <p>Students will understand the need and importance of concentrating natural and human resources, economic needs, global exchanges, environmental quality, causes that lead to environmental degradation and environmental protection and conservation measures. The correlation between the territorial distribution of production and consumption (raw materials and finished products) and the major factors influencing the regional differences (natural, economic, social, political, demographic, etc.); knowing the major characteristics of each major economic activity by a unique analysis algorithm (definition, history, structure, production situation and product marketing). Identifying and using the main notions and concepts specific to economic geography. Explanation and interpretation of quantitative and qualitative data and information related to economic geography for the formulation of specific arguments and decisions associated with international business. Fundamental studies and analyzes, organizational and efficiency of firms' activities to provide advice and assistance related to the content of economic geography. Critical-constructive analysis of relations between consumers and suppliers specific to the field of economy and international business from different spaces in terms of geographical / geopolitical position, population characteristics, environment, etc. Collection and processing of data from alternative documentary sources and from current activity to assess the factors that influence the company's good course.</p>	4
<p style="text-align: center;">Foreign Language B I, II/ 1st Year / I, II</p> <p>Students will understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. They will deal with most situations likely to arise whilst travelling in an area where the language is spoken, produce simple connected text on topics which are familiar or of personal interest, describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans, understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialization, interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party, produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.</p>	2+2



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<p style="text-align: center;">Office Automation/ 1st Year / I</p> <p>Students will learn about concepts, principles, theories, methodologies and advanced tools of work and research in dynamic professional environments specific to financial and banking sectors. They will perform analyzes and estimations useful in the evaluation process and developing assessment reports of financial and / or banking enterprises and actors. Main topics: Integrated use of concepts, principles, theories and advanced specialist practices in incompletely defined situations, generated by dynamic professional environments specific to financial and banking, to solve new theoretical and practical problems. Develop a professional or research project on issues specific to financial and banking. Using the concepts, principles, theories, methodologies and advanced tools of work and research in the elaboration of professional and / or research projects on issues specific to the financial and banking field.</p>	2
2nd YEAR	
<p style="text-align: center;">Marketing/ 2nd Year / I</p> <p>This course familiarizes students with specific marketing language and improve students' skills to design and develop marketing plans. Main topics: Knowledge of marketing analytics tools. Understanding the role of marketing specialist in public catering companies. The ability of students to develop marketing plans to increase the reputation of public catering establishments. Proper and effective use of marketing-specific tools to launch new services. Basically, Marketing is a management process through which products and services move from concept to the customer. It includes identification of a product, determining demand, deciding on its price, selecting distribution channels and promoting among target customers. Market research. Market segmentation. Marketing research. Marketing mix - concepts, structure, functions. Product policy - concepts, functions. Marketing strategy. Pricing policy - concepts, functions. Price typology on different types of markets. Distribution policy. Methods of evaluation of distribution activities. Promotion policy - concepts, functions. Communication mix - tools, promotion techniques. Advertising - promotion tool. Promotion campaigns.</p>	5
<p style="text-align: center;">Business Statistics/ 2nd Year / I</p> <p>Students will acquire knowledge about synthetic indicators for assessing the efficiency of business (turnover, commodity production, gross output, fixed capital depreciation, indirect taxes, gross value added, net added value, gross operating surplus, net operating surplus, presentation of Indirect and Term Indices long-term economic activity as well as the financial standing of firms). Main topics: External trade activity statistics (notions, concepts, import coverage index by export, gross exchange index, net exchange rate index, price scissors). The statistics of the internal trade and catering activity (statistical indicators of the internal and public trade activity: stock rate, day-to-day stock, day-out stock, speed of movement of goods, average stock turnover goods). Statistics on tourism activity and tourism services (statistical indicators of tourism and tourism services: indicators of the technical and material base of tourism: indicators of the structure of fixed assets, labor force indicators in tourism, tourism traffic indicators). Transport activity statistics (indicators of the technical potential in railway, naval, air and road transport, statistical indicators of freight transport activity in the railway, auto, naval and air sectors, statistical indicators of passenger transport in traffic: railway, naval, air and car). Reliability and product life-testing (reliability, reliability indicators: Relative frequency of failures, Cumulative failure rate, Relative frequency of specimens in operation, Average failure frequency, Average operating time). The "t" test (verifying the equation hypothesis of two average levels corresponding to two normally distributed populations with the same unknown dispersion; verifying the equation of two averages corresponding to two normally distributed collectives that do not have the same dispersion, in addition being unknown). Determination of bankruptcy risk of companies through the Cönan-Hodler model and the B.C.R. (presentation of the Cönan-Hodler model and the B.C.R. model with their statistical indicators, as well as the grids assessing the bankruptcy risk of the firms analyzed). Analysis of the economic efficiency at a company level regarding the use of its economic potential (synthetic indicators of labor efficiency, synthetic indicators of the efficiency of the use of fixed assets and synthetic indicators of the efficiency of the use of circulating material assets). Use of statistical indicators of results in macroeconomic analyzes (indicators to analyze the structure of the national economy, the efficiency of the use of production factors, the main macroeconomic correlations and the macroeconomic indicators used in international comparisons). Estimating the parameters of a linear function by using the matrix method (presenting the matrix model through which the parameters of any linear function are estimated). Statistical methods of economic analysis used at the level of companies (chain substitution method, non-computed residue method). Statistical analysis of profitability at the level of companies by calculating the profitability indicators (economic profitability rate, financial return rate, profitability rate, advanced return on capital ratio, commercial rate of return, advanced and consumed profitability rate). Indicators of natural resources, the environment and spiritual resources (presentation of indicators of natural resources, environment and spiritual resources).</p>	4
<p style="text-align: center;">Management/ 2nd Year / I</p> <p>Students will acquire and develop skills to create a management plan. Main topics: Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system. Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system.</p>	6
<p style="text-align: center;">Corporate Finance/ 2nd Year / I</p> <p>Students will learn how to use financial concepts, methods, tools and techniques in the implementation of investment strategies and policies at the corporate level. Main topics: Effective use of quantitative methods and calculation techniques for analyzing the company's financial performance, managing the operating cycle, making financial decisions within it and interpreting the results. Understand and identify sources of financial data, the content of these data, and the specific methods for their proper use. Understanding, identifying and evaluating investment, financing and profit sharing strategies, as well as financial policies at the firm level. Introduction (study subject, enterprise finance functions, enterprise financial function, financial circuit, financial cycle, enterprise financial flows, business partners). Financial decision of the enterprise (investment, financing and profit sharing decision). Financial Balance Sheet Analysis (Financial Balance Sheet, Functional Balance Sheet and Financial Balance Sheet) Analysis of Financial Performance Based on Balance Sheet (Financial Balance Sheet, Functional Balance Sheet and Financial Balance Sheet). Analysis of financial performance based on the profit and loss account (analysis of results and interim management balances). Analysis of financial performance based on rates (rates of return, liquidity, solvency, leverage, funding rates, rotation speeds, etc.). Investment decision: investment concept, classification, efficiency, necessity, opportunity, role and documentation of investments, financial elements of investment, substantiation of the investment decision on the update technique, criteria used in investment decision making and project selection, depreciation of investments, amortization. Measurement and interpretation of cash flows (treasury flows, cash flow table). Management of the exploitation cycle. Forecast of the need to finance the operating cycle (the rolling stock fund). Profit sharing decision: dividend policy.</p>	5



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<p align="center">Currency and Credit/ 2nd Year / I</p> <p>The goal of this course is to enable students to master the financial and banking main concepts. Main topics: Managing and processing financial-banking information. Execution of operations specific to financial-banking institutions. Involvement in the reading and knowledge of the banking system specific legislation and the financial and banking press. Team participation in the execution of programs specific to the banking sector. Coin concept, currency evolution, currency functions, monetary classification and monetary theories. Monetary organization, national and international monetary systems. Analysis of structural elements of national and international monetary systems. Romanian Monetary System. Monetary convertibility. Monetary mass. Definition, structure, indicators and monetary aggregates. Credit relationship or credit report. Types of credits. Commercial bank, mortgage, bond and consumer credit. Methodology for granting and documenting credit documentation. Risk in lending. Interest rate. Interest Theories. Credit Titles. Public effects. Banking effects. Commercial effects. Market Economy Banking System - Components. Banks in Romania. Monetary creation. Monetary Policies and Banking Regulations.</p>	4
<p align="center">Business Law/ 2nd Year / I</p> <p>Students will acquire and develop skills for understanding, interpreting and implementing legal notions and language in business, and applying theoretical knowledge in practice. Main topics: Developing the capacity to understand the implications of legislation in the field of business law on economic issues. Developing analytical and interpretative skills in the field of business law. Acquiring the necessary knowledge for the establishment of a company, an individual or family enterprise. Acquiring knowledge for conducting activities of company directors, censors or auditors, liquidators, etc. News brought by the new civil code in the field of commercial law. Introduction to business law: concept, definition and subject matter of regulation, sources and correlation with other branches. Business facts: the notion and characteristics of trade deeds, their classification and the analysis of the main trading facts regulated in Article 3 of the Commercial Code. Trader-specific institutions: Chambers of Commerce and Industry, Trade Registry. Traders physical persons: the notion of trader, acquiring the status of trader as a natural person, the conditions of exercising commercial activity and the termination of the quality of trader. Trader's professional obligations: general notions, registration in the Trade Registry, registers kept by traders, exercise of trade within the limits of legitimate competition, obligation to pay taxes and duties. Businesses: general business concepts, their legal definition and regulation, their classification, key elements of identification. Business operations: the duties of general meetings of directors and auditors. Dissolution and liquidation of commercial companies. Fund of Trade: notion, elements and analysis of the intangible elements of the trade fund (clients, trade witness, trade mark and services).</p>	2
<p align="center">Human Resource Management/ 2nd Year/ II</p> <p>This course offers students insights related to human resource management and develops their skills to create a human resources plan. Main topics: Developing an overview of human resource management as a component within the organization's management system. Providing a knowledge base on the effective use of human resources. Knowing the methods of planning, recruiting, securing and evaluating human resources. Understanding the methods of job analysis and evaluation. Developing the ability to understand human motivations. Developing the ability to design and implement a reward system. Developing the capacity to create and implement a performance appraisal system. Overview of human resource management. Human resources department. Strategic planning of human resources. Position analysis and description. Motivating human resources. Recruitment of human resources. Selection and integration of new employees. Evaluating your professional performance. Employee reward. Strategic development of human resources.</p>	5
<p align="center">Production Management/ 2nd Year/ II</p> <p>This course accommodates students with the specific language of production management and the development of students' abilities to organize production, auxiliary and serving activities within a company. Main topics: Develop an overview of production management as a component within the organization's management system. Providing a knowledge base for the efficient organization of production, auxiliary and serving activities. Knowing and applying the methods of organizing production in the basic sections. Knowledge of the production process and the influence factors of the way it is organized. Developing the ability to determine the duration of the operational cycle according to the way the parts are moved from one job to another and to know the ways of shortening the production cycle time. Developing the ability to design and implement a repairs plan. Industrial production enterprise, object of production management. The structure of production and design of an industrial production enterprise. Process of production – notion, typology, influence factors, organizational principles. Organization of production in basic sections: Types of production Organization of production in flux. Organization of small and individual production. Organization of production in time. Organization and planning of maintenance and repair of equipment. Organization of energy insurance business in an industrial enterprise. Organization of SDV insurance activity. Organization of internal transport activity. Organization and automation of deposits.</p>	5
<p align="center">Supply and Sales Management/ 2nd Year/ II</p> <p>This course enables students to take over the responsibilities of designing managerial processes in the field of modeling the allocation of material resources. Main topics: Knowledge of factors of influence in the development of management's response capacity in the dynamics of supply and recovery markets. Strategic and tactical importance of the organization's location in the interaction with the supply and capitalization markets. Knowing the analytical tool specific to exploring the markets involved. Consistent use of MAV concepts. Applying managerial tools to demarcate areas of competence. Production-Supply-Sales Relationship System. Industrial Production Management System – Manufacturing, Manufacturing Plan- Production Planning. Drawing up the management plan; critical supply. Commercial system and relationships with other functions. Purchasing markets and capitalization markets; Industrial Market / Consumer Goods Market: Products and Services; Market Operators; derived demand, combined demand. Modeling of business interactions specific to B2B / B2C; characteristics, comparative analysis; segmentation and positioning / design models for client experience utilization. Supply and sales strategy: Demand chain management the product line; the value chain; sequential value analysis / monitoring of client value perceptions; conflict and cooperation in Supply and Sales. Organization and management of supply and sales. Structural organization; Commercial information system; methods and techniques of organization and automated management; Organizational configurations specific to AV. Methodology of material supply. Nomenclature of technical materials and equipment; Strategic Supply Plan Structure; Supply Strategy Valuation Indicators; Methods of calculating material requirements; Establishing sources of material needs; Resource demand forecast and material claims system (MRP Method I, II). Theory and practice of stocks. Role, functions and economic nature of inventories. Typology of stocks. Ways of expressing stocks. Objectives in managing storage processes. Stock management. Modeling of storage processes. Agile Supply Chain Management; Designing agile transformation; process approach to agile conversion into Sustainable Supply Chain Management. Strategies tailored to the capitalization markets. Instruments for the systematic supervision of the capitalization markets. Modeling resource allocation and monitoring conflicts on the distribution channel. Strategic recovery plan and sales organization; Specific evaluation indicators. Anticipation vs. Estimate of Coverage of Target Markets. Complex sales and post-sales services; Category management. Organizational configurations for implementing the capitalization strategy. Added Value of Distribution – Flexible Distribution; designing the distribution channel structure; selecting the distribution channel; criteria, variants, decisions, key performance indicators. Strategic Alliances on the Distribution Channel. Integrated Channel Communication the mix of communication, co- responsibility, downstream and upstream partnerships; B2B vs. B2C business modeling. Integrated logistics and competitive advantage. Analysis of logistics processes; organizing on cost centers. Prevision and management of storage activity. Forecasting and management of distribution activity – DRP system. Adaptation of the control point and technological changes. Changing the Transit System. Process optimization in logistics. Re-engineering and logistics – process integration. Improving internal communication – the key to operational logistics coordination (SOPM). Functional and procedural co- ordination between supplier-producer-customer.</p>	5



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<p style="text-align: center;">Services Management/ 2nd Year/ II</p> <p>This course familiarizes students with specific service management language and offers them valuable ideas regarding how to develop a profile for different service categories. Main topics: Knowing the directions of development and improvement of the services management in our country in the current context. Forming a systemic view of service management. Developing the ability to design, develop and evaluate management methods. Knowledge of various, modern strategies for training and development of managerial actions. Knowledge of methods of managerial research and their application in the investigation of different aspects of the activity of the service enterprises. Promoting the attitudinal and aptitude qualities specific to the management career. Services in the modern economy. Typology of services. The service market. Offer, tariffs and demand for services. The management process. Decision Making in Service Providers. Making managerial decision in the field of services. Implementing Managerial Policies. Evaluation of Managerial Policies.</p>	3
<p style="text-align: center;">Management Informatics/ 2nd Year/ II</p> <p>The discipline aims to highlight that enterprises must be responsive to the semantics and requirements of the external environment, have a great capacity to adapt to change, to show flexibility in the functioning mechanism, so their entire activity is conceived and carried out in a new vision. The main aspects related to the methodology of designing the computer systems with applications in the management field are also observed. There are presented the ways of using the various software packages and computer systems to assist the decision and the basic concepts of organizing data in databases. It describes the architecture of database management systems, focusing on the relational model. It also presents the features of the relational databases and the methodology of designing these databases. Examples of actions related to the definition and use of databases are described and exemplified. The theoretical and practical problems are presented in a balanced way so that after this course students can use software packages or computer systems. Main topics: New information technologies support business management activity. New business information technologies support business operations. New business information technologies support business operations. Information technology - decision making support for Business Process Restructuring. Information technology - support of the strategic advantage. Typology of computer systems used in company management. Concept of managerial information system. Evolution of information systems within companies. The 6 types of computer systems used by the company's management. Types of computer systems used in business operations. Marketing Information Systems (SIMK). Production computer systems. Human resources IT systems. Financial information and accounting systems. Designing and implementing a managerial IT system. IT systems management and its impact on organizational variables. Managerial Information Systems Planning Methodologies. Merise method - the automatic design of a managerial information system. Use of information technology in customer relationship management (e-CRM). The role of information technology in customer relationship management. Implementing a CRM project. Web solutions provided by an e-CRM strategy. Groupware - a modern computer management method. Groupware - definition and features. Advantages of a groupware project for company management. Types of IT solutions provided by processes. Groupware. Customer e-loyalty strategies. Web solutions - support for relational database-based marketing.</p>	5
<p style="text-align: center;">Internship/ 2nd Year/ II</p> <p>It facilitates the practical application of the theoretical knowledge acquired in field and management disciplines. Developing an overview of the management and management system of the organization. Understanding the operation of an organization. Effective use of material, human, financial and informational resources. Applying management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system. Discussion of the subject of the practice program with the faculty responsible. Discussion and assignment of student tasks with the company's practitioner. Main topics: Company overview. Analysis of the internal and external environment in which the company operates. Student participation and active involvement of students in projects undertaken by the company. Tracking the way in which management functions apply to the organization where the practice takes place. Analysis of the organizational structure of the firm. Analysis of the information system and the decision system within the company. Analysis of managerial methods practiced by the firm in which the practice is carried out. Monitor the activity of mid-level managers in all departments of the firm. Developing plans for proposals and recommendations for increasing the efficiency of managerial activities. Fulfil the daily responsibilities of students in activities where they have been assigned different tasks.</p>	3
<p style="text-align: center;">Career Planning/ 2nd Year/ I</p> <p>This course aims at understanding the specific human resource management language and improving students' skills to develop a career development plan. Main topics: Developing an overview of career planning as a component of the human resources management of the organization. Providing a knowledge base on the effective use of human resources. Knowledge of methods of quantitative analysis of human resources. Understanding the methods of job analysis and evaluation. Developing the ability to understand human motivations. Developing the capacity to design and implement an individual charter development plan. Developing the capacity to create and implement an organizational career development plan. Introduction to career management. Prerequisites for career management. Planning your individual career. Planning your organizational career. Quantitative Human Resource Analysis - Information base in career planning. Professional Performance Assessment and Career Planning. Management strategies for career development. Mentoring and career development. Staff retention. Talent Management. The role of career integration, adaptation and de-adaptation.</p>	4
<p style="text-align: center;">Organizational Behaviour/ 2nd Year/ I</p> <p>This course provides a systematic study and understanding of the attitudes and behaviours of individuals and groups in organizations. Main topics: Creation of a knowledge base on personality, perception, values, attitudes and satisfaction at the workplace. Developing the ability to anticipate, explain, and model behaviours that occur in organizations. Developing conflict resolution skills. Developing leadership skills and interpersonal communication. Knowing how to build effective working teams. Knowing how to properly structure organizations based on the business environment, strategies and technologies used. Overview of organizational behaviour. Learning and personality. Perception and attribution. Values and attitudes. Employee Motivation: Basic Theories. Practice of motivation. Groups and teamwork. Conflict and negotiation. Leadership. Power, politics and ethics. Organization Structure. Organization environment and strategies. Organizational change.</p>	4
<p style="text-align: center;">Project Management/ 2nd Year/ II</p> <p>This course enables the process of developing skills to manage projects using IT. Main topics: Knowledge of the principles of hierarchical organization of projects. Understanding the role of project managers in coordinating teams in a collaborative work environment. Knowledge of computerized management functions of projects by testing dedicated software solutions. Knowing how to draft a project to attract European funds, based on the specific requirements of active calls. Introduction to project management. Organizing a project; GANT charts and critical road analysis. Managing resources allocated to a project. Cost management. Project team management. Techniques for multi-grade evaluation of a project's performance. Typology of skills required for an appropriate project manager profile. Risk management associated with a project: contiguity plans. ICT solutions for project management. European project management.</p>	4



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<p align="center">Enterprise Economics/ 2nd Year/ II</p> <p>This course familiarizes students with the specific language of the enterprise economy and develop students' skills to develop a business plan. Main topics: Describe the characteristics of different types of enterprises, their role in the economy, its activities and its resources. Explaining and interpreting methods of resource allocation and use in terms of results and efficiency. Presenting different types of innovation as prerequisites for business development. Identifying opportunities for continuous training and efficient use of learning resources and techniques for their own development. Enterprise and its role in the economy; the business environment. Modern theories of the firm – economic models of management theory (Baumol, Marris, Williamson). Modern theories of the firm – economic models of behavioural theory (Cyert & March, Simon). Typology of businesses and ways of setting up, running and governing. Structural organization of the enterprise – functions and activities. Elements of management of productive activity in the enterprise. Elements of business management of the enterprise. Financial management elements of the enterprise. Strategic diagnosis and strategic choices of the enterprise. Developments. Internationalization. Business plan of the enterprise.</p>	4
<p align="center">Academic Ethics and Integrity/ 2nd Year/ II</p> <p>It highlights the methodology and tools of the system and tools to ensure ethics and integrity academics. Developing skills to use methods and techniques for assessing the integrity phenomenon in the academic environment; Student knowledge of ethics and academic integrity issues in scientific research and the dissemination of the results of their professional work. Integrity - fundamental moral value. Main topics: Characteristics of the integrity concept – Personal integrity / publicity. Principles and Standards of Integrity in the Public Environment. Integrity in Romania – the legal framework. Ethics and professional deontology – the phenomenon of corruption: concept, prevention, combat; corruption risk management. Standards of integrity in the field of didactic and research activity in higher education. Code of Ethics – general standards of academic integrity. Teaching process – approach from the perspective of integrity. Research activity – specific integrity standards. Forms of university fraud in didactic and research work. Promoting a “culture of integrity” in all areas of academic and administrative activity in universities. Transparency and accountability of Romanian higher education institutions. Recommendations for developing a culture of academic integrity.</p>	4
<p align="center">Foreign Language B III, IV/ 2nd Year/ I, II</p> <p>This course aims to strengthen general English knowledge and apply it to specialized discourse. Knowledge of the morpho syntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text of the specialized field. Acquiring the ability to document in English in the specialty field. Increasing the oral communication capacity in everyday and professional life.</p>	2+2
<p align="center">Modern Communication Tools/ 2nd Year/ I</p> <p>This course enables the acquisition and proper use of specific terms, principles of corporate communication to improve message clarity. Main topics: Presentation of methods and techniques of communication, traditional and modern, to better adapt the future graduates to the labor market. Students acquire the techniques of managing economic information and market types according to the nature of the information. Students acquire the knowledge and skills required for effective communication in organizations and businesses in order to prevent communication and image crises, but also to manage them. Training of analysts and communication specialists. Building and maintaining quality relationships with major audiences. Communication of the organization - between traditional and modern. Online advertising. Online public relations. Marketing online. Initiating online communication campaigns. Internal online communication. Online communication strategies.</p>	3
<p align="center">Databases/ 2nd Year/ II</p> <p>This course deals with data storage and processing within electronic computing. Organizing data in databases is the unanimously accepted solution as the optimal way of organizing data within computer systems. It is not possible to conceive the design and realization of a computer system in the absence of knowledge about how to organize data in databases. To acquire practical working skills with relational databases, it is necessary to understand and acquire the relational mathematical model, the rules defining the relational databases as well as the relational database normalization theory. These are the main objectives of discipline. Main topics: Data – their place and role in the information system; Information – its place and importance in the information system. Relational databases, definition, composition, abstraction levels, dynamics. Specific elements: keys, key types, logical links between relationships. Database management system. The mathematical model of relational databases. Characteristics of relational databases: Codd's rules. Relative algebra operations. The need to normalize relational databases. The normal forms of a relational database that are defined by functional dependencies.</p>	4
3rd YEAR	
<p align="center">Comparative Management/ 3rd Year/ I</p> <p>This course aims to develop students' abilities to understand the complexity of the business environment in different countries. Main topics: Knowledge of cultural differences and their influence on management. Knowledge of cultural differences and their influence on management. International transfer of managerial know-how. Analyzing different staff behaviours in management processes across countries. Establishing effective country leadership. Making comparisons between management methods and styles in different countries. Overview of Comparison Management. Influence of culture on management. The study by Geert Hofstede. The fountain of Fons Trompenaars. Management in the European Union. Management in Japan. Management in the United States of America. Management in China. Particularities of management in other cultural contexts. Comparative management approach. Ethics in international business. Transcultural influences in the management of organizations from different countries.</p>	5
<p align="center">Economic-Financial Analysis/ 3rd Year/ I.</p> <p>This course provides knowledge on economic diagnosis of an economic agent and develop students' assessment capacity and decision to improve its profitability. Expected learning outcomes: Students will be able to identify by calculation the level of the main economic indicators of the firm, to determine the influence of each factor on the level of economic indicators and make decisions on ways to increase the company's profitability.</p>	5



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<p style="text-align: center;">Management Simulation and Projects/ 3rd Year/ I</p> <p>This discipline aims to highlight that enterprises must be responsive to the signals and requirements of the external environment, have great adaptability to change, show flexibility in the functioning mechanism, so their entire activity is conceived and carried out in a new vision, in a modern marketing vision. The main aspects related to the methodology of designing the computer systems with applications in the economic field are also observed. There are presented the ways of using the various software packages and computer systems to assist the decision and the basic concepts of organizing data in databases and in a database management system. It describes the architecture of databases and database management systems, focusing on the relational model. It also presents the features of the relational databases and the methodology of designing these databases. Examples of actions related to the definition and use of databases are described and exemplified. Main topics: The theoretical and practical problems are presented in a balanced way so that after this course students can use software packages or computer systems. Subject of study. Methods. Concepts. Classifications. Elements of formal logic. Place of 17odelling activity in system analysis. Building models. Modeling of market phenomena. Modeling of competitive situations. Game simulation of economic processes. Introduction to SIMEXPERT Managerial Simulation. Presentation of the general conditions of the simulation and the scenarios to be addressed. Teambuilding: Creating student teams to coordinate simulated firms. Presenting a model for decision making in the virtual market. Decision making by teams managing virtual firms for the first 2 months of simulation. Interpretation of results generated by the simulator. Decision making by teams managing virtual firms over the next 3 months of simulation. Analyzing progress in the development of decision-making skills. Interpretation of results generated by the simulator. Decision making by teams managing virtual firms over the last 3 months of the simulation. Analyzing progress in the development of decision-making skills. Interpretation of results generated by the simulator. Interpretation of the key performance indicators of each student team. Award winning team.</p>	5
<p style="text-align: center;">Strategic Management/ 3rd Year/ I</p> <p>This course offers insights on the dynamic adaptation to the anticipated and non-anticipated change of the organizational ecosystem by shaping the allocation of internal and external strategic resources, with a key role in capitalizing the competitive position of the firm. Expected learning outcomes: Preparing the future graduates of the specialization to take on the responsibility of designing the mechanisms and managerial processes for assisting the strategic decision. Influence factors in the development of management's response capacity to the dynamics of competitive markets. The strategic and tactical importance of the competitive positioning of the organization. Correct use of MS-specific concepts and critical model analysis. Applying managerial tools to demarcate competence areas and capitalize on the response capability audit. Main topics: The notion of strategy, strategic behaviour, the premises of strategic analysis. External environment analysis; General Environmental Diagnosis; Analysis of space and competitive environment. Analysis of the internal environment; Strategic segmentation; Classical methods of internal strategic diagnosis; Experience curve; PIMS model; Product life cycle theory; Portfolio analyzes; BCG Matrix, ADL, McKinsey, Multidimensional Strategic Analysis. Synthesis of strategic diagnosis; Strategic diagnosis - SWOT analysis model; Analysis of resources and capabilities; Key Success Factors - Sustainable and Transitional Competitive Advantage; Designing coordination and control mechanisms adapted to the strategy. Matrix of competitive profile. Strategic options. Intra - industrial strategies. Target level dynamics strategies. Competitive strategies within the industry. Inter - industrial strategies. Strategic alliances. Relational strategies. Special approaches in strategic management. Cultural identity and strategic adaptation, social mission, strategic footprint, interaction with stakeholders. Strategic Positioning / Operational Efficiency. Access / building / obtaining / maintaining / developing the organization's capabilities. Informational configurations to support the strategic decision. Transaction cost theory and differential access to information / knowledge. Strategic diagnosis - SWOT analysis model. BCG Matrix, ADL Matrix, McKinsey Matrix. The agro-food products market and the ecological niche. Automotive market and participatory strategies of differentiation. Partner chains in agro-food and retail; reconfigure the value chain. Strategic profiling and anticipation of competitive positioning trajectories.</p>	5
<p style="text-align: center;">Tourism Management/ 3rd Year/ I</p> <p>This course familiarizes students with the specific language of management in tourism and develop student skills to manage these activities. Expected learning outcomes: Highlighting the role and importance of tourism services both at the organization level and at the level of society at large, this area having a particularly strong social impact. Highlighting the specific issues of the tourist services area. Highlighting the special importance of tourism services management as a particular area. Knowledge of development directions and particularities of tourism services in the current context of economic development. Creating a systemic view of the tourism services sector. Knowledge, analysis, interpretation and adaptation of management methods and organizational strategies previously learned in the field of tourism services. Awareness of the importance of methods, techniques and tactics of organizational management in the field of tourism services. Students acquire the fundamentals, operational means and concrete tools to understand and put into practice the managerial approach applied in the Hospitality and Tourism Industries, the global conception of the functioning of the activities in these industries. Main topics: The concept of tourism, peculiarities, trends. Overview of management in tourism organizations. Models of organization and management of accommodation units. Managerial strategies specific to the tourism organization. Hotel management. Management of public catering activity. Agency networks and distribution agencies. Organization of travel agency. Definition and evolution of tour operator specific features. Creating and launching new tourism organizations. Development of tourism organization, growth models. Ethics of Business Relations in Tourism. Business Communication. Marketing Management of the Tourism Organization.</p>	5
<p style="text-align: center;">Customer Relationship Management/ 3rd Year/ II</p> <p>This course aims at developing a strategic thinking focused on customer orientation in any organization and exploiting customer databases to substantiate strategic decisions. Expected learning outcomes: Identifying opportunities for differentiated approach of different customer segments based on strategic models established in the literature. Understanding the role of the customer relationship specialist in an organization centred on customer loyalty. Knowledge of customer relationship management analysis tools (CRM Analytics). Using reports provided by CRM IT applications to make decisions about allocating financial resources to customer engagement / upselling / cross-selling. Main topics: Getting started with the Customer Relationship Management (CRM) concept. Strategic approach to customer relationship management. Benefits of implementing an integrated CRM strategy in the mission of an organization. The dimensions of a CRM strategy (strategic, analytical, collaborative, and operational). Customer segmentation based on customer lifetime value. Automating marketing, sales and customer care through CRM IT systems. Operational management of customer relations at every stage of their lifecycle (attracting, loyalty and developing relationships). Analytical CRM – CRM data warehouses, online analytics (OLAP) and data mining. CRM in e-Business: Opportunities and Challenges. Social Media CRM – LARA model, sentiment analysis in customer reviews online. Interpretation of the results of CRM research in different sectors of activity. Designing a CRM campaign for an innovative product / service. Managed the management of a customer relationship management project model using the Microsoft Project software. Simulating CRM Campaign Management. Multi-dimensional OLAP sales analysis. Social CRM.</p>	5



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<p align="center">Communication and Public Relations/ 3rd Year/ II</p> <p>This course highlights the concepts regarding the peculiarities of the communication process through public relations. Main topics: The comparative presentation of the elements of the communication mix, highlighting the role of public relations and the ascension of recent times. Highlighting the issues that make this domain a science, but especially an art. Highlighting the role of research in the field of public relations. Presenting areas of interest to the organization in addressing the communication process through public relations. Presentation of the role and importance of the image of the organization, the reputation, the way of forming the desired image. Analyzing the role of employees in the external perception of the organization, internal public relations. The importance of correct management of press relations. Analysis of the electoral market. The structure of the political market. Segmentation of the electoral market. Segmentation techniques. Election marketing research. The mix of electoral marketing. Marketing policies used to capitalize on the electoral heritage.</p>	5
<p align="center">SME Management / 3rd Year/ II</p> <p>This course outlines practical ways to increase students' interest in turning business ideas into business plans and to stimulate them to attend pitch competitions. Main topics: Identifying opportunities to fund business ideas. Developing business plans that meet the needs identified on certain market niches. Knowledge of the strategies applicable to each stage in the development of an innovative start-up. Translating the key components of a start-up into a business canvas model. Particularities of Managerial Strategies in SMEs. Generate business models using the Business Model Canvas methodology. Lean Startup. Design Thinking. Creating a Value Proposition. Evaluating an SME's performance. Examples of Business Model Canvas. Generate business ideas. Structuring a business plan. Managerial and operational plan. Marketing Plan and Human Resources. Financial plan.</p>	4
<p align="center">Information Analysis Using SPSS/ 3rd Year/ II</p> <p>This course offers insights regarding how to create a conceptual model in a marketing research and testing hypotheses of research through descriptive statistical analysis. Main topics: Acquiring and developing the skills of using the SPSS software. Knowledge of methods of statistical analysis of marketing information (regressions, Chi- Square, ANOVA, Cluster analysis etc.). Developing students' skills to design data structures that will be included in conceptual models. Develop teamwork skills to interpret SPSS score results. Analysis of the main components. Designing a conceptual model associated with marketing research. Model validity validation (Cronbach Alpha). Testing hypotheses related to a conceptual model (Pearson ChiSquare, Spearmann, ANOVA). Cluster analysis. Creating a database in SPSS and PCA application based on a conceptual model. Designing an online questionnaire in Google Drive and completing it by students. Testing the validity of the model. Testing research hypotheses (Pearson ChiSquare, Spearmann, ANOVA). Multiple regression analysis. Cluster analyzes. Developing graphs in SPSS. Presenting the results of online research in teams of 2 students.</p>	4
<p align="center">Operational Management/ 3rd Year/ II</p> <p>This course aims to improve students' skills to develop an operational plan. Main topics: The concept of operational management. Operational Production Strategy - part of the company's strategy. Programming, function of operational management. Production capacity and utilization. Coordination of production processes. Launching in Manufacturing. Production costs of an industrial production enterprise. Control - function of the operational management of production. Modern production management systems. Effectiveness of operational management. The matrix of assessing internal factors and external factors. Using the LEADER method in making decisions. Using the Loss Function Method in the launch of new products. Production Plan. Use of calendar programming. Production capacity and utilization. Sizing of production areas. Machine loading plan. Launching in Manufacturing. Determination of unfinished production stock. Determining the cost of production. Model of MRP-2 application. Value indicators of industrial production.</p>	5
<p align="center">Research for preparing the graduation thesis/ 3rd Year/ II</p> <p>It familiarizes students with the language and concepts of marketing and develops students' abilities in academic writing. Main topics: Students' ability to carry out independent research-research work and generate analysis and conclusions of originality. Appropriate choice and correct application of the methods and techniques learned during the studies. Students' capacity to analyze, process and interpret economic and financial data provided by organizations. The ability to draw conclusions and to propose decisions based on the results of the analyze carried out, in accordance with the economic theory of the economic field of interest. Establishing the thematic universe of scientific works. Establishing the title, structure and bibliography of the paper as a result of the study of the specialized literature. Preparing the detailed research plan. Preparation of the literature review based on the specialized academic sources recommended by the scientific guide and sources considered relevant by the student. Elaboration of the research methodology in order to achieve the proposed objectives. Data collection and analysis. Editing the paper. Preparation of presentations for the public support of the bachelor thesis. Presentation of the study results / support of the bachelor thesis.</p>	2
<p align="center">Financial-Banking Management/ 3rd Year/ I.</p> <p>This course prepare future graduates on decision-making r in the field of modeling the allocation of the financial resources of the company, conducting the analysis and interpretation activities of the data and information from the banking financial environment. Students are trained to apply knowledge in areas of MFB specific competence. Interpreting and applying the theories and models of capital structure, financing schemes, market value and real value of the firm. Main topics: Information systems supporting investment decision and financing decision. Risk monitoring in the financial decision. The financial function of the firm and the responsibilities of the financial management. Maximizing your business value. Decision-making environment of financial management: current interpretations. Microeconomic Theory of Contracts and Principal Agent Theory. Analysis of the structure of the financing structure. The structure of the financial market. Signaling theory. Risk management. Managerial Performance. Audit and control. The information system of MFB. Basic financial documents: balance sheet, profit and loss account, cash flow chart, users of financial information and their information needs. The role of financial management in strategic analysis. The strategic framework of the financial decision. Investment decision: choosing the optimal funding option. Techniques and tools for implementing the financial strategy: hierarchy of funding sources. Design of controlling systems. Dynamic strategies for increasing the value of the company: Acquisitions, mergers, takeovers, Group formation. Methods to counteract purchases. Management of restructuring and liquidation. International Financial Management. Attracting potential investors: investor protection, securities, information provision, decision-making transparency, dividend policy. Analysis of own and attracted financial resources. Differentiated resource allocation, decision-making attributions at top management level, market value of the firm and remuneration of shareholders. Policies and risk management tools. Designing mechanisms to optimize the cost of conflict resolution. Intelligent Reporting Systems. Controlling vs. Audit. Comparative analysis of investment projects. Prioritization. Case Study: investment project on the real estate market. Financing the company from its own sources. Mandatory loan financing. Financing by bank loan. Leasing financing. Funding plan. Analysis of anticipated financial effects of decisional variants. Funding options. Risk monitoring models. Acquisitions: mergers, takeovers. Group formation. Analysis of post-acquisition integration. Management of restructuring and liquidation. International Financial Management. Profitability and risk of securities. Shareholding management. Determining the optimal dividend policy.</p>	5



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<p style="text-align: center;">Audit/ 3rd Year/ I</p> <p>The general objective of this course is to provide students with knowledge on financial audit as a specific professional activity, the formation of thinking skills and behavior in the spirit of external control, accountability and fairness of the financial auditor, as well as practical skills in the logic and mechanism of developing a audit missions as a form of independent external control. Main topics: Understanding the notion of financial audit. Explanation of the place and role of the financial auditor. Correct interpretation of audit standards and their application in practice. Understand the steps to be taken in a financial audit mission. Understand financial audit methods and techniques. Identification of the risks faced and to which the financial auditor is subject. History and evolution of financial audit, definition of the audit concept, basic audits, extensions of the financial audit, role and objectives of the audit, types of financial audit, normalization of financial audit. Purpose of Financial Audit, Cycles of Financial Statements, Financial Audit Objectives and Management Statements, Phases of Financial Audit Process. The objectives and phases of planning the financial audit engagement. Financial audit pre- planning activities. Obtaining the necessary information to understand the customer. Perform preliminary analytical procedures. The threshold of significance. Assess the acceptable audit risk and inherent risk. Understanding internal control and accounting system. General strategy and audit plan. Necessity of documentation, form and content of working papers, audit files. Ownership and maintenance of audit documents. Specific requirements for audit documentation in other ISAs. Audit procedures, audit evidence. Techniques for selecting sample elements, shortcomings in the sampling technique. Steps in setting samples. Sampling methods. Risk assessment related to control, content, role and limits of internal control. Procedures for obtaining an understanding of internal control. Verify the functioning of internal control mechanisms by financial auditors. Using the services of an expert. Using the work of another auditor. Taking into account the internal audit activity. Sales cycle – receipts; purchase cycle – payments; salary cycle – personal; storage stock cycle; the cycle of attraction – repayment of capital. Typology of audit opinion, modified reports. The concept of financial audit. Objectives, responsibilities and milestones in financial audit: the purpose of financial audit, financial statement cycles, financial audit objectives and management declarations, phases of the financial audit process. Planning the Financial Audit Engagement. Applications on the significance threshold. Applications for the calculation of audit risks. Sampling applications. Applying the audit process. Use of third-party work in the audit work. Audit conclusions and audit report.</p>	5
<p style="text-align: center;">Innovation Management/ 3rd Year/ II</p> <p>Students learn how to apply effective relationship and teamwork techniques. Main topics: Knowledge of technology forecasting methods. Identifying ways to capitalize on natural resources using the results of scientific research conquests. Determining the economic implications of innovation and creativity. Creating the mentality of fully capitalizing on the natural and technological resources of the economy. Involvement in research projects and application of creativity methods. Technological basics of the enterprise: Definitive notions, Technological systems, Classification of technological processes, Analysis of the technological potential of the Enterprise. Enterprise and innovation process. The causes of innovation at the enterprise level. R & D (Research and Development). Technological forecast. Technology and business dynamics. Outsourcing of technologies. Enterprise technology and strategy. Flexible manufacturing systems. Estimation of the company's technological potential. Evaluation of research and development activity costs – case studies. Quantitative forecasting methods. Qualitative forecasting methods.</p>	5
<p style="text-align: center;">Quality Management/ 3rd Year/ II</p> <p>This course offers insights regarding the need for responsibility towards quality. Use and interpretation of standards related to quality management. Applying methods, techniques and tools for controlling and evaluating processes in organizations. Main topics: Quality concept: quality importance, quality definition guidelines, product quality definition in international standards, product quality characteristics. Measurement of product quality level: measurement methods, quality indicators system. Quality Management: Defining Quality Management, Quality Management Functions, Quality Management Guidelines. Total Quality Management: Total Quality Concept, Defining Total Quality Management. Principles of total quality management. Critical approaches to total quality and total quality management. Presentation of the standards ISO 9000 series. Terms and definitions according to the standard SR EN ISO 9000/2008. Methods for determining the product quality characteristics - examples. Measurement of product quality by means of analytical, synthetic and integral indicators of quality - examples. Determining the quality level of products with the help of relative indicators. Using quality control tools. Establishment of quality system procedures. Quality Manual Presentation of case studies.</p>	5
<p style="text-align: center;">Foreign Language B V/ 3rd Year/ I</p> <p>It strengthens general English knowledge and apply it to specialized discourse. Main topics: Knowledge of the morpho syntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text of the specialized field. Acquiring the ability to document in English in the specialty field. Increasing the oral communication capacity in everyday and professional life.</p>	2
<p style="text-align: center;">Intellectual Property Elements Applied in Economics/ 3rd Year/ I</p> <p>This course enables logical thinking on the protection of intellectual property. To acquire the knowledge and concepts necessary for the formation of culture regarding the protection and value of intellectual property. Main topics: Knowledge of counterfeiting mechanisms. Systematization of information on the protection of industrial property. Applying the principles, norms and values of professional ethics responsibly in carrying out the professional tasks and identifying the objectives to be achieved, the available resources, the working steps, the execution times, the implementation deadlines and the related risks. Identifying roles and responsibilities in a multidisciplinary team and applying relationship techniques and effective work within the team. Identification of opportunities for continuous training and effective use of information sources and communication resources and assisted training resources (Internet portals, specialized software applications, databases, on-line courses, etc.) in their own language, for their own development, as well as in an international language. Digital competences. Intellectual property and industrial property. Objectives of industrial property. Competition between different objects of industrial property. Protection of inventions. Protection of industrial designs. Protection of trademarks and geographical indications. Protection of trade secrets. Technical creations that can be protected by copyright law. Counterfeiting and prevention of counterfeiting. Debates on competition between different objects of industrial property. Simulation of the invention protection process. Simulation of waste protection and industrial models. Simulation of trademark and geographical indication protection process. Case studies on counterfeiting.</p>	3



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Enterprise Marketing/ 3rd Year/ I</p> <p>This course develops students' skills to deeply analyze existing situations: the company's internal situation, the market, customers, competitors; economic, legislative, technological, social, cultural environment. Analyzing the internal and external environment of an organization and identifying relevant elements for future strategies. Main topics: Knowledge of business planning models, depending on the objectives pursued. Understanding the need for companies to focus on meeting customer needs and anticipating their needs. Highlighting the ability of students to develop marketing plans by capitalizing on all the resources and opportunities of the organization. Use of specific analysis tools, forecasting software. Presentation of the company that will be the object of the study during the works, of the bibliographic references from the previous years that will provide the tools of work. Analysis of the environment in which the analyzed company operates - the micro-environment and the macro-environment, the internal environment of the company - values and objectives, mission. The SWOT analysis - a tool that facilitates easy monitoring of the internal environment and the external environment, opportunities and threats. Porter Model - to identify the level of competitiveness in the industry. Customer profile analysis - questionnaire analysis. Analysis of the product and activity portfolio using the B.C.G. Market launch of a new product - using the five-level methodology. Pricing the new product. Analysis of the optimal distribution channel. Analysis of the company's identity system. Analyzing the communication process, identifying the types of communication. Create a magazine creative for the newly released product. Establishing the company's global strategy for short and medium term.</p>	3
<p>DOMAIN OF STUDY: CYBERNETICS, STATISTICS AND ECONOMIC INFORMATICS Study</p> <p>Programme: Economic Informatics</p>	
<p style="text-align: center;">Economics I (Microeconomics)/ 1st Year/ I</p> <p>The purpose of this course is to give students an in-depth understanding of the principles of economics in application to individual decision makers, both consumers and firms. Students will learn about demand, supply and equilibrium in goods and factor markets, the efficiency of the market economy and the potential role of government intervention in the economy. Main topics: Consumer behavioral analysis: study of budget constraints and consumer preferences. The model of optimal consumption choices and the determination of demand for goods functions at individual level. Factors influencing demand for goods and classification of goods subject to consumer option. Slutsky's identity and the influence of price changes on demand for goods. Applications of Optimal Consumer Model: Determining gross and net demand for goods; intertemporal choice. Determining aggregate demand at the level of the market for a good / service; the elasticity of demand for goods and its influence on producers' income. Analysis of the manufacturer's behavior: the production function and the technical sub-factor of the factors of production. Maximizing a business's profit and determining the demand for input factors. Minimizing a company's costs; global cost and unitary cost functions. Market - complex and dynamic reality: demand and supply, various types of competition; price typology and functions. Firm offer decision under perfect competition; overall balance on the market with perfect competition. The firm's offer decision under monopoly conditions; the causes of the emergence of monopolies. The firm's offer decision under the conditions of oligopoly and monopolistic competition.</p>	6
<p style="text-align: center;">Applied Mathematics for Economics)/ 1st Year/ I</p> <p>Applied Mathematics involves the process of applying mathematical models in order to design and analyze economic problems. Using applied mathematics models, students can solve real life economic problems. This might be, for example, a practical problem that exists in private firms. And as students often collaborate with specialists from other fields, they will also need the ability to look beyond their own specialization. They will gain knowledge about: Vector spaces. Base and dimension of a vector space. Forms of presentation of a linear programming problem. Types of solutions to a linear programming problem. Main topics: The SIMPLEX algorithm for solving a linear programming problem. Functions of multiple variables, partial and extreme derivatives functions. Applications. Elements of probability theory. Fields of events and probabilities. Conditional probabilities. Schematic and classical probability laws. Random variables. Characteristics of a random variable. Classical distributions.</p>	6
<p style="text-align: center;">Informatics/ 1st Year/ I</p> <p>This course deals with basic Informatics concepts such as Information, Knowledge, Modeling, and Uncertainty. There will be outlined all the conceptual building blocks necessary to understand the basics of Information Theory and tools in various human domains, and discuss their implications for the practice of science, engineering, art, and society in general. Students will be introduced to fundamental topics in Informatics while developing a basic understanding of Information Theory. They will build up their proficiency in Information Technology as detailed in the course syllabus, emphasizing its use in the modeling of nature and technology.</p>	6
<p style="text-align: center;">Accounting/ 1st Year / I</p> <p>This course highlights methods for recording transactions, keeping financial records, performing internal audits, reporting and analyzing financial information to management, and advising on tax matters. Accounting is a systematic process of identifying, recording, measuring, classifying, verifying, summarizing, interpreting and communicating financial information. It discloses the profit or loss for a given period and the value and nature of its assets, liabilities and owners' equity. Main topics: The means of financing the resources and the results achieved through the use of the resources shall be those provided by the accounting officer. The subject of accounting. Accounting Method (Accounting Principles, Methods of Accounting Methodology). Financial situations. Accounting Balance Sheet - Financial Position Assessment (Accounting Balance Sheet, Balance Sheet Accounting Models, Balance Sheet Items, Limits and Definitions on Components of Balance Sheet and Balance Sheet Balance Sheet) Profit and loss account of the financial performance of the enterprise (Account structure Profit and Loss, Income, Expenses, Outturn of the financial year) Cash Flow Statement Changes in the Balance Sheet Account and Double Entry (Concepts, Account Functions, Account Form and Structure, Accounts Rules, Double Record and Account Correspondence) The accounting analysis of the economic and financial operations and the record mechanism in the accounts The accounting formula (The structure and description of the accounting formula, the classification of the accounting formulas) The accounting plan and the classification of the accounts and content of documents. Classification of documents. Accounting books. Preparation, processing, verification and correction of documents. Circuit and storage of documents. Accounting for the main operations on the funding cycle (Concept and forms of financing manifestation, Equity accounting, risk and expense provisions and sources attracted by funding). Accounting for the main operations of the operating cycle (operations with stocks, value added tax, settlements with third parties debtors and commercial creditors, debts and debts, settlements with employees). Accounting for investment operations (Organization of fixed assets documentation, Asset Recognition and Measurement, Impairment of Fixed Assets, Fixed Assets Accounts, Treasury Accounts Accounting, Determination of the Financial Year Result, Concept and Contents of the Verification Balance, Verification Balance Functions, Classification check balances. Verification balance sheet Identification of accounting errors Establishment of financial statements based on the verification balance Description of the inventory notion. Organizing and performing the inventory.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Office Automation/ 1st Year / I</p> <p>Students will learn about concepts, principles, theories, methodologies and advanced tools of work and research in dynamic professional environments specific to financial and banking sectors. They will perform analyzes and estimations useful in the evaluation process and developing assessment reports of financial and / or banking enterprises and actors. Main topics: Integrated use of concepts, principles, theories and advanced specialist practices in incompletely defined situations, generated by dynamic professional environments specific to financial and banking, to solve new theoretical and practical problems. Develop a professional or research project on issues specific to financial and banking. Using the concepts, principles, theories, methodologies and advanced tools of work and research in the elaboration of professional and / or research projects on issues specific to the financial and banking field.</p>	3
<p style="text-align: center;">Foreign Language A I, II/ 1st Year / I, II</p> <p>Students can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment), communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters, describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.</p>	2+2
<p style="text-align: center;">Physical Education I, II/ 1st Year / I, II</p> <p>This course provides a foundation for building an effective Physical Education program. Students acquire concepts and techniques for assessing health factors, such as blood pressure, heart rate, body mass, strength, flexibility and endurance. Assessment techniques include skin fold and circumference measurements, heart rate monitoring, bioelectric impedance and bike tests. The results of the fitness evaluation help define the goals of Physical Education programs and provide a basis from which the trainer and client can communicate about the best strategies for meeting the client's goals. This course provides a theoretical understanding of why a variety of exercises help or hinder in reaching their fitness goals. Students learn to adapt exercises to alter the body's physiological responses. Additional topics include biomechanics, kinesiology and motor learning. Coursework in basic anatomy and physiology are a prerequisite for understanding the concepts of exercise science.</p>	2
<p style="text-align: center;">Economics II (Macroeconomics) / 1st Year / II</p> <p>Students will study aggregated indicators such as unemployment rates, GDP and price indices, and then they will analyze how different sectors of the economy relate to one another to understand how the economy functions. Macroeconomists develop models explaining relationships between a variety of factors such as consumption, inflation, savings, investments, international trade and finance, national income and output. Such macroeconomic models, and what the models forecast, are used by government entities to aid in the construction and evaluation of economic policy. Macroeconomics is a rather broad field, but two specific areas of research are representative of this discipline. One area involves the process of understanding the causation and consequences of short-term fluctuations in national income, also known as the business cycle. The other area involves the process by which macroeconomics attempts to understand the factors that determine long-term economic growth or increases in the national income. Main topics: Introduction to macroeconomics. Income and consumption. Savings and investments. Cycles and economic crises Growth and economic development. The money market. Labor market. Financial footprint. Foreign exchange market. Inflation. Unemployment.</p>	5
<p style="text-align: center;">Databases/ 1st Year / II</p> <p>This course provides a brief overview of the databases (what they are, why it is recommended to use one and what the different parts of a database do). A database is a tool for collecting and organizing information. Databases can store information about people, products, orders, or anything else. Many databases start as a list in a word processing program or a spreadsheet. As the list grows, the data starts to contain redundancies and inconsistencies. They become hard to understand as a list, and there are limited ways to search or extract subsets of data for review. Once these issues start to occur, it's a good idea to transfer the data to a database created by a database management system (DBMS), such as Access. A computerized database is a container of objects. A database can contain several tables. For example, an inventory tracking system that uses three tables does not represent three databases, but one that contains three tables. If it was not specifically designed to use data or code from another source, an Access database stores its tables in a single file, along with other objects, such as forms, reports, macros, and modules. Main topics: Data - their place and role in the information system; Information - its place and importance in the information system. Relational databases, definition, composition, abstraction levels. Specific elements: keys, key types, logical links between relationships. The mathematical model of relational databases. Characteristics of relational databases: Codd's rules. Relative algebra operations. Designing a database; the life cycle of a database system, database system architectures. Normalizing relationships; functional dependencies. The normal forms of relations of a relational model. Relationship computation operations. Database management system. Instructions and commands for querying a relational database.</p>	5
<p style="text-align: center;">Finance/ 1st Year / II</p> <p>The main outcomes of this course are: Identifying and acquiring basic knowledge and understanding of the involvement of finance micro and macro level in public and private organizations. Knowledge understanding and proper use of terms and techniques in the field of public and private finance. The acquisition and use of language, to enable the student to communicate in writing and orally. The interpretation of economic information, financial, social and other national and international media. Development of the ability to select and use the methods and tools of financial activities; the acquisition of the capacity to understand the flows of financial resources and their allocation. Public finances - introductory notions. Functions of public finances. Structure of the financial and coordinated public policy mechanism. The system of public financial resources. Tax system - doctrinal-theoretical fundamentals. Direct taxes. Indirect taxes. State loans. Public debt. Public expenditure system. State social insurance. Public Budget System.</p>	5
<p style="text-align: center;">Statistics/ 1st Year / II</p> <p>Students will discover the science of collecting, analyzing, presenting, and interpreting data. Governmental needs for census data as well as information about a variety of economic activities provided much of the early impetus for the field of statistics. Currently the need to turn the large amounts of data available in many applied fields into useful information has stimulated both theoretical and practical developments in statistics. Data are the facts and figures that are collected, analyzed, and summarized for presentation and interpretation. Data may be classified as either quantitative or qualitative. Quantitative data measure either how much or how many of something, and qualitative data provide labels, or names, for categories of like items. The area of descriptive statistics is concerned primarily with methods of presenting and interpreting data using graphs, tables, and numerical summaries. Whenever statisticians use data from a sample—<i>i.e.</i>, a subset of the population—to make statements about a population, they are performing statistical inference. Estimation and hypothesis testing are procedures used to make statistical inferences. Fields such as business and economics make extensive use of statistical inference, as we present in this course.</p>	6



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Programming Fundamentals/ 1st Year / II</p> <p>Designed for those who want to begin the study of the program, this course facilitates the acquisition of introductory notions and the formation of skills for approaching the practical situations, but the theoretical support and the variety of themes approached indicate to those already having advanced knowledge. It is recommended to students, programmers, IT teachers and all those who want to improve their programming knowledge, both for the individual study and as work material at the class hours. The solved problems are treated as case studies, with examples, analogies, detailed explanations both at the level of the algorithm and in the implementation in C, accompanied by the complete listing of the program, by a representative set of input and output data, as well as related exercise suggestions to be solved. Main topics: Evolution of Computing Systems • Algorithms - defining elements • Language C - general presentation • Pictures, pointers, pointers to functions • Characters. File operations • Structures, unions, bits • Elementary algorithms • Bits operations • Time functions, random numbers • Self-defeating structures • Graphs, programming techniques • Competition issues • Application: large numbers • Application: fractals.</p>	5
<p align="center">Humanities and Social Sciences Discipline/Geography/ 1st Year / I</p> <p>Students understand the need and importance of concentrating natural and human resources, economic needs, global exchanges, environmental quality, causes that lead to environmental degradation and environmental protection and conservation measures. The correlation between the territorial distribution of production and consumption (raw materials and finished products) and the major factors influencing the regional differences (natural, economic, social, political, demographic, etc.); knowing the major characteristics of each major economic activity by a unique analysis algorithm (definition, history, structure, production situation and product marketing). Identifying and using the main notions and concepts specific to economic geography. Explanation and interpretation of quantitative and qualitative data and information related to economic geography for the formulation of specific arguments and decisions associated with international business. Fundamental studies and analyzes, organizational and efficiency of firms' activities to provide advice and assistance related to the content of economic geography. Critical-constructive analysis of relations between consumers and suppliers specific to the field of economy and international business from different spaces in terms of geographical / geopolitical position, population characteristics, environment, etc. Collection and processing of data from alternative documentary sources and from current activity to assess the factors that influence the company's good course.</p>	2
<p align="center">Foreign Language B I, II/ 1st Year / I, II</p> <p>Students will understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. They will deal with most situations likely to arise whilst travelling in an area where the language is spoken, produce simple connected text on topics which are familiar or of personal interest, describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans, understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialization, interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party, produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.</p>	2+2
2nd YEAR	
<p align="center">Object-Oriented Programming/ 2nd Year / I</p> <p>This course offers insights on object-oriented programming paradigm. Main topics: Programming in C # language. Design and development of programs for different applications. Principles of object-oriented programming. The .NET Framework. Generalities, structure of the .NET framework. Visual Studio Development Integrated Environment; C # language – overview. Types of data in C #; reference type in C #. Operators and phrases in C #. Control Structures of a Program in C #. Designing applications in OO methodology. Methods in C #. Parameter Modifiers in C #. Parameter transfer by reference. Classes and Objects in C #. Builders, copy constructors, chaining constructors. Static members of a class. Inheritance and polymorphism in C #. Overloading operators and functions.</p>	5
<p align="center">Business Statistics/ 2nd Year / I</p> <p>Students will acquire knowledge about synthetic indicators for assessing the efficiency of business (turnover, commodity production, gross output, fixed capital depreciation, indirect taxes, gross value added, net added value, gross operating surplus, net operating surplus, presentation of Indirect and Term Indices long-term economic activity as well as the financial standing of firms). Main topics: External trade activity statistics (notions, concepts, import coverage index by export, gross exchange index, net exchange rate index, price scissors). The statistics of the internal trade and catering activity (statistical indicators of the internal and public trade activity: stock rate, day-to-day stock, day-out stock, speed of movement of goods, average stock turnover goods). Statistics on tourism activity and tourism services (statistical indicators of tourism and tourism services: indicators of the technical and material base of tourism: indicators of the structure of fixed assets, labor force indicators in tourism, tourism traffic indicators). Transport activity statistics (indicators of the technical potential in railway, naval, air and road transport, statistical indicators of freight transport activity in the railway, auto, naval and air sectors, statistical indicators of passenger transport in traffic: railway, naval, air and car). Reliability and product life-testing (reliability, reliability indicators: Relative frequency of failures, Cumulative failure rate, Relative frequency of specimens in operation, Average failure frequency, Average operating time). The “t” test (verifying the equation hypothesis of two average levels corresponding to two normally distributed populations with the same unknown dispersion; verifying the equation of two averages corresponding to two normally distributed collectives that do not have the same dispersion, in addition being unknown). Determination of bankruptcy risk of companies through the Cönan-Hodler model and the B.C.R. (presentation of the Cönan-Hodler model and the B.C.R. model with their statistical indicators, as well as the grids assessing the bankruptcy risk of the firms analyzed). Analysis of the economic efficiency at a company level regarding the use of its economic potential (synthetic indicators of labor efficiency, synthetic indicators of the efficiency of the use of fixed assets and synthetic indicators of the efficiency of the use of circulating material assets). Use of statistical indicators of results in macroeconomic analyzes (indicators to analyze the structure of the national economy, the efficiency of the use of production factors, the main macroeconomic correlations and the macroeconomic indicators used in international comparisons). Estimating the parameters of a linear function by using the matrix method (presenting the matrix model through which the parameters of any linear function are estimated). Statistical methods of economic analysis used at the level of companies (chain substitution method, non-computed residue method). Statistical analysis of profitability at the level of companies by calculating the profitability indicators (economic profitability rate, financial return rate, profitability rate, advanced return on capital ratio, commercial rate of return, advanced and consumed profitability rate). Indicators of natural resources, the environment and spiritual resources (presentation of indicators of natural resources, environment and spiritual resources).</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Management/ 2nd Year / I</p> <p>Students will acquire and develop skills to create a management plan. Main topics: Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system. Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system.</p>	6
<p style="text-align: center;">Operating Systems/ 2nd Year / I</p> <p>After the completion of this course, students will understand the operation of an operating system. Main topics: Use and work with computer applications under at least two different types of operating systems. Fundamental concepts for operating systems. Introduction. Components and features of the operating system. Resource management. Process management. Memory management. Peripheral device management. File system. Implementing the file system. File systems evaluated. Windows 2000, XP family of operating systems. Linux operating system. Linux kernel: Linux operating system. Shell Component. The Microsoft Visual Studio .NET 2003 platform. Presenting the VMWare Workstation version. Set up virtual machines. Disk management, partitioning. Using the utilities. Installing and configuring Windows 2000 Professional, XP on the same machine Network Configuration. Using Active Directory, Group Policy, Auditing, Backup for Resource Management and Security. Using utilities for system maintenance. Installing and configuring RedHat Linux. Using the main commands. Unix Utilities: Daemon Processes. System utilities. The grip utility. Text editors under Unix. Features of the Windows 2003 Server operating system. The Microsoft Visual Studio .NET 2003 platform.</p>	5
<p style="text-align: center;">Business Law/ 2nd Year / I</p> <p>Students will acquire and develop skills for understanding, interpreting and implementing legal notions and language in business, and applying theoretical knowledge in practice. Main topics: Developing the capacity to understand the implications of legislation in the field of business law on economic issues. Developing analytical and interpretative skills in the field of business law. Acquiring the necessary knowledge for the establishment of a company, an individual or family enterprise. Acquiring knowledge for conducting activities of company directors, censors or auditors, liquidators, etc. News brought by the new civil code in the field of commercial law. Introduction to business law: concept, definition and subject matter of regulation, sources and correlation with other branches. Business facts: the notion and characteristics of trade deeds, their classification and the analysis of the main trading facts regulated in Article 3 of the Commercial Code. Trader-specific institutions: Chambers of Commerce and Industry, Trade Registry. Traders physical persons: the notion of trader, acquiring the status of trader as a natural person, the conditions of exercising commercial activity and the termination of the quality of trader. Trader's professional obligations: general notions, registration in the Trade Registry, registers kept by traders, exercise of trade within the limits of legitimate competition, obligation to pay taxes and duties. Businesses: general business concepts, their legal definition and regulation, their classification, key elements of identification. Business operations: the duties of general meetings of directors and auditors. Dissolution and liquidation of commercial companies. Fund of Trade: notion, elements and analysis of the intangible elements of the trade fund (clients, trade witness, trade mark and services).</p>	4
<p style="text-align: center;">Physical Education II/ 2nd Year / II</p> <p>This course provides a foundation for building an effective Physical Education program. Students acquire concepts and techniques for assessing health factors, such as blood pressure, heart rate, body mass, strength, flexibility and endurance. Assessment techniques include skin fold and circumference measurements, heart rate monitoring, bioelectric impedance and bike tests. The results of the fitness evaluation help define the goals of Physical Education programs and provide a basis from which the trainer and client can communicate about the best strategies for meeting the client's goals. This course provides a theoretical understanding of why a variety of exercises help or hinder in reaching their fitness goals. Students learn to adapt exercises to alter the body's physiological responses. Additional topics include biomechanics, kinesiology and motor learning. Coursework in basic anatomy and physiology are a prerequisite for understanding the concepts of exercise science.</p>	2
<p style="text-align: center;">Algorithms and data structures/ 2nd Year / II</p> <p>This course aims at presenting the main types of processing that can be applied to the most important types of data structures. There are also some general algorithm development methods and some sorting algorithms. The course is intended for students of the second year of study of the "Algorithms and Data Structures" discipline belonging to the Economic Informatics Study program, as well as those interested in the subjects being treated. The notions are treated step by step, with many examples, with many examples written in C # language directly applicable to programs designed to solve particular user problems. Laboratory activity involves the testing of the algorithms and programs presented in the course and the implementation of the applications related to each chapter of the course and which are constituted in the form of laboratory themes or homework. In order to acquire the practical skills to develop specific algorithms and to achieve applications based on data structures, it is necessary to understand and form an algorithmic thinking that allows the student to translate into a executable code a requirement to be realized. Main topics: Introductory course. Organize data in internal / external memory. Drawings and strings in C #; Array and String classes – string handling methods. StringBuilder and ArrayList classes in C #. Lists C # linked – scroll algorithms. Visual programming in C #; designing the user interface, designing controls on the graphical interface. Organization of data in C # databases – specific classes for connecting to the database and accessing data through the user interface. Generic lists in C #.Client</p>	8
<p style="text-align: center;">Database Management Systems (Oracle) / 2nd Year / II</p> <p>Students will assimilate basic database management concepts and the main mechanisms for handling and querying the Oracle database. Main topics: Knowledge of the Oracle SGBA architecture. Operating the Oracle database interactively. Operation with Oracle database through SQL commands. Development of components for software products using data structures, algorithms, techniques and programming languages evaluated. Explain data structures, instructions, and problem classes to build embedded components in complex software systems. Solving well-defined problems in the economy by applying integrated procedures in complex software systems. Developing IT applications using databases, multimedia resources, and client-server / web services. Explaining and interpreting fundamental concepts in the field of databases, online and multimedia applications for 23nalyzing, designing and realizing components designed for the complex processing of large data volumes. Logical and physical organization of data in Oracle SGBA. Indices, constrictions, triggers. Data handling; SQL statements and examples. Defining data; SQL statements and examples. Transaction control; SQL statements and examples. Data control; privileges and SQL statements. Implement relational algebra operations in SQL.</p>	6



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<p align="center">Website Development/ 2nd Year / II</p> <p>This course introduces students into the web design world. Main topics: Developing the student's ability to understand both the static and dynamic web design mechanisms. The student will assimilate the necessary knowledge for the design and implementation of static web pages. The student will assimilate the necessary knowledge for the design and implementation of dynamic web pages using the PHP-MySQL-APACHE triad. Acquiring theoretical and practical knowledge in the field of e-business by assimilating basic knowledge of HTML and PHP. Studying the main issues of client-server programming using PHP, MYSQL and the Apache server. Introduction to the design and implementation of an electronic application. Presentation of the principle of running the client-server web model (Apache) and MySQL database server. Acquire and use HTML 5 language elements in the development of static web projects. Assimilate the knowledge necessary for the design and implementation of relational databases. Using databases in the development of electronic applications. Introducing the basic notions of PHP5 scripting language. Presentation of how to handle data stored in databases using the PHP5 language. Features and types of client / server architecture. Client / server architecture on three levels: features, the role of each level. Introduction to PHP and MySQL. Presentation of PHP scripting language and MySQL database server. PHP language structure: creating a script; variable; rows and special characters; PHP operators. Code execution controls in PHP: conditional structures (if else, elseif, swich, while, for).Data processing in a format. Graphic functions. Data and time functions. Character Functions. Other types of functions. Working with MySQL databases. Basic SQL commands: SELECT. INSERTION. Basic SQL commands: UPDATE, DELETE. Interaction between PHP and MySQL scripts. Using forms. Handling files and folders. Working with user sessions. Data security and treatment.</p>	6
<p align="center">Internship/ 2nd Year / II</p> <p>It enriches the knowledge gained in the first and second year of study within IT companies, within the IT compartments of companies, banking institutions, public institutions, etc. or within economic entities that have deployed and operate complex IT systems, etc. Using knowledge of programming languages and development environments by solving the tasks solicited by the practice unit; studying the stages of analyzing and designing economic informatics systems, starting from the informational-decisional user needs, to the realization of user applications; acquaintance with methods of investigation and analysis of real systems and subsystems encountered in practice units; observing, recording and analyzing real data in relation to the objectives of the IT system. Completion of practical knowledge gained during laboratory classes, with specific aspects encountered in the specialized areas (such as studying computer interconnection solutions); familiarizing students with organizational structures and flows from economic units like: (firms, banks, enterprises, companies). Analysis and description of a database application used or developed within the unit of practice.</p>	3
<p align="center">Management Information Systems / 2nd Year / I</p> <p>This course allows students to acquire the necessary knowledge for analyzing and designing management information systems. Creating skills to represent the analyzed reality using entity-association formalism. Creating students' skills in using a design software tool. Understanding the technology for achieving economic management applications. Ability to provide and analyze performance specifications for an application. Possibility to participate in the design team. Arguments for developing a computer system. Main topics: The place and role of the information system. Approaches to the analysis of information systems. The relational approach in the design of information systems. Conceptual model of communications. The conceptual model of the processing. The conceptual model of data. Normalizing. The logical model of data.</p>	5
<p align="center">Information Systems Analysis/ 2nd Year / I</p> <p>Students will acquire the necessary knowledge for analyzing and designing management information systems. Main topics: Creating skills to represent the 24nalysed reality using entity-association formalism. Creating students' skills in using a design software tool. Understanding the technology of achieving economic management applications. Ability to provide and analyze performance specifications for an application. Possibility to participate in the design team.</p>	5
<p align="center">Computer Networks/ 2nd Year / II</p> <p>Students will learn about computer network architectures. Main topics: Understanding the main stages specific to computer networks: defining specifications, defining architecture, implementation, maintenance. Know the main network protocols. Understand IP addressing and sub networks. Increasing the capacity to design and deploy network-based software solutions. The general architecture of a computing system. Fundamental concepts of computer networks. Architecture. Topologies. Presentation of the fundamental ISO-OSI model. TCP-IP architecture. Data transmission technologies in computer networks. Security of computer networks. Programming computer networks. Sockets. Use of modern programming languages in developing network applications.</p>	5
<p align="center">Internet Graphics and Programming/ 2nd Year / II</p> <p>Students will understand the architecture of web applications and the technologies needed to implement it. Main topics: Developed a web application using MVC ASP.NET. Understanding MVC Architecture. Styling WEB applications using CSS and HTML templates. Programming the client component using JavaScript. Introducing ASP.NET MVC. Designing web applications using MVC ASP.NET. Developed web applications using ASP.NET MVC. Presentation of the "Model - View - Controller" architecture. Using Styles in MVC ASP.NET Applications. Using Java Script and Jquery in developing MVC ASP.NET applications. Presentation of Microsoft web technologies. Define the architecture of an MVC application. Establish the model, controller and "view" pages. Implementing a Controller. Schedule actions. Route configuration. Using CSS Templates and Styles to Develop an ASP: NET MVC Web Application. Using JavaScript, Jquery, Jquery UI to develop the application's front-end component. Application management in an MVC ASP.NET application. Developing a Web API.</p>	5
<p align="center">Academic Ethics and Integrity/ 2nd Year / II</p> <p>It familiarizes students with the methodology and tools of the system and tools to ensure ethics and integrity academics. Developing skills to use methods and techniques for assessing the integrity phenomenon in the university environment; Student knowledge of ethics and academic integrity issues in scientific research and the dissemination of the results of their professional work. Integrity - fundamental moral value. Characteristics of the integrity concept - Personal integrity / publicity. Principles and Standards of Integrity in the Public Environment. Integrity in Romania - the legal framework. Ethics and professional deontology - the phenomenon of corruption: concept, prevention, combat; corruption risk management. Standards of integrity in the field of didactic and research activity in higher education. Code of Ethics - general standards of academic integrity. Teaching process - approach from the perspective of integrity. Research activity - specific integrity standards. Forms of university fraud in didactic and research work. Promoting a "culture of integrity" in all areas of academic and administrative activity in universities. Transparency and accountability of Romanian higher education institutions. Recommendations for developing a culture of academic integrity.</p>	5
<p align="center">Physical Education III/ 2nd Year / I, II</p> <p>This course provides a foundation for building an effective Physical Education program. Students acquire concepts and techniques for assessing health factors, such as blood pressure, heart rate, body mass, strength, flexibility and endurance. Assessment techniques include skin fold and circumference measurements, heart rate monitoring, bioelectric impedance and bike tests. The results of the fitness evaluation help define the goals of Physical Education programs and provide a basis from which the trainer and client can communicate about the best strategies for meeting the client's goals. This course provides a theoretical understanding of why a variety of exercises help or hinder in reaching their fitness goals. Students learn to adapt exercises to alter the body's physiological responses. Additional topics include biomechanics, kinesiology and motor learning. Coursework in basic anatomy and physiology are a prerequisite for understanding the concepts of exercise science.</p>	1+1



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<p align="center">Foreign Language B III, IV/ 2nd Year / I, II</p> <p>This course aims to strengthen general English knowledge and apply it to specialized discourse. Knowledge of the morpho syntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text of the specialized field. Acquiring the ability to document in English in the specialty field. Increasing the oral communication capacity in everyday and professional life.</p>	2+2
3rd YEAR	
<p align="center">Fundamentals of Operational Research/ 3rd Year / I</p> <p>This discipline aims at supporting decisions. Main topics: Elaboration and development of problem-mathematical models leading to optimal or almost optimal decisions. In a nutshell, operations research (O.R.) is the discipline of applying advanced analytical methods to help make better decisions. By using techniques such as mathematical modeling to analyze complex situations, operations research gives executives the power to make more effective decisions and build more productive systems based on: more complete data, consideration of all available options, careful predictions of outcomes and estimates of risk. Operational Research: Problems, History, Methods. Linear programming. Forms of the linear programming problem. The Simplex Method: Theoretical Foundations. Primary Simplex Algorithm - Economic Interpretation. Duality in linear programming - theoretical foundation. Simplex dual algorithm - economic interpretation. Linear transport type programming. The method of determining the optimal solution for the transport problem. Elements of graph theory. Roads and circuits in graph. Matrix attached to the graphs. Trees. Optimal tree trees in graph. Affecting problem - The Hungarian algorithm. Critical Path Method (C.P.M.). Solver Applications - Microsoft Excel. The primary simplex algorithm. Methods of determining an initial basic solution. The dual problem. The simplex dual algorithm. Examples of transport problem. Applications – optimal harvesting. Problems of damage – the Hungarian algorithm. C.P.M. Test.</p>	5
<p align="center">Programming Languages for Databases/ 3rd Year / I</p> <p>Students will acquire skills in developing Oracle database applications using PL / SQL and Oracle Application Express. Introduction to editing digital images. Main topics: Working with layers. From a construction firm to a stock exchange, every organization depends on large databases. These are essentially collections of tables, and' connected with each other through columns. These database systems support SQL, the Structured Query Language, which is used to create, access and manipulate the data. SQL is used to access data, and also to create and exploit the relationships between the stored data. These databases support database normalization rules for avoiding redundancy of data. Overview of Oracle Applications Express environment. Application types. Managing pages and reports. Making forms: types of controls, calculations, validations, data processing. Develop reports. Interactive Reports and Interactive Grids. PL / SQL Procedural Language - Basic Structures. Control structures. PL / SQL Procedural Language - Nested Blocks. Domain and Visibility of Variables. Treating exceptions. The procedural language PL / SQL - Cursor. Default cursors. Cursors explicit. Compound Data Types: Record Types defined by programmers. Tables of records. PL / SQL Procedural Language - Subprograms: Procedures and Functions. PL / SQL procedural language - defining and using packages. PL / SQL Procedural Language - Triggers DML, DDL, and Database Event. Increase PL / SQL code performance. SQL dynamic. Working with the basic structures and control structures in PL / SQL. Treating exceptions. Working with the Cursors. Default cursors and explicit cursors. Compound Data Types: Record types defined by programmers. Type Table. Working with subprograms. Working with packages. Working with triggers. DML Triggers, DDL Triggers, and Trigger Triggers. Review.</p>	7
<p align="center">E-Business/ 3rd Year / I</p> <p>This course familiarize students with the main notions of e-commerce. Main topics: Use specific web design tools. Choose correctly the solution and tools to develop an interactive site. Developing design and programming skills specific to interactive sites. The Internet - the e-commerce infrastructure. Internet - short history. Internet - business environment. The Internet and the international network. The advantages of using information networks. Advantages of www as a commercial means. The conceptual framework of e-commerce. Digital economy and e-commerce. Characterization of electronic commerce. Wap e- Commerce applications. Electronic money. Advantages and Disadvantages of E-Commerce vs. Classic Trade. Policy implications in e-commerce. Organizing the typology and development of e-commerce. Internet business models. Electronic shop (e-shop). The e-mall universal store. Electronic public procurement (e-procurement). Electronic auction (e-auction). Virtual Community (virtual community). Providing services for e-commerce. Information brokerage. 3rd party marketplace. Platforms for collaboration. Types of sites used in e-commerce. Organization of information. Information protection. Payment Modes in Electronic Commerce. E-commerce in Romania. Evolution and current situation of e-commerce in Romania. The advantages and disadvantages of e-commerce in Romania. Virtual shops in Romania. Aspects of the development of e-commerce in Romania. Evaluating the performance of an online business. Risk in electronic commerce. Marketing applications in e-commerce. Consumer protection. Legislative aspects regulating e-commerce. Regulations on e-commerce in the world. Regulations of the European Union E-Commerce Regulations in Romania. HTML Structure of WEB documents, markers and roles. Identify DOM Standards. CSS. Interactive forms. Joomla-alternative CMS open source. SEO.</p>	7
<p align="center">Marketing/ 3rd Year / I.</p> <p>This course aims to improve students' skills to develop marketing plans. Main topics: Knowledge of marketing analytics tools. Understanding the role of marketing specialist in public catering companies. The ability of students to develop marketing plans to increase the reputation of public catering establishments. Proper and effective use of marketing-specific tools to launch new services. Marketing is a business term that experts have defined in dozens of different ways. In fact, even at company level people may perceive the term differently. Basically, it is a management process through which products and services move from concept to the customer. It includes identification of a product, determining demand, deciding on its price, and selecting distribution channels. It also includes developing and implementing a promotional strategy. Getting started with the concept of marketing. Market study – market segmentation. Marketing research. Marketing mix – concepts, structure, functions. Product policy – concepts, functions. Marketing strategy. Pricing policy – concepts, functions. Price typology on different types of markets. Distribution policy. Methods of evaluation of distribution activities. Promotion policy – concepts, functions. Communication mix – tools, promotion techniques. Advertising – promotion tool. Strategy and promotion campaign.</p>	6



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<p style="text-align: center;">Econometrics/ 3rd Year / II</p> <p>This course addresses the economic phenomena by using statistical data to increase rigorous theoretical fundamentals as well as analyzes and forecasts. Main topics: The development of an applied economic modeling culture and education, enabling graduate education to value its statistical, mathematical and econometric thinking, with an emphasis on economic reliance, with the help of concrete models generating in- forecasting and simulation tools in economic phenomena. The knowledge and understanding of the statistical, methodological, mathematical and econometric modeling concepts of the economic phenomena, based on data from statistical documents, which together are the characteristic language of statistics, econometrics and mathematics applied in the economy. Applying improved principles of construction of statistical hypotheses, followed by validation or invalidation decisions, as well as the phased modeling of economic phenomena with the help of statistical methodologies in solving problems / repetitive economic situations. Concepts and definitions of econometrics. Unifactorial model - Specification and identification of the econometric model, parameter estimations, assumptions, tests and validations. Multifactor Model - Specification and identification of the econometric model, parameter estimations, assumptions, tests and validations. Econometric analysis of time series. Stochastic forecasting models. Econometric models with simultaneous equations. Econometric models for qualitative dependent variables. Data panel. Nonlinear models - linearization, parameter estimation, method criticism, properties of estimators obtained, estimator relative tests, predictions in nonlinear models. Applications - Unifactorial Model. Applications - Multifactor model. Applications - Stochastic forecasting models. Applications - Econometric models with multiple equations. Applications - Econometric models for qualitative dependent variables. Data panel.</p>	4
<p style="text-align: center;">Software Packages/ 3rd Year / II</p> <p>The general objective of this course is to create and maintain solutions to integrate knowledge and skills acquired in specific economic activities and to familiarize students with complex IT projects within an organization. Main topics: Assessment of practical activities of students is done by testing in front of the computer during laboratory hours by means of classical tests or electronic format. In order to acquire the necessary skills to use the computer during the laboratory hours the students are asked to describe theoretically and practically certain notions, specific concepts of the topic approached. The possibility of capitalizing on students' creativity through the use of various software or programming software by participating in student scientific sessions. Students' participation in their own professional development through individual study. Making small projects. General concepts of software packages. Analysis and design of software products. Software packages for designing, building and accessing web applications. Developing software packages. Classification of software packages. Decision Assistance Software Packages Economic Management Packs Utility software packages. Software packages for photo / video / graphics editing. Features of Microsoft Excel. Workbook and worksheet, Citation of cells in a spreadsheet, Cell validation, Functions and calculation formulas. Using Formulas, Using Functions, Charts. Group data by generating totals, Forms, Adding a listing to a list using a form, Retrieving data from a list, Creating a form, Previewing values using What-If analysis, Data tables, Scenario, Goal Seek, Solver, Pivot Tables. WinQSB. Overview, Problems solved. Game Maker. Exys Corvid. Delphi for PHP. Filezilla, Photoshop. Corel.</p>	4
<p style="text-align: center;">Multimedia/ 3rd Year / II</p> <p>This course introduces students into the universe of digital image editing software. Main topics: The comparative presentation of the elements of the communication mix, highlighting the role of public relations and the ascension of recent times. Highlighting the issues that make this domain a science, but especially an art. Highlighting the role of research in the field of public relations. Presenting areas of interest to the organization in addressing the communication process through public relations. Presentation of the role and importance of the image of the organization, the reputation, the way of forming the desired image. The role of employees in the external perception of the organization, internal public relations. The importance of correct management of press relations. Introduction to Adobe Photoshop: Presenting basic concepts in Adobe Photoshop, presenting tools, changing the size of an image, selecting items in an image and manipulating them, correcting and consolidating digital photos. Using artistic elements: filters, effects, using drawing tools, inserting text on images. Working with layers: blending, adjusting and retouching layers, layer styles. Sharing images: creating photo albums, photo collages, calendars, congratulations.</p>	5
<p style="text-align: center;">Fundamentals of Economic Cybernetics/ 3rd Year / II</p> <p>Economic cybernetics deals with studying the structure, functioning and regulation of real economic systems, using mathematical formalism. Main topics: Elaboration and solving of economic-mathematical models of real economic systems. Knowledge, understanding of the concepts, theories and basic methods of the field and of the specialization area. Deepen the theoretical knowledge and make connections between the studied phenomena. Application of economic modeling methods in economic practice. Cybernetics: concepts, history, methods. Structure of a cybernetic system. Principles of cyber modeling. Cybernetic properties. General principles of the organization and functioning of cybernetic systems. Formal representation of the cybernetic concept. Typology of cyber-economic systems. Equation representation of cyber-economic models. Types of variables. Classification of cybernetic models. Building the mathematical model associated with a cybernetic system. Estimation of parameters based on statistical data. Stability of cybernetic systems. Steady states. Control and regulation of cybernetic systems. Discrete, homogeneous and non-homogeneous discrete models. Types of trajectories. Continuous and non-homogeneous linear patterns. Types of trajectories. Dynamic nonlinear models. Balance types. Properties of linear dynamic systems: controllability, observability, accessibility and detectability. Formulation of optimal control problem in continuous and discrete cases. The principle of Pontriaghin. The company's cyber system. Examples of cyber-economic models. Recapitulation of differential equations. Calculation methods of the fundamental solution matrix: direct method, Sylvester-Lagrange method. Calculation methods of the fundamental solution matrix: the method of diagonalization. Numerical Applications in Discrete Linear and Two-Dimensional Linear Models. The classic Kaldor model. Kaldor model with adaptive anticipations. Using the Matlab environment to plot evolution trajectories. Numerical applications on continuous linear models. Apply numeric to system properties: controllability, observability, accessibility and detectability. Solving the optimal control problem.</p>	5
<p style="text-align: center;">Decision Support Systems / 3rd Year / II</p> <p>The objectives of this course are the knowledge and deepening of the fundamental elements of the IT systems for assisting the decision in the economy, as well as the gaining of practical skills in the use of intelligent IT tools for solving problems (applications) in the economic field. This course is aimed at those who wish to inform themselves, to initiate and develop their practical skills in solving some economic decision-making problems using the methods, techniques and IT tools specific to the interactive decision support systems. In the structure of the course are achieved the following objectives: review and fix the basic notions of the theory of integrated economic systems and the theory of decision in general, and the integrated information systems, in particular. Defining the basic concepts of DSS. The treatment of the three types of DSS: based on data analysis and synthesis (OLAP) and Data Mining. The Business Intelligence concept. Gaining skills in using decision support components in Microsoft Excel and Microsoft SQL Server (Analyses Services, Data Mining). Including a broad range of DSS economic applications.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Research for preparing the graduation thesis / 3rd Year/ II</p> <p>It familiarizes students with the language and concepts of IT and developing students' abilities for academic writing. Main topics: Students' ability to carry out independent research-research work and generate analyzes and conclusions of originality. Appropriate choice and correct application of the methods and techniques learned during the studies. Students' capacity to analyze, process and interpret economic and financial data provided by organizations. The ability to draw conclusions and to propose decisions based on the results of the analyze carried out, in accordance with the economic theory of the economic field of interest. Establishing the thematic universe of scientific works. Establishing the title, structure and bibliography of the paper as a result of the study of the specialized literature. Preparing the detailed research plan. Preparation of the literature review based on the specialized academic sources recommended by the scientific guide and sources considered relevant by the student. Elaboration of the research methodology in order to achieve the proposed objectives. Data collection and analysis. Editing the paper. Preparation of presentations for the public support of the bachelor thesis. Presentation of the study results / support of the bachelor thesis.</p>	2
<p align="center">Programming Techniques for Distributed Systems / 3rd Year / I</p> <p>Students will learn about the use of fundamental concepts in a distributed system. Main topics: Explaining and interpreting the notions of specific distributed systems. Recognize and describe the features specific to distributed software products. Develop the skills needed to identify the best technologies for use in software components. Developing the ability to adapt quickly to technology changes. Increasing the capacity to design and implement reusable solutions, as well as integrating these solutions into large organizational systems. Fundamental programming concepts for distributed programming: Classes. Interfaces. Inheritance. Encapsulation. Polymorphism. Fundamental programming concepts for distributed programming: Data structures. Collections. Streams. File streams. Memory Streams. Parallel processing. Threads of execution. Programming computer networks. Sockets. Develop WCF services. The .NET platform in application level programming within the TCP / IP architecture. Development of Api WEB services. General review. Working with files. Streams. XML. JSON. Developing a parallel processing application. Developing a client – server application. Developing a WCF service. Develop a WEB API service. Completion and presentation of half-year projects.</p>	5
<p align="center">Cloud Architecture/ 3rd Year / I</p> <p>This course provides insights regarding specific Cloud architectures. Main topics: Understand how to use the technologies used in Cloud architecture. Developing cloud applications using specific APIs. Elements of Cloud Architecture. Specific technologies and applications of Cloud computing. The role of grid-computing technologies in the Cloud architecture. Scalability of services through Cloud architecture. Cloud architecture for organizational knowledge management. Amazon Cloud and Microsoft Azure architecture. Architecture Hadoop and Apache Spark. Using POO's basic concepts in software development. Working with files. Streams. XML. JSON. Developing a parallel processing application. Designing a software architecture based on AWS SDK for .NET. Developed a software application using AWS SDK for .NET. Using Amazon asynchronous web services. Seminar project completion and presentation.</p>	5
<p align="center">Enterprise Resource Planning/ 3rd Year / II</p> <p>After the completion of this course, students will understand the features and issues of ERP systems and the benefits and risks of their use both for the management of the organization's activity and for decision-making at the managerial level. Know the concepts of ERP systems and demonstrate their ability to use them appropriately. Understand the importance of implementing ERP systems in organizations. Demonstrate the ability to analyze and interpret ERP system- specific synthesis data. To acquire skills for analyzing and evaluating existing ERP solutions on the market. Develop skills for the correct implementation of ERP systems in organizations. Demonstrate skills to integrate ERP systems with other systems. Main topics: Functional architecture of ERP systems. Description of the main component modules. Advantages and risks of adopting ERP products. Impact of adopting ERP products on the organization. Selection and implementation of ERP products. Customer Relationship Management – CRM. Supply Chain Management – SCM. Enterprise portals. ERP products offered as services – SaaS (Software as a Service). ERP offer analysis in Romania. Getting familiar with the DataLight Enterprise program and its operating logic, hardware required, component modules, and interactions between them. Configuring the work environment – creating the company, establishing the company's properties, setting up the working environment. Setting up program management functions, setting the working day, setting VAT rates, defining management, defining profit centers, defining commodities and groups of freight, defining partners, etc. Business activity of the organization. Managing supply and disposal flows, receipts and payments. Managing orders and offsets. Managing internal operations, inventory checking and inventory Exporting data to accounting. Using support module support for decision support. Multidimensional Data Analysis. Using the DataLight Payroll module for salary management and calculation. Working environment configuration, employee definition, definition of increments, detentions, attachments, etc. Timing, calculating salaries, obtaining required returns, obtaining and tracking labor costs, obtaining Paying States, working with reports. Working with reports in DataLight Enterprise. Design and create new reports.</p>	5
<p align="center">ABAP Programming/ 3rd Year / II</p> <p>Students will learn ABAP programming language and how SAP programs can be developed. To know and understand the basic concepts of the SAP system. To know and understand the basic concepts of the ABAP programming language. To acquire the necessary skills for developing programs in the ABAP language. To acquire the necessary skills to use the tools for developing user interfaces in ABAP. Main topics: Introduction to ABAP: ABAP Workbench. ABAP data dictionary: domains, data types, data groups, elements, database tables, views. ABAP program structure, ABAP program types, syntax of an ABAP program, types and objects, variables, basic operations, control instructions. Open SQL: Reading, inserting, modifying, deleting, inserting or modifying data using Open SQL. Using internal tables in ABAP: creating internal tables, LMA operations on internal tables. Create reports using ALV. Reports. Familiarize with ABAP Workbench: ABAP Editor, ABAP Dictionary, Object Browser, text elements, class and function builders, etc. Understanding ABAP data types: domains, data items, data groups, SAP tables, primary and foreign keys in SAP tables ABAP program structure: ABAP program types, syntax of an ABAP program, types and objects, variables, basic operations, control instructions. Working with Open SQL: LMA operations and data read operations. Working with internal tables and operations on internal tables. Create reports. Modularization of programs: macros, programs include and subroutines.</p>	5
<p align="center">Foreign Language B V/ 3rd Year / I</p> <p>This course aims to strengthen general English knowledge and apply it to specialized discourse. Knowledge of the morpho syntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text of the specialized field. Acquiring the ability to document in English in the specialty field. Increasing the oral communication capacity in everyday and professional life.</p>	3



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<p align="center">Management of Information Projects/ 3rd Year / II</p> <p>In business and public administration, the activities are currently organized and are implemented more and more on project basis. As a result, projects today appear in many fields at all levels of organization and can involve a person or teams of people. Students will understand the importance of organizing work on projects, project management, and the need to get the best training in this field. Main topics: The activity of IT & C companies is organized on projects, each with a human resources team established from the beginning, with clear objectives, precise deadlines, accurate budgets and well-specified quality standards. In this context, the course is aimed primarily at students from Economic Informatics, having prior knowledge of computer systems design (software products) and programming in various programming languages.</p>	2
<p>DOMAIN OF STUDY: FINANCE / Study Programme: Finance and Banking</p>	
<p align="center">Economics I (Microeconomics)/ 1st Year/ I</p> <p>The purpose of this course is to give students an in-depth understanding of the principles of economics in application to individual decision makers, both consumers and firms. Students will learn about demand, supply and equilibrium in goods and factor markets, the efficiency of the market economy and the potential role of government intervention in the economy. Consumer behavioral analysis: study of budget constraints and consumer preferences. The model of optimal consumption choices and the determination of demand for goods functions at individual level. Factors influencing demand for goods and classification of goods subject to consumer option. Slutsky's identity and the influence of price changes on demand for goods. Applications of Optimal Consumer Model: Determining gross and net demand for goods; intertemporal choice. Determining aggregate demand at the level of the market for a good / service; the elasticity of demand for goods and its influence on producers' income. Analysis of the manufacturer's behavior: the production function and the technical sub-factor of the factors of production. Maximizing a business's profit and determining the demand for input factors. Minimizing a company's costs; global cost and unitary cost functions. Market - complex and dynamic reality: demand and supply, various types of competition; price typology and functions. Firm offer decision under perfect competition; overall balance on the market with perfect competition. The firm's offer decision under monopoly conditions; the causes of the emergence of monopolies. The firm's offer decision under the conditions of oligopoly and monopolistic competition.</p>	5
<p align="center">Applied Mathematics for Economics)/ 1st Year/ I</p> <p>Applied Mathematics involves the process of applying mathematical models in order to design and analyze economic problems. Using applied mathematics models, students can solve real life economic problems. This might be, for example, a practical problem that exists in private firms. And as students often collaborate with specialists from other fields, they will also need the ability to look beyond their own specialization. They will gain knowledge about: Vector spaces. Base and dimension of a vector space. Forms of presentation of a linear programming problem. Types of solutions to a linear programming problem. The SIMPLEX algorithm for solving a linear programming problem. Functions of multiple variables, partial and extreme derivatives functions. Applications. Elements of probability theory. Fields of events and probabilities. Conditional probabilities. Schematic and classical probability laws. Random variables. Characteristics of a random variable. Classical distributions.</p>	5
<p align="center">Informatics/ 1st Year/ I</p> <p>This course deals with basic Informatics concepts such as Information, Knowledge, Modeling, and Uncertainty. There will be outlined all the conceptual building blocks necessary to understand the basics of Information Theory and tools in various human domains, and discuss their implications for the practice of science, engineering, art, and society in general. Students will be introduced to fundamental topics in Informatics while developing a basic understanding of Information Theory. They will build up their proficiency in Information Technology as detailed in the course syllabus, emphasizing its use in the modeling of nature and technology.</p>	6
<p align="center">Accounting/ 1st Year / I</p> <p>This course highlights methods for recording transactions, keeping financial records, performing internal audits, reporting and analyzing financial information to management, and advising on tax matters. Accounting is a systematic process of identifying, recording, measuring, classifying, verifying, summarizing, interpreting and communicating financial information. It discloses the profit or loss for a given period and the value and nature of its assets, liabilities and owners' equity. Main topics: The means of financing the resources and the results achieved through the use of the resources shall be those provided by the accounting officer. The subject of accounting. Accounting Method (Accounting Principles, Methods of Accounting Methodology). Financial situations. Accounting Balance Sheet - Financial Position Assessment (Accounting Balance Sheet, Balance Sheet Accounting Models, Balance Sheet Items, Limits and Definitions on Components of Balance Sheet and Balance Sheet Balance Sheet) Profit and loss account of the financial performance of the enterprise (Account structure Profit and Loss, Income, Expenses, Outturn of the financial year) Cash Flow Statement Changes in the Balance Sheet Account and Double Entry (Concepts, Account Functions, Account Form and Structure, Accounts Rules, Double Record and Account Correspondence) The accounting analysis of the economic and financial operations and the record mechanism in the accounts The accounting formula (The structure and description of the accounting formula, the classification of the accounting formulas) The accounting plan and the classification of the accounts and content of documents. Classification of documents. Accounting books. Preparation, processing, verification and correction of documents. Circuit and storage of documents. Accounting for the main operations on the funding cycle (Concept and forms of financing manifestation, Equity accounting, risk and expense provisions and sources attracted by funding). Accounting for the main operations of the operating cycle (operations with stocks, value added tax, settlements with third parties debtors and commercial creditors, debts and debts, settlements with employees). Accounting for investment operations (Organization of fixed assets documentation, Asset Recognition and Measurement, Impairment of Fixed Assets, Fixed Assets Accounts, Treasury Accounts Accounting, Determination of the Financial Year Result, Concept and Contents of the Verification Balance, Verification Balance Functions, Classification check balances Verification balance sheet Identification of accounting errors Establishment of financial statements based on the verification balance Description of the inventory notion Organizing and performing the inventory.</p>	6
<p align="center">Foreign Language A I, II/ 1st Year / I, II</p> <p>Students can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment), communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters, describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.</p>	2+2



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<p align="center">Physical Education I, II/ 1st Year / I, II</p> <p>This course provides a foundation for building an effective Physical Education program. Students acquire concepts and techniques for assessing health factors, such as blood pressure, heart rate, body mass, strength, flexibility and endurance. Assessment techniques include skin fold and circumference measurements, heart rate monitoring, bioelectric impedance and bike tests. The results of the fitness evaluation help define the goals of Physical Education programs and provide a basis from which the trainer and client can communicate about the best strategies for meeting the client's goals. This course provides a theoretical understanding of why a variety of exercises help or hinder in reaching their fitness goals. Students learn to adapt exercises to alter the body's physiological responses. Additional topics include biomechanics, kinesiology and motor learning. Coursework in basic anatomy and physiology are a prerequisite for understanding the concepts of exercise science.</p>	2+2
<p align="center">Economics II (Macroeconomics) / 1st Year / II</p> <p>Students will study aggregated indicators such as unemployment rates, GDP and price indices, and then they will analyze how different sectors of the economy relate to one another to understand how the economy functions. Macroeconomists develop models explaining relationships between a variety of factors such as consumption, inflation, savings, investments, international trade and finance, national income and output. Such macroeconomic models, and what the models forecast, are used by government entities to aid in the construction and evaluation of economic policy. Macroeconomics is a rather broad field, but two specific areas of research are representative of this discipline. One area involves the process of understanding the causation and consequences of short-term fluctuations in national income, also known as the business cycle. The other area involves the process by which macroeconomics attempts to understand the factors that determine long-term economic growth or increases in the national income. Introduction to macroeconomics. Income and consumption. Savings and investments. Cycles and economic crises Growth and economic development. The money market. Labor market. Financial footprint. Foreign exchange market. Inflation. Unemployment.</p>	4
<p align="center">Finance/ 1st Year / II</p> <p>The main outcomes of this course are: Identifying and acquiring basic knowledge and understanding of the involvement of finance micro and macro level in public and private organizations. Knowledge understanding and proper use of terms and techniques in the field of public and private finance. The acquisition and use of language, to enable the student to communicate in writing and orally. The interpretation of economic information, financial, social and other national and international media. Development of the ability to select and use the methods and tools of financial activities; the acquisition of the capacity to understand the flows of financial resources and their allocation. Public finances - introductory notions. Functions of public finances. Structure of the financial and coordinated public policy mechanism. The system of public financial resources. Tax system - doctrinal-theoretical fundamentals. Direct taxes. Indirect taxes. State loans. Public debt. Public expenditure system. State social insurance. Public Budget System.</p>	6
<p align="center">Statistics/ 1st Year / II</p> <p>Students will discover the science of collecting, analyzing, presenting, and interpreting data. Governmental needs for census data as well as information about a variety of economic activities provided much of the early impetus for the field of statistics. Currently the need to turn the large amounts of data available in many applied fields into useful information has stimulated both theoretical and practical developments in statistics. Data are the facts and figures that are collected, analyzed, and summarized for presentation and interpretation. Data may be classified as either quantitative or qualitative. Quantitative data measure either how much or how many of something, and qualitative data provide labels, or names, for categories of like items. The area of descriptive statistics is concerned primarily with methods of presenting and interpreting data using graphs, tables, and numerical summaries. Whenever statisticians use data from a sample—<i>i.e.</i>, a subset of the population—to make statements about a population, they are performing statistical inference. Estimation and hypothesis testing are procedures used to make statistical inferences. Fields such as business and economics make extensive use of statistical inference, as we present in this course.</p>	6
<p align="center">Financial Accounting/ 1st Year / II</p> <p>This course aim to develop students' ability to record the main economic operations in the company's accounting and to prepare the monthly and annual financial statements. The chronological record of operations related to: capital, fixed assets, stocks, receivables, debts, treasury, expenses, income and results; systematically recording accounts and completing accounting records; compilation of the Verification Balance; the preparation of the Annual Financial Statements. Introduction to Financial Accounting-Object and Study Method. Accounting for equity and provisions. Accounting for borrowed capital. Accounting for intangible and tangible assets. Financial Assets Accounting. Stock Accounting. Accounts receivable accounting. Commercial Debt Accounting. Accounting for wage and social debts. Accounting for debt and tax receivables. Debt and receivable accounting within the group of companies. Treasury Accounting. Accounting for expenditures and revenues. Accounting work to close the financial year.</p>	5
<p align="center">European Economics/ 1st Year / II</p> <p>This course completes the education of the economical students with the formation of a scientific concept necessary for the understanding of the phenomena and processes taking place within the European Union. Main concepts: Presentation of the conceptual framework of the European economy system; knowledge of the historical process of European economic integration; presenting the microeconomic and macroeconomic aspects of the European economy and how to base and implement common policies. Conceptual approaches to European integration. The historical foundations of European integration. The Treaties of the European Union. The institutions of the European Union. Single Market. Community policies. Monetary policy. The European System of Central Banks and the European Central Bank. European structural funds and economic growth.</p>	5
<p align="center">Humanities and Social Sciences Disciplines/Geography/ 1st Year / I</p> <p>Students will understand the need and importance of concentrating natural and human resources, economic needs, global exchanges, environmental quality, causes that lead to environmental degradation and environmental protection and conservation measures. The correlation between the territorial distribution of production and consumption (raw materials and finished products) and the major factors influencing the regional differences (natural, economic, social, political, demographic, etc.); knowing the major characteristics of each major economic activity by a unique analysis algorithm (definition, history, structure, production situation and product marketing). Identifying and using the main notions and concepts specific to economic geography. Explanation and interpretation of quantitative and qualitative data and information related to economic geography for the formulation of specific arguments and decisions associated with international business. Fundamental studies and analyzes, organizational and efficiency of firms' activities to provide advice and assistance related to the content of economic geography. Critical-constructive analysis of relations between consumers and suppliers specific to the field of economy and international business from different spaces in terms of geographical / geopolitical position, population characteristics, environment, etc. Collection and processing of data from alternative documentary sources and from current activity to assess the factors that influence the company's good course.</p>	4



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<p align="center">Foreign Language B I, II/ 1st Year / I, II</p> <p>Students will understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. They will deal with most situations likely to arise whilst travelling in an area where the language is spoken, produce simple connected text on topics which are familiar or of personal interest, describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans, understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialization, interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party, produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.</p>	2+2
<p align="center">Office Automation/ 1st Year / I</p> <p>Students will learn about concepts, principles, theories, methodologies and advanced tools of work and research in dynamic professional environments specific to financial and banking sectors. They will perform analyzes and estimations useful in the evaluation process and developing assessment reports of financial and / or banking enterprises and actors. Main topics: Integrated use of concepts, principles, theories and advanced specialist practices in incompletely defined situations, generated by dynamic professional environments specific to financial and banking, to solve new theoretical and practical problems. Develop a professional or research project on issues specific to financial and banking. Using the concepts, principles, theories, methodologies and advanced tools of work and research in the elaboration of professional and / or research projects on issues specific to the financial and banking field.</p>	2
2nd YEAR	
<p align="center">Marketing/ 2nd Year / I</p> <p>This course familiarizes students with specific marketing language and improve students' skills to design and develop marketing plans. Main topics: Knowledge of marketing analytics tools. Understanding the role of marketing specialist in public catering companies. The ability of students to develop marketing plans to increase the reputation of public catering establishments. Proper and effective use of marketing-specific tools to launch new services. Basically, Marketing is a management process through which products and services move from concept to the customer. It includes identification of a product, determining demand, deciding on its price, selecting distribution channels and promoting among target customers. Market research. Market segmentation. Marketing research. Marketing mix - concepts, structure, functions. Product policy - concepts, functions. Marketing strategy. Pricing policy - concepts, functions. Price typology on different types of markets. Distribution policy. Methods of evaluation of distribution activities. Promotion policy - concepts, functions. Communication mix - tools, promotion techniques. Advertising - promotion tool. Promotion campaigns.</p>	5
<p align="center">Corporate Finance/ 2nd Year / I</p> <p>Students will learn how to use financial concepts, methods, tools and techniques in the implementation of investment strategies and policies at the corporate level. Main topics: Effective use of quantitative methods and calculation techniques for analyzing the company's financial performance, managing the operating cycle, making financial decisions within it and interpreting the results. Understand and identify sources of financial data, the content of these data, and the specific methods for their proper use. Understanding, identifying and evaluating investment, financing and profit sharing strategies, as well as financial policies at the firm level. Introduction (study subject, enterprise finance functions, enterprise financial function, financial circuit, financial cycle, enterprise financial flows, business partners). Financial decision of the enterprise (investment, financing and profit sharing decision). Financial Balance Sheet Analysis (Financial Balance Sheet, Functional Balance Sheet and Financial Balance Sheet) Analysis of Financial Performance Based on Balance Sheet (Financial Balance Sheet, Functional Balance Sheet and Financial Balance Sheet). Analysis of financial performance based on the profit and loss account (analysis of results and interim management balances). Analysis of financial performance based on rates (rates of return, liquidity, solvency, leverage, funding rates, rotation speeds, etc.). Investment decision: investment concept, classification, efficiency, necessity, opportunity, role and documentation of investments, financial elements of investment, substantiation of the investment decision on the update technique, criteria used in investment decision making and project selection, depreciation of investments, amortization. Measurement and interpretation of cash flows (treasury flows, cash flow table). Management of the exploitation cycle. Forecast of the need to finance the operating cycle (the rolling stock fund). Profit sharing decision: dividend policy.</p>	5
<p align="center">Management/ 2nd Year / I</p> <p>Students will acquire and develop skills to create a management plan. Main topics: Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system.</p>	5
<p align="center">Currency and Credit/ 2nd Year / I</p> <p>The goal of this course is to enable students to master the financial and banking main concepts. Main topics: Managing and processing financial-banking information. Execution of operations specific to financial-banking institutions. Involvement in the reading and knowledge of the banking system specific legislation and the financial and banking press. Team participation in the execution of programs specific to the banking sector. Coin concept, currency evolution, currency functions, monetary classification and monetary theories. Monetary organization, national and international monetary systems. Analysis of structural elements of national and international monetary systems. Romanian Monetary System. Monetary convertibility. Monetary mass. Definition, structure, indicators and monetary aggregates. Credit relationship or credit report. Types of credits. Commercial bank, mortgage, bond and consumer credit. Methodology for granting and documenting credit documentation. Risk in lending. Interest rate. Interest Theories. Credit Titles. Public effects. Banking effects. Commercial effects. Market Economy Banking System - Components. Banks in Romania. Monetary creation. Monetary Policies and Banking Regulations.</p>	4



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Business Statistics/ 2nd Year / I</p> <p>Students will acquire knowledge about synthetic indicators for assessing the efficiency of business (turnover, commodity production, gross output, fixed capital depreciation, indirect taxes, gross value added, net added value, gross operating surplus, net operating surplus, presentation of Indirect and Term Indices long-term economic activity as well as the financial standing of firms). Main topics: External trade activity statistics (notions, concepts, import coverage index by export, gross exchange index, net exchange rate index, price scissors). The statistics of the internal trade and catering activity (statistical indicators of the internal and public trade activity: stock rate, day-to-day stock, day-out stock, speed of movement of goods, average stock turnover goods). Statistics on tourism activity and tourism services (statistical indicators of tourism and tourism services: indicators of the technical and material base of tourism: indicators of the structure of fixed assets, labor force indicators in tourism, tourism traffic indicators). Transport activity statistics (indicators of the technical potential in railway, naval, air and road transport, statistical indicators of freight transport activity in the railway, auto, naval and air sectors, statistical indicators of passenger transport in traffic: railway, naval, air and car). Reliability and product life-testing (reliability, reliability indicators: Relative frequency of failures, Cumulative failure rate, as well as the grids assessing the bankruptcy risk of the firms analyzed). Average operating time). The “t” test (verifying the equation hypothesis of two average levels corresponding to two normally distributed populations with the same unknown dispersion; verifying the equation of two averages corresponding to two normally distributed collectives that do not have the same dispersion, in addition being unknown). Determination of bankruptcy risk of companies through the Cönan-Hodler model and the B.C.R. (presentation of the Cönan-Hodler model and the B.C.R. model with their statistical indicators, as well as the grids assessing the bankruptcy risk of the firms analyzed). Analysis of the economic efficiency at a company level regarding the use of its economic potential (synthetic indicators of labor efficiency, synthetic indicators of the efficiency of the use of fixed assets and synthetic indicators of the efficiency of the use of circulating material assets). Use of statistical indicators of results in macroeconomic analyzes (indicators to analyze the structure of the national economy, the efficiency of the use of production factors, the main macroeconomic correlations and the macroeconomic indicators used in international comparisons). Estimating the parameters of a linear function by using the matrix method (presenting the matrix model through which the parameters of any linear function are estimated). Statistical methods of economic analysis used at the level of companies (chain substitution method, non-computed residue method). Statistical analysis of profitability at the level of companies by calculating the profitability indicators (economic profitability rate, financial return rate, profitability rate, advanced return on capital ratio, commercial rate of return, advanced and consumed profitability rate). Indicators of natural resources, the environment and spiritual resources (presentation of indicators of natural resources, environment and spiritual resources).</p>	4
<p style="text-align: center;">Business Law/ 2nd Year / I</p> <p>Students will acquire and develop skills for understanding, interpreting and implementing legal notions and language in business, and applying theoretical knowledge in practice. Main topics: Developing the capacity to understand the implications of legislation in the field of business law on economic issues. Developing analytical and interpretative skills in the field of business law. Acquiring the necessary knowledge for the establishment of a company, an individual or family enterprise. Acquiring knowledge for conducting activities of company directors, censors or auditors, liquidators, etc. News brought by the new civil code in the field of commercial law. Introduction to business law: concept, definition and subject matter of regulation, sources and correlation with other branches. Business facts: the notion and characteristics of trade deeds, their classification and the analysis of the main trading facts regulated in Article 3 of the Commercial Code. Trader-specific institutions: Chambers of Commerce and Industry, Trade Registry. Traders physical persons: the notion of trader, acquiring the status of trader as a natural person, the conditions of exercising commercial activity and the termination of the quality of trader. Trader's professional obligations: general notions, registration in the Trade Registry, registers kept by traders, exercise of trade within the limits of legitimate competition, obligation to pay taxes and duties. Businesses: general business concepts, their legal definition and regulation, their classification, key elements of identification. Business operations: the duties of general meetings of directors and auditors. Dissolution and liquidation of commercial companies. Fund of Trade: notion, elements and analysis of the intangible elements of the trade fund (clients, trade witness, trade mark and services).</p>	3
<p style="text-align: center;">Operations of Credit Institutions/ 2nd Year / II</p> <p>The goals of this course are: to familiarize students with the performance of credit institution operations, to understand the role of credit institutions, to develop skills for assessing credit operations and accepting deposits. Main topics: Identify and define concepts, theories, methods and financial instruments in credit institutions. Explaining and interpreting concepts, theories, methods and financial instruments in credit institutions. Applying concepts, theories, methods and financial instruments to credit institutions to solve specific problems. Critical evaluation of concepts, methods and financial instruments used to solve problems. Valorization of concepts, theories, methods and financial instruments in the elaboration of projects / works. Identify and define methods, techniques and tools for collecting, analyzing and interpreting data related to an economic and financial problem. Explaining the methods, techniques and tools for collecting, analyzing and interpreting data related to an economic and financial problem. Applying the methods, techniques and tools for collecting, analyzing and interpreting data related to an economic and financial problem. Identifying the selection criteria and applying the appropriate variant for the collection and analysis of economic and financial data. Performing current economic and financial analyzes based on data and information gathered. Description of the economic and financial work carried out at the level of the credit institutions. Explanation of the economic and financial work carried out at the level of the credit institutions. Applying the knowledge, methods, techniques and tools for carrying out the economic and financial work. Use of quality indicators to assess the achievement of economic and financial work. Elaboration of a study regarding the accomplishment of the economic-financial work. Identification and description of financial transactions and transactions. Explanation of financial transactions and transactions. Applying the knowledge, methods, techniques and tools for performing financial transactions and transactions. Evaluation based on standard methods of quality of execution of financial transactions and transactions. Simulation of operations and / or financial transactions.</p>	5
<p style="text-align: center;">Capital Markets/ 2nd Year / II.</p> <p>Main topics: Knowing the methods used in decision-making in the trading process both on the spot market and on the futures market. Improving investigative tools for the capital market. Knowledge of the functioning of the trading system of the Bucharest Stock Exchange. Identification of stock orders accepted by the ARENA system. Knowledge of stock exchange transactions used on BSE. Knowing how to organize and operate the capital market. Identifying relationships between capital market institutions. Learning the principles of the functioning of collective investment institutions and the performance of managed investments. Assimilation of the characteristics of the financial instruments and the ways of their evaluation. Studying the functional regulatory framework of the Romanian capital market.</p>	4



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<p align="center">Banking Products and Services/ 2nd Year / II</p> <p>This course provides knowledge about customer banking products and services. Students will be familiar with both the design of banking products and services as well as their promotion and sales, thus discovering the role of interdepartmental collaboration in credit institutions. Main topics: Understanding the relationships that are established between banks and their clients when using banking products and services. The legal framework for banking activity. Functions of commercial banks. The general framework of banking activity; Regulations applicable to banking activity. General overview of banking products and services; Classification of banking products and services. Banking products to mobilize the resources of individuals: Retail banking and its evolution; Resources for mobilizing resources in retail banking. Banking products intended to save the resources of legal entities. Corporate Clients - features; tools for mobilizing resources in the relationships with legal entities. Banking products for financing individuals. Consumer credits; mortgage loans; real estate loans; overdrafts. Banking products for financing legal entities. Credits for investments; lending to circulating capital needs. Banking products and services specific to the foreign exchange market. Currency Exchange. Travel checks. Rapid fund transfers. Related bank cards and services. Card, multi- featured banking product. Complex banking products and services. Derivative banking products. Dedicated banking products and services. Integrated Financial Products and Services. Electronic banking services in Romania. Principles of crediting and tracking credits. The objective of the study process. Non-performing loans and recovery operations.</p>	4
<p align="center">Company Financial Administration/ 2nd Year / II</p> <p>This course enables students to use competent concepts, principles, tools and techniques specific to company financing. Main topics: Effective use of quantitative methods and techniques for calculating the cost of funding sources for the purpose of making financial decisions. Flexibility in addressing company financing issues, reflected in diversity of approach to issues, diversity and complexity of funding instruments and diversity of possible solutions. Developing treasury forecasting abilities and financial statements. Capital categories and their cost: capital categories when starting a business, during the operating period and the source of the sources, general aspects of capital cost and choice of optimal capital structure. Financial management of the company on medium and long term. Own sources (self-financing, disinvestment, capital increase, merger and absorption). Financial management of the company on medium and long term. Borrowed sources (bond issue loan, medium and long-term bank loans, leasing financing). Short-term financial management of the firm (short-term bank loans, loans for trade receivables: commercial credit, settlement, factoring and lump-sum). The process of financing the firm. Restrictions and criteria in the medium and long-term financing of the firm. Company Treasury Forecast. Treasury budget: development and balancing. Forecast financial statements. Funding plan.</p>	5
<p align="center">Public Finance / 2nd Year / II</p> <p>After completion of this course, students will identify and understand the relations between the state as a public authority and the legal persons as taxpayers in establishing and capitalizing on state revenues. Main topics: Knowledge of the forms of public finances, expenditures and funding resources, of the public budget. Appropriate understanding and use of terms and techniques in the field of public finance expenditure and resources. Acquiring and using current language skills to enable the student to communicate in writing and verbally. Interpretation of economic, financial, social and other information from the national and international press. Developing the capacity to understand the flows of public financial resources and their allocation. Understanding media information and capitalizing on it. Public finances - introductory notions. Economic content and public finance functions. Fair distribution of resources in society. Tax Mechanisms to Influence the Economy. The tax system. Taxation and tax evasion. State loans. Public debt. Public expenditure system and their efficiency. The public budget system and balancing it.</p>	5
<p align="center">Internship/ 2nd Year / II</p> <p>The goal of internship is to apply accumulated knowledge acquired within second year disciplines. Main topics: Developing the capacity to solve practical issues in the vast field of finance, financial management, taxation, banking and insurance. Developing the ability to: teamwork, design project ideas. Preparing and managing projects. Preparing and managing projects, identifying and solving projects, preparing documents specific to operations carried out at the level of private and public entities / organizations. The specialized practice aims to help students acquire the applied skills corresponding to the knowledge gained at the specialized courses on the issues related to the functioning of the companies, the management of the financial resources, the execution of the lending operations, the execution of operations and financial transactions specific to the private entities / organizations and public, carrying out economic and financial works, collecting, analyzing and interpreting data and information specific to economic and financial issues. Students will be in touch with the real business life, public institutions, banking and insurance institutions, identify and analyze information that will enable them to draw conclusions and even recommendations for the specific areas covered by the practice. Also, the way of working and even the information gathered by them during the practice period can be used later in the process of elaboration of the bachelor thesis.</p>	3
<p align="center">International Financial-Banking Institutions/ 2nd Year / I</p> <p>The main objective of this course is to familiarize students with the role and mechanisms of international financial and banking institutions. Main topics: Understanding the particularities of the organization of international financial and banking institutions. Understanding of the valuation methods applied by the management of international financial and banking institutions. Identify and define concepts, theories, methods and financial instruments in international institutions. Explaining and interpreting concepts, theories, methods and financial instruments in international institutions. Applying concepts, theories, methods and financial instruments in private and public entities to solve specific problems. Critical evaluation of concepts, methods and financial instruments used to solve problems. Valorization of concepts, theories, methods and financial instruments in the elaboration of projects / works. Identifying and defining the methods, techniques and tools for collecting, analyzing and interpreting data related to the activity of international financial and banking institutions. Description of the economic and financial work carried out at the level of the international institutions. Explanation of the economic and financial work carried out at the level of the international institutions. Applying the knowledge, methods, techniques and tools for analyzing the activity of international financial and banking institutions. Use of quality indicators to assess the achievement of economic and financial work. Elaboration of a study regarding the accomplishment of the economic-financial work. The concept of international financial - banking institution. International Monetary Fund. World Bank Group. Bank of International Regulations. Economic and Monetary Union. European Central Bank. European Bank for Reconstruction and Development. Regional Development Banks.</p>	4
<p align="center">Stock-Market Transactions/ 2nd Year / I</p> <p>Main topics: Knowledge of transaction-related items, transaction typology, stock market typology; ways of acting in the stock market. Knowledge and implementation of decisions in the trading process. Acquiring modern trading methods. The course aims to develop students' analytical and synthetic thinking, creative features, complex and systemic understanding of stock exchange transactions, namely: designing and perfecting a transactional situation; designing and perfecting a trading system; using modern decision-making methods in the trading process; the use of methods specific to the analysis activity of the transaction. General aspects of the trading system, stock market orders and types of transactions used on international capital markets. The trading system of the Bucharest Stock Exchange. Order orders. Stock exchanges conducted at the Bucharest Stock Exchange. Correcting transaction errors in B.V.B. Invalidation / Confirmation of transactions made in B.V.B. Trading of shares. Trading rights. Treasury bills trading. Trading of derivative contracts.</p>	4



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<p style="text-align: center;">Management Accounting/ 2nd Year / II</p> <p>This course aims at developing the students' skills to carry out costing and financial-accounting reporting activities for internal accounting information users, assessments of syntheses and forecasts to assist entity management in decision-making. Main topics: Acquiring knowledge on the implementation of management accounting within the accounting information system of economic entities. To acquire the skills necessary for the processing of information within the costing systems and the budgetary system of the activity of the economic entities. Developing the students' capacity to implement the budget system within the practical activity of the economic entities. Acquiring theoretical and methodological knowledge in order to systematize accounting information in synthesis situations used in assisting the decision-making process. Subject matter and objectives of management accounting. General study of costs. Organizing accounting. Organization of the system of management accounts for the bookkeeping of expenditures and production and the methodological steps regarding the management accounting and the calculation of the production costs. Processes used in costing. The system of classic accounting management methods. Methods of calculating partial costs: Direct-costing method (variable cost method). Direct cost method. Standard cost method. Budget - Managerial Component of Managing Accounting.</p>	4
<p style="text-align: center;">Financial Audit / 2nd Year / II</p> <p>The main objective of this course is to provide students with knowledge of financial audit as a specific professional activity, acquiring critical thinking skills in the spirit of external control, the accountability and fairness of the financial auditor, as well as the practical skills regarding the logic and mechanism of developing a audit missions as a form of independent external control. Main topics: Understanding the notion of financial audit. Explanation of the place and role of the financial auditor. Correct interpretation of audit standards and their application in practice. Understand the steps to be taken in a financial audit mission. Understand financial audit methods and techniques. Identification of the risks faced and to which the financial auditor is subject. History and evolution of financial audit, Defining the notion of audit, Basic concepts of audit, Extension of financial audit, Audit role and objectives, Types of financial audit, Normalization of financial audit. Purpose of financial audit. Cycles of financial statements. Financial audit objectives and management representations. Stages of the Financial Audit Process. Objectives and phases of the financial audit engagement planning, Pre-planning of the financial audit. Obtaining the necessary information to understand the customer. Perform preliminary analytical procedures. Significance threshold. Appropriate audit risk assessment and inherent risk. Understanding internal control and accounting system. General strategy and audit plan. Documentation Necessity, Form and Content of Working Papers, Audit Files. Ownership and maintenance of audit documents, Specific requirements for audit documentation in other ISAs. Audit procedures. Audit evidence. Techniques for selecting sample elements. Shortcomings in the survey technique. Steps in setting samples. Sampling methods. Estimation of control risk. The content, role and limits of internal control. Procedures for obtaining an understanding of internal control. Verify the functioning of internal control mechanisms by financial auditors. Using the services of an expert. Using the work of another auditor. Considering the internal audit activity. Applying the audit process: sales cycle – receipts; purchase cycle – payments; salary cycle – personal; storage stock cycle; the cycle of attraction – repayment of capital. Typology of audit opinion. Changed reports.</p>	4
<p style="text-align: center;">Academic Ethics and Integrity/ 2nd Year / II</p> <p>The goal is to ensure ethics and integrity in academic activities. Main topics: Developing skills to use methods and techniques for assessing the integrity phenomenon in the academic environment; Acquiring knowledge of ethics and academic integrity issues in scientific research and the dissemination of the results of their professional work.</p>	4
<p style="text-align: center;">Foreign Language B III, IV/ 2nd Year / I, II</p> <p>The goal is to strengthen general English knowledge and apply it to specialized discourse. Main topics: Knowledge of the morpho syntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text of the specialized field. Acquiring the ability to document in English in the speciality field. Increasing the oral communication capacity in everyday and professional life.</p>	2+2
<p style="text-align: center;">Financial-Banking Advertising/ 2nd Year / I</p> <p>Main topics: Acquiring skills to meet the objectives of increasing the profitability of the client portfolio in the target segment, guaranteeing the bank's customers full and qualified assistance in meeting them and developing lasting customer relationships. Cultivating skills to meet assigned performance goals. Understanding the techniques of actively managing the assigned client portfolio. To capitalize on the constant and dynamic study of the information on the financial - banking market. Customer needs analysis taking into account the entire mix of products. The ability to attract customers through a varied and high-quality service offer. Encouraging customers to alternative channels and innovative financial / banking products from the company / company. Introduction and HTML Terms - Online Advertising Environment? Online advertising terms. Romania, an "internalized country". Internet advertising market in Romania. Online Banner - Banner Evolution - Dimensions and Uses. Assign and position banners. Banner blindness. Equivalence of Media Parameters and Contextual Advertising - Media Mathematics. From brief to media plan. Budget split. Optimization types in online campaigns. Social Media (introductory course). About Conversational Marketing. What is mini site. Advantages of mini site use. Mini site content. About the creative mini site campaign strategy. URL and its importance. Beyond The Banner. Consumer behavior on the Internet. Formats beyond the Banner. About viral marketing. Creative strategy in viral marketing. Viral propagation media. What is cross-media? Cross-media campaigns. Trends in Digital Marketing. Budget split. Categories of segmentation. Segments of online consumers. Conclusions.</p>	3
<p style="text-align: center;">Databases/ 2nd Year / II</p> <p>Data storage and processing is the primary objective of using electronic computing. Main topics: Organizing data in databases is the unanimously accepted solution as the optimal way of organizing data within computer systems. It is not possible to conceive the design and realization of a computer system in the absence of knowledge about how to organize data in databases. To acquire practical working skills with relational databases, it is necessary to understand and acquire the relational mathematical model, the rules defining the relational databases as well as the relational database normalization theory. These are the main objectives of discipline. Data – their place and role in the information system; Information – its place and importance in the information system. Relational databases, definition, composition, abstraction levels, dynamics. Specific elements: keys, key types, logical links between relationships. Database management system. The mathematical model of relational databases. Characteristics of relational databases: Codd's rules. Relative algebra operations. The need to normalize relational databases. The normal forms of a relational database that are defined by functional dependencies.</p>	4



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3rd YEAR	
<p style="text-align: center;">International Corporate Finance/ 3rd Year / I</p> <p>Students will be able to use concepts, principles, tools and techniques specific to financial theory and practice at the level of transnational corporations. Main topics: Understanding and Identifying Expansion Motivations within Transnational Corporations. Understanding and identifying sources of funding within transnational corporations. Efficient use of quantitative methods and calculation techniques for studying the financial structure, capital cost and risks in the transnational corporation, in order to substantiate financial decisions. The general objective of the discipline. Specific objectives. Defining elements of the transnational company (internationalization of the company, definition of the transnational company, degree of trans nationality, delocalization in the world, and organization of financial management). Expansion motivations for transnational corporations (the type of foreign direct investment from the perspective of transnational motivation, foreign direct investment in search of resources, markets, efficiency, strategic assets, etc.). Sources of financing of the transnational corporation (internal and external sources of financing, complexities of the international financing decision, techniques and instruments of international financing of own and borrowed capital, special financing techniques). Cost of capital of the transnational company (capital cost peculiarities, capital cost approaches for foreign direct investment projects, factors that determine the cost of capital, factors that lead to capital cost differentiation between countries). The capital structure of the transnational corporation (operational risk and leverage, financial risk and leverage, total leverage, global capital structure). Debates on internationalization of the company, definition of the transnational company, degree of trans nationality, delocalization in the world, organization of financial management. Debate on Expansion Motivations for Transnational Corporations. Analysis of transnational companies. Debates on the financing sources of the transnational company. Syndicated euro credit applications and interest swap. Debates on the cost of capital in the transnational corporation. Applications for effective credit cost, operational leasing, direct finance and sale finance lease. Applications for operational and financial leverage. Operational, financial and total risk.</p>	5
<p style="text-align: center;">Insurance and Reinsurance/ 3rd Year / I.</p> <p>This course familiarizes students with terminology, conceptual approaches and types of insurance. Main topics: Awareness of the insurance role as a way to protect against risks. Knowledge of the general elements of insurance. Knowledge of the main insurance products. Knowing how to compensate for damages. Developing students' skills to use concepts and insurance-specific indicators. Theoretical approaches to insurance and reinsurance (Origin and evolution of insurance, Need for protection, Insurance functions, Classification of insurance). Technical elements of insurance. Insurance contract. Financial Assurance (Financial Risk Assurance, Loyalty Assurance, Political Risk Assurance, Risk Assessment, Concluding and Carrying out the Credit Insurance Contract). Assurance of Goods (Damage in Assurance of Goods, International Practice of Goods Insurance, Natural Disasters from the Insurance Assets). Personal insurance (Calculation of life insurance premiums, Main types of life insurance). Civil Liability Insurance (Content of Civil Liability Insurance, Types of Third Party Liability Insurance). Reinsurance - a way to mitigate risks (Insurance Risk Management, Forms and Reinsurance Methods Used in International Practice). Insurance contract. Financial insurance. Risk assessment, conclusion and performance of the credit insurance contract. Securing buildings. Assurance of machinery and equipment. RCA insurance. Casco type insurance. The mechanism for setting premiums for accident insurance. Personal insurance. Calculation of insurance premiums in life insurance. Civil liability insurance.</p>	5
<p style="text-align: center;">Economic and Financial Analysis/ 3rd Year / I</p> <p>This course makes students aware with the notion of economic diagnosis and develop their assessment capacity and decision to improve corporate profitability. Main topics: To determine the level of the main economic indicators of the firm. To determine the influence of each factor on the level of economic indicators. Making decisions based on increasing the company's profitability. Theoretical and Methodological Basics of Economic Analysis. Types of economic analysis. Content and functions of economic analysis. Study factors that explain the results of economic activity. Methodology of economic analysis. The information system required to conduct the Economic analysis. Diagnostic analysis related to production and marketing activity. Analysis of the general situation on the basis of value indicators. Diagnostic analysis of turnover and value added. Analysis of product / service quality. Diagnostic analysis of enterprise expenses. Analysis of revenue related expenditures. Analysis of operating expenses. Cost analysis at 1000 lei turnover. Fixed expenditure analysis. Analysis of variable costs. Analysis of labor costs. Diagnostic analysis of profit.</p>	5
<p style="text-align: center;">Budget and Public Treasury/ 3rd Year / I</p> <p>The goal of this course is to identify and understand the relations between the state as a public authority and the legal persons as taxpayers in establishing and capitalizing on state revenues. Main topics: Knowledge, understanding and appropriate use of terms and techniques in the field of public financial resources, analysis of the state budget, state insurance budget, local budget. Acquiring and using current language skills to enable the student to communicate in writing and verbally. Interpretation of economic, financial, social and other information from the national and international press. Developing the capacity to understand the flows of public financial resources and their allocation through public spending. Understanding media information and capitalizing on it. The unitary budget system. Budgetary process at state budget level. Budgetary process at the level of state social security budget. Budgetary process at the level of local budgets. Budgetary process at the level of public institutions. State loans. Public debt. Functioning mechanism of the state treasury. Government Securities Market. Analysis of the budget initiative system in the US, EU and Romania. Analysis based on the state budget law of the amounts disbursed from the state budget revenues to the local budgets, the transfers of funds with emphasis on the distribution criteria. Responsibilities of CNPAS in the budgetary process at the level of state social insurance budget. Financing public institutions in Romania and analyzing the relations of subordination between public institutions. Inherent risks of public debt in Romania, main indicators of public debt. The flow of budget revenues through the State Treasury. The flow of financing of budgetary expenditures through the State Treasury. Forecast of budget expenditures.</p>	5
<p style="text-align: center;">Investment/ 3rd Year / I</p> <p>This course provides students with the knowledge related on the notion of development project and improves their assessment capacity and decision on the efficient allocation of resources in order to obtain profit. Main topics: Identify areas and variants where development projects can be achieved. To determine the need for resources to complete an investment. Calculate indicators specific to the valuation of an investment. Be able to make the optimal investment decision. Investments and their role in the market economy. The investment process. Economic efficiency. Efficiency of investments. Financing of investment projects and works. Static rating indicators of an investment. The update method in calculating the indicators of an investment. Financial methods for the evaluation of investment projects. Feasibility study. Applications for determining the size of production capacity, efficient location of investment objectives. Evaluating investment projects using static indicators. Calculation of the efficiency indicators of an investment project. Evaluation of investment projects based on indicators of investment realization period (fixed assets and net income losses). Evaluating investment projects using updated indicators (up-to- date investment, updated benefit, and updated return on each moment of the investment process). Economic and financial evaluation of investment projects. Methodology of credit institutions to evaluate investment projects.</p>	5



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<p style="text-align: center;">Taxation/ 3rd Year / II</p> <p>This course aims to analyze tax issues and accounting regulations. The theoretical and practical accounting fundamentals, combined with the requirements of tax legislation, provide students with solutions for determining and reflecting in accounting the company's obligations towards the state budget and social security. It is essential to debate the main aspects of taxation in our country, because many questions arise about the Romanian tax legislation, which is so extensive and constantly changing. The theoretical and methodological aspects regarding the general notions of taxation are approached in order to understand the importance of the taxation field in the long run of the process of collecting the resources at the state's disposal, the methods and principles of taxation, as well as the accountability of the future economists towards the correct application of a procedures for obtaining information on tax activity in Romania. A priority objective of the course is to determine students to define and describe the main economic and financial indicators used in the analysis of budgetary resources, respectively direct taxes and indirect taxes for an efficient analysis and pertinent interpretation of economic phenomena and processes in fiscal terms. Main topics: Familiarization of future specialists with the notion of representative in the field of taxation at the level of economic entities and individuals, an area in continuous legislative change, highlighting, on the one hand, the fiscal system through which the state performs the budgetary function, and on the other hand all taxpayers' rights and obligations. Provide the knowledge base needed for students to understand and use the basic concepts of taxation; developing the capacity to understand the phenomena, processes and applications in this vast field. Presentation of basic notions and processes related to the fiscal system, its features and functions; the structure of taxes and duties of the tax system; the correct determination of fiscal indicators in order to interpret the correct tax behavior of taxpayers towards society. Students acquire the compulsory knowledge regarding the fulfillment of all the obligations contained in the fiscal laws, emphasizing the way of evidencing, calculating, declaring and paying the taxes and duties owed to the consolidated state budget and local budgets. Taxation - concept, functions, principles and theories on taxes. Romanian tax system - European harmonization. Tax Inspection and Tax Control. Social contributions and special funds. Taxes and local taxes. Profit tax. Tax on wages and other income. Value Added Tax. Excise. Customs duties. The intra-Community and international tax regime.</p>	5
<p style="text-align: center;">Monetary-Financial Information Systems / 3rd Year / II</p> <p>This course aims to provide relevant knowledge on the practices, methods and tools used for the design and evaluation of financial-monetary information systems and their application in determining the requirements for financial-monetary information systems, as well as to promote the attitudinal and aptitude qualities specific to the use and design of monetary financial information systems. Main topics: Information system (concepts, components of the information system, classification). Characteristics of information systems. Classification of information systems. Evolution of information systems. Structure of information systems. Structure of transaction processing information systems: inventory management application, production application, payroll application, fixed asset management application, financial accounting application. Analysis of current information systems for enterprise resource management. Features of financial information systems in accordance with the legal framework. Structure of financial banking information systems. Characteristics of the banking financial information systems, according to the legal framework. Stages of design / redesign of information systems. The general functional structure of an information system. Stages of information system development. Present an information flow scheme for an enterprise in a specific field of activity. Outline an information flow scheme for an enterprise in a specific field of activity. Establishment of the information flow scheme for enterprises from different fields of activity. Establishment of the information flow scheme for enterprises from different fields of activity.</p>	4
<p style="text-align: center;">Monetary-Financial Decision Modeling/ 3rd Year / II</p> <p>This course allows students to accommodate with the concepts of modeling in the theory and practice of financial and monetary decision-making and to develop their capacity to solve strategic or operational decision-making problems that arise in the management of commercial companies as well as at macroeconomic level. Expected outcomes from student perspective: To know, to understand and to use the theoretical and practical concepts specific to the modeling of financial-monetary decision. Explain and interpret different models. Be able to apply these models. To solve some of the strategic or operational decision-making issues that arise in corporate governance practice as well as at macroeconomic level and to formulate solutions of a general nature that allow their customization. To be involved in the development of the economic and financial information analysis. Main topics: Introduction to modeling. Presentation of some model classes. Modeling in theory and practice. The decision model. Capital Cost Model. The fundamental model of the capital market. The option evaluation model. Financial Management Models. Model of economic agent hypostases. Financial decision of the consumer. Balancing patterns encountered in market equilibrium. Modeling the macroeconomic financial decision: financial-monetary components, financial-monetary policies in different models. Theoretical approaches to modeling. Application papers on different model classes. Decision model applications. Applications on the Fund's Fundamental Model and Option Assessment Model. Applications on financial management models. Applicative papers on consumer financial decision. Balance Market Applications and Balance Patterns.</p>	4
<p style="text-align: center;">Company Assessment / 3rd Year / II</p> <p>Students will learn about fundamental concepts, concepts, principles and theories needed to understand and acquire the knowledge necessary to create the company's valuation reports for sales / purchase or for financial reporting in accordance with international valuation standards. Expected outcomes: Ability to use various evaluation methods and identifying the most appropriate context. Familiarize with business valuation methods and tools. Awareness of the importance of business evaluation in the current economic context and understanding of the principles of economic and financial diagnosis in contrast to those of financial analysis. Understanding the specifics of the profession of evaluator and its connections with the accounting activity and the development of a scientifically and technically correct attitude towards the use of methods and techniques specific to the science of economic evaluation and diagnosis. Knowing the specificity of the three approaches specific to the assessment and understanding the concept of reconciling values and estimating the final value. The ability to use various methods specific to the economic and financial diagnosis and the development of such a diagnosis. The ability to calculate and analyze the indicators required for managerial configuration changes. The ability to develop managerial strategies based on financial- accounting actions. Ability to make a complete diagnosis of a business. The ability to correctly interpret a business diagnosis. Main topics: Introduction to the company evaluation. General evaluation diagnosis. Enterprise valuation methods. Comparative analysis of assessment methods. Evaluation report. Approaches and methods used in enterprise evaluation. Income-based approach to enterprise evaluation. Comparative approach to enterprise evaluation. The asset-based approach to enterprise valuation.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Communication and Public Relations/ 3rd Year / II</p> <p>Students will understand the peculiarities of the public relations communication process. Main topics: Comparative presentation of the communication mix components, highlighting the role of public relations and current trends. Outlining the issues that make this domain a science, but especially an art. Highlighting the role of public relations research. Presenting areas of interest to the organization in addressing the communication process through public relations. Presentation of the role and importance of the image of the organization, the reputation, the way of forming the desired image. Employee role in the organization's external perception and internal public relations. History and evolution of communication and public relations. Public Relations and Communication mix. Research in Public Relations. The role of public relations within organizations. Internal Public Relations. Relations with the press. Public relations and image crisis of the organization. Analysis of the organization's communication process. Communication audit methodology - S.W.O.T analysis to identify the resources needed for PR actions and environmental opportunities. Designing a public relations campaign. Public Relations Techniques for Employees - Creating Invitation to the Event. Organizing a press conference, compiling a press release. Analysis of strategies adopted by the firm in crisis situations. Case studies, tests, debates. Simulating a company involvement in an image crisis.</p>	5
<p align="center">Methodology for preparing the graduation thesis/ 3rd Year / II</p> <p>Students will conduct independent research work and analyze the findings. Topics and expected outcomes: Appropriate choice and correct application of the methods and techniques learned during the studies. Students' capacity to analyze, process and interpret economic and financial data provided by organizations. The ability to draw conclusions and to propose decisions based on the results of the analyze carried out, in accordance with the economic theory of the economic field of interest. Establishing the thematic universe of scientific works. Establishing the title, structure and bibliography of the paper as a result of the study of the specialized literature. Preparing the detailed research plan. Literature review based on the specialized resources recommended by the scientific coordinator. Design of the research methodology in order to achieve the proposed objectives. Data collection and analysis. Editing the paper. Preparation of presentations for the public support of the bachelor thesis. Presentation of the study results / support of the bachelor thesis.</p>	2
<p align="center">International Finance/ 3rd Year / I</p> <p>Students will acquire knowledge related to international financial - monetary relations. Expected outcomes: Identifying causality and legality that determines the complex relationships between the state and the balance of external payments (reflecting the implication of governmental management in the financial and currency). Interpretation of relations leading to the establishment of international reserves and liquidity and their use. Knowing the concepts and interpreting the instruments of operating and programming international financial-monetary relations. Acquiring and using current language skills to enable the student to communicate in writing and verbally. Interpretation of economic, financial, social and other information from the national and international press. Main topics: Currencies. International currency. Reserve and international liquidity. Parity. The parity value. The exchange rate. Typology of foreign exchange rates. Convertibility - the engine of exchanges and interdependencies. Euro currencies - Genesis, Particularities and Common Operations. Foreign exchange market - participants in the foreign exchange market. State intervention through currency-financial measures. External payment balance. International institutions and organizations with an impact on international financial relations. Use of Special Drawing Rights. Establishing the exchange rate based on your purchasing power. Establishing the exchange rate based on your purchasing power. The influences of the exchange rate change on export-import operations. Influence of exchange rate change on foreign trade. Exchange rate hedging opportunities. Credit market. Point-of-sale operations (spot operations) with currencies. Selling - buying currencies through indirect quotation. Term Selling and Selling Operations. (Forward operations) with currencies. Currency equilibrium. Romania's external payment balance. International payment agreements. International Financial Institutions.</p>	5
<p align="center">Management Control/ 3rd Year / I</p> <p>Students will know how to use concepts, principles, tools and techniques specific to theory and practice to develop their skills in financial management control. Objectives: Effective use of quantitative methods and computational techniques to study the company's financial performance through management control, decision- making in the financial-accounting sector and interpretation of results. Understanding and identifying how to manage management in a changing economic environment and adapting it to the needs of different organizations. Main topics: The issue of management control, the notion of controlling an organization, the definition and purpose of management control, the field of study and professional activity within an organization, organizational control, strategic control, management control and operational control. Exercise of management control on the basis of cost information, namely: Full costs as an instrument of management control. Improving the full cost method: cost-per-activity. Partial costs as management control tools. Calculation and analysis of deviations from standard costs. Other information on costs used to control behaviors and improve performance: cost of quality, hidden costs and price of assignments. Controlling business performance through the budget system. Definition, principles and configuration of the company's budget system: Sales budget. Production budget. Supply budget. General expenditure budget. Investment budget. The general budgets of the enterprise. Treasury Budget and Preliminary Financial Statements. Company performance tracking systems: budget control, dashboard, reporting, and balanced scorecard. Management control in specific environments. Control of uncertainty management. Exercise management control in an inflationary environment. Particularities regarding cost analysis and performance control of non-profit organizations. Debate on subject matter, definition and purpose of management control, field of study and professional activity within an organization, organizational control, strategic control, management control and operational control. Debates on the exercise of management control on the basis of cost information. Applications to exercise management control through the use of full cost as a management control tool, improvement of the full cost method, cost-per-activity, partial cost as management control tools. Calculate and analyze deviations from standard costs as well as other cost information used to control behaviors and improve performance: cost of quality, hidden costs, and cost of internal transfers. Applications for enterprise performance control through the budget system, definition, principles and configuration of the enterprise's budget system. Sales Budget, Production Budget, Supply Budget, General Expenditure Budget, Investment Budget. Enterprise General Budgets, Treasury Budget, and Preliminary Financial Statements. Company performance tracking systems: budget control, dashboard, reporting and balanced scorecard, calculation and interpretation of results and interim management balances. Applications for organizing and exercising management control in specific environments. Control of uncertainty management. Applications on Exercising Management Control in an Inflationary Environment. Applications, Particularities of cost analysis and performance control of non-profit organizations.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Banking Management/ 3rd Year / II</p> <p>Students will acquire knowledge on issues related to the management of financial-banking companies, based on the legislation in force and on the characteristics of the financial-banking institutions, emphasizing the risk management elements. Objectives: Ensuring the theoretical and practical training of the student regarding banking techniques under the impact of risk factors, together with measures to counteract their effects. Knowing the relationships that are established between the Bank's performance indicators and their clients. Using methods of research and analysis of the balance sheet of the banking exercise and of the profit and loss account. Using the statistical apparatus in determining banking performance by types of risks and clients at the bank balance sheet level. Main topics: Analysis by statistical and quantitative methods of the influence of exogenous factors on the banking performances and the costs of these influences. World Bank System and Banking System in Romania. The role and functions of banks. Bank, management and the environment. The role of bank management in obtaining the bank's performance. Current aspects of banking management. Banking policy. The role of consulting in banking management. First agreement from Basel. First agreement from Basel. The second Basel agreement. Banking capital. Functions and structure of bank capital. Capital adequacy - a fundamental element of banking regulation. Evaluating management information on capital adequacy. Banking management. Diversification of banking services. Types of banking activities. Banking costs. Banking risk strategy. The risk-profit relationship. Asset and liability of a banking company. Structure of bank assets and liabilities. Asset and Liability Management Indicators. The CAMEL rating system. Analysis of the sensitivity of assets and liabilities of a banking company to GAP analyzes - GAP method. Sensitivity management (GAP management). Asset and liability management operations. Treasury operations. Securities operations. The role and functions of the Asset and Liability Management Committee. Risk Management in Banking. Risks in banking. Classification of risks. Global management. Credit risk management. The risk to businesses. Risk prevention. Division of risk. Formation of guarantees. Determination of risk. Managing liquidity risk. Causes of liquidity risk. Sources and destinations of liquidity. Managing the liquidity position. GAP analysis. Market Risk Management. Market risk assessment. Value at risk. Managing interest rate risk. The concept of interest rate risk. Interest margin indicators. GAP Difference Model. Exchange rate risk management: Risk exposure limits. Stages of currency risk management. Foreign currency management.</p>	5
<p align="center">Financial Management of Public Institutions / 3rd Year / II</p> <p>Main topics: Public budget and public institutions. Preparing, approving, executing, concluding and controlling local budgets. Selection of investment projects carried out in the public sector. Public procurement. Internal audit and preventive financial control. Financial flows on the collection of budget revenues and the financing of budgetary expenditures through the State Treasury. Public budget and public institutions. Preparing, approving, executing, concluding and controlling local budgets. Selection of investment projects carried out in the public sector. Public procurement. Internal audit and preventive financial control. Financial flows on the collection of budget revenues and the financing of budgetary expenditures through the State Treasury. Budget revenue. Budgetary expenditure. State budget. Budget of state social insurance - structure of the budget. Local budgets. Special Fund Budgets. Budget Treasury of the State. Budget of autonomous public institutions. The budget of public institutions financed in full or in part from the budget. Selection of investment projects in the public sector. Budgetary process. Public procurement. Internal audit and preventive financial control.</p>	5
<p align="center">Foreign Language B, V/ 3rd Year / I</p> <p>This course objective is to strengthen general English knowledge and apply it to specialized discourse. Main topics: Knowledge of the morpho syntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text of the specialized field. Acquiring the ability to document in English in the specialty field. Increasing the oral communication capacity in everyday and professional life.</p>	2
<p align="center">Company Restructuring, Insolvency and Liquidation/ 3rd Year / I</p> <p>Course objectives: Contextualizing the specific behavioural and operational approaches in Romania in the European banking and economic practice and activity. Achieving a special capacity with permanent improvement opportunities to harness intellectual procurement in quick and efficient decisions and to prevent disturbances in business activity caused by slippages in financial and commercial financial management. Knowledge of phenomenology caused by the acceleration and internationalization of public financial flows. Enhancing fiscal and procedural knowledge of current and EU practices in the field. Main topics: Restructuring. Acquisitions, mergers and acquisitions - typology and specific. Synergy of company / company reorganization operations. Value- generating sources (synergy). Commercial insolvency or bankruptcy. Bankruptcy procedure general presentation. Prophylaxis of commercial insolvency / bankruptcy. Chirographic creditors and guarantors. Guarantees and commercial pledge. Other real guarantees. Mortgage. The current bankruptcy procedure. Courts, practitioners and institutional framework. Insolvency procedure and legislative reforms. The scope, purpose and purpose of insolvency proceedings. Participants in insolvency proceedings. Judicial reorganization. Opening of the procedure. The fate of the debtor's contracts. Procedure of judicial reorganization plan. Execution of the reorganization plan. Current bankruptcy proceedings - Law no. 64/1995, GO no. 38/2002 and Law no. 1497/2004. Effects of bankruptcy and consecutive measures. Liquidation. Schedules of regular distribution among creditors. Closure of insolvency proceedings. Performing liquidation. Situations of closure of the procedure. Cross-border insolvency. The case of banking institutions. Creation of Community law of bankruptcy. DALEC Directive on the Recovery and Liquidation of Credit Institutions. Legal framework for insurance trade. Restructuring the company out of bankruptcy law. Comparative law elements in the matter. Contracts executed and pending. Staging execution. Reorganization plan at firm X. Pre-winding measures. Liability of the debtor's management in insolvency. Terms of liability. IBRD Principles on Bank Insolvency and Restructuring. Famous bankruptcies.</p>	3
<p>DOMAIN OF STUDY: BUSINESS ADMINISTRATION/ Study Programme: Economy of Commerce, Tourism and Services</p>	
<p align="center">Applied Mathematics for Economics)/ 1st Year/ I</p> <p>Applied Mathematics involves the process of applying mathematical models in order to design and analyze economic problems. Using applied mathematics models, students can solve real life economic problems. This might be, for example, a practical problem that exists in private firms. And as students often collaborate with specialists from other fields, they will also need the ability to look beyond their own specialization. They will gain knowledge about: Vector spaces. Base and dimension of a vector space. Forms of presentation of a linear programming problem. Types of solutions to a linear programming problem. The SIMPLEX algorithm for solving a linear programming problem. Functions of multiple variables, partial and extreme derivatives functions. Applications. Elements of probability theory. Fields of events and probabilities. Conditional probabilities. Schematic and classical probability laws. Random variables. Characteristics of a random variable. Classical distributions.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Economic I (Microeconomics) / 1st Year / I</p> <p>The purpose of this course is to give students a thorough understanding of the principles of economics in application to individual decision makers, both consumers and firms. We will study demand, supply and equilibrium in goods and factor markets, the efficiency of the market economy and the potential role of government intervention in the economy. The object of study of economic science and the basic concepts with which it operates. Consumer behavioral analysis: study of budget constraints and consumer preferences. The model of optimal consumption choices and the determination of demand for goods functions at individual level. Factors influencing demand for goods and classification of goods subject to consumer option. Slutsky's identity and the influence of price changes on demand for goods. Applications of Optimal Consumer Model: Determining gross and net demand for goods; intertemporal choice. Determining aggregate demand at the level of the market for a good / service; the elasticity of demand for goods and its influence on producers' income. Analysis of the manufacturer's behavior: the production function and the technical sub-factor of the factors of production. Maximizing a business's profit and determining the demand for input factors. Minimizing a company's costs; global cost and unitary cost functions. Market - complex and dynamic reality: demand and supply, various types of competition; price typology and functions. Firm offer decision under perfect competition; overall balance on the market with perfect competition. The firm's offer decision under monopoly conditions; the causes of the emergence of monopolies. The firm's offer decision under the conditions of oligopoly and monopolistic competition.</p>	5
<p align="center">Informatics/ 1st Year/ I</p> <p>This course deals with basic Informatics concepts such as Information, Knowledge, Modeling, and Uncertainty. There will be outlined all the conceptual building blocks necessary to understand the basics of Information Theory and tools in various human domains, and discuss their implications for the practice of science, engineering, art, and society in general. Students will be introduced to fundamental topics in Informatics while developing a basic understanding of Information Theory. They will build up their proficiency in Information Technology as detailed in the course syllabus, emphasizing its use in the modeling of nature and technology.</p>	5
<p align="center">Accounting/ 1st Year / I</p> <p>This course highlights methods for recording transactions, keeping financial records, performing internal audits, reporting and analyzing financial information to management, and advising on tax matters. Accounting is a systematic process of identifying, recording, measuring, classifying, verifying, summarizing, interpreting and communicating financial information. It discloses the profit or loss for a given period and the value and nature of its assets, liabilities and owners' equity. Main topics: The means of financing the resources and the results achieved through the use of the resources shall be those provided by the accounting officer. The subject of accounting. Accounting Method (Accounting Principles, Methods of Accounting Methodology). Financial situations. Accounting Balance Sheet - Financial Position Assessment (Accounting Balance Sheet, Balance Sheet Accounting Models, Balance Sheet Items, Limits and Definitions on Components of Balance Sheet and Balance Sheet Balance Sheet) Profit and loss account of the financial performance of the enterprise (Account structure Profit and Loss, Income, Expenses, Outturn of the financial year) Cash Flow Statement Changes in the Balance Sheet Account and Double Entry (Concepts, Account Functions, Account Form and Structure, Accounts Rules, Double Record and Account Correspondence) The accounting analysis of the economic and financial operations and the record mechanism in the accounts The accounting formula (The structure and description of the accounting formula, the classification of the accounting formulas) The accounting plan and the classification of the accounts and content of documents. Classification of documents. Accounting books. Preparation, processing, verification and correction of documents. Circuit and storage of documents. Accounting for the main operations on the funding cycle (Concept and forms of financing manifestation, Equity accounting, risk and expense provisions and sources attracted by funding). Accounting for the main operations of the operating cycle (operations with stocks, value added tax, settlements with third parties debtors and commercial creditors, debts and debts, settlements with employees). Accounting for investment operations (Organization of fixed assets documentation, Asset Recognition and Measurement, Impairment of Fixed Assets, Fixed Assets Accounts, Treasury Accounts Accounting, Determination of the Financial Year Result, Concept and Contents of the Verification Balance, Verification Balance Functions, Classification check balances. Verification balance sheet Identification of accounting errors Establishment of financial statements based on the verification balance Description of the inventory notion. Organizing and performing the inventory.</p>	5
<p align="center">Foreign Language A I, II/ 1st Year / I, II</p> <p>Students can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment), communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters, describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.</p>	4
<p align="center">Physical Education I, II/ 1st Year / I, II</p> <p>This course provides a foundation for building an effective Physical Education program. Students acquire concepts and techniques for assessing health factors, such as blood pressure, heart rate, body mass, strength, flexibility and endurance. Assessment techniques include skin fold and circumference measurements, heart rate monitoring, bioelectric impedance and bike tests. The results of the fitness evaluation help define the goals of Physical Education programs and provide a basis from which the trainer and client can communicate about the best strategies for meeting the client's goals. This course provides a theoretical understanding of why a variety of exercises help or hinder in reaching their fitness goals. Students learn to adapt exercises to alter the body's physiological responses. Additional topics include biomechanics, kinesiology and motor learning.</p>	2+2
<p align="center">Economics II (Macroeconomics) / 1st Year / II</p> <p>Students will study aggregated indicators such as unemployment rates, GDP and price indices, and then they will analyze how different sectors of the economy relate to one another to understand how the economy functions. Macroeconomists develop models explaining relationships between a variety of factors such as consumption, inflation, savings, investments, international trade and finance, national income and output. Such macroeconomic models, and what the models forecast, are used by government entities to aid in the construction and evaluation of economic policy. Macroeconomics is a rather broad field, but two specific areas of research are representative of this discipline. One area involves the process of understanding the causation and consequences of short-term fluctuations in national income, also known as the business cycle. The other area involves the process by which macroeconomics attempts to understand the factors that determine long-term economic growth or increases in the national income. Main topics: Introduction to macroeconomics. Income and consumption. Savings and investments. Cycles and economic crises Growth and economic development. The money market. Labor market. Financial footprint. Foreign exchange market. Inflation. Unemployment.</p>	4



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Finance/ 1st Year / II</p> <p>The main outcomes of this course are: Identifying and acquiring basic knowledge and understanding of the involvement of finance micro and macro level in public and private organizations. Knowledge understanding and proper use of terms and techniques in the field of public and private finance. The acquisition and use of language, to enable the student to communicate in writing and orally. The interpretation of economic information, financial, social and other national and international media. Development of the ability to select and use the methods and tools of financial activities; the acquisition of the capacity to understand the flows of financial resources and their allocation. Main topics: Public finances - introductory notions. Functions of public finances. Structure of the financial and coordinated public policy mechanism. The system of public financial resources. Tax system - doctrinal-theoretical fundamentals. Direct taxes. Indirect taxes. State loans. Public debt. Public expenditure system. State social insurance. Public Budget System.</p>	6
<p style="text-align: center;">Statistics/ 1st Year / II</p> <p>Students will discover the science of collecting, analyzing, presenting, and interpreting data. Governmental needs for census data as well as information about a variety of economic activities provided much of the early impetus for the field of statistics. Currently the need to turn the large amounts of data available in many applied fields into useful information has stimulated both theoretical and practical developments in statistics. Data are the facts and figures that are collected, analyzed, and summarized for presentation and interpretation. Data may be classified as either quantitative or qualitative. Quantitative data measure either how much or how many of something, and qualitative data provide labels, or names, for categories of like items. The area of descriptive statistics is concerned primarily with methods of presenting and interpreting data using graphs, tables, and numerical summaries. Whenever statisticians use data from a sample—<i>i.e.</i>, a subset of the population—to make statements about a population, they are performing statistical inference. Estimation and hypothesis testing are procedures used to make statistical inferences. Fields such as business and economics make extensive use of statistical inference, as we present in this course.</p>	6
<p style="text-align: center;">European Economics/ 1st Year / II</p> <p>This course completes the education of the economical students with the formation of a scientific concept necessary for the understanding of the phenomena and processes taking place within the European Union. Main concepts: Presentation of the conceptual framework of the European economy system; knowledge of the historical process of European economic integration; presenting the microeconomic and macroeconomic aspects of the European economy and how to base and implement common policies. Conceptual approaches to European integration. The historical foundations of European integration. The Treaties of the European Union. The institutions of the European Union. Single Market. Community policies. Monetary policy. The European System of Central Banks and the European Central Bank. European structural funds and economic growth.</p>	6
<p style="text-align: center;">Business Communication/ 1st Year / II</p> <p>Adequate knowledge and use of business communication notions, especially the notions defining the communication process, which establish the optimal relationship between what the internal and external communication of the organization represents. Explaining and interpreting some notions that have a bearing on the communication process; the processes underlying the written oral communication or the one that supports gesture, mimics, etc. Explaining all those techniques, strategies that underpin economic business negotiation and the form of business communication. Experimenting and interpreting the various possibilities of communication in general or business communication, as well as negotiation as a form of communication. Applying the principles, norms and values of professional ethics in their rigorous, efficient and responsible work strategy. Identifying roles and responsibilities in a multidisciplinary team and applying relationship techniques and effective work within the team. Identifying opportunities for continuous training and efficient use of learning resources and techniques for their own development.</p>	4
<p style="text-align: center;">Second Foreign Language/ 1st Year / II</p> <p>Students will understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. They will deal with most situations likely to arise whilst travelling in an area where the language is spoken, will be able to produce simple connected text on topics which are familiar or of personal interest, to describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans, to understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialization, to interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party, to produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.</p>	2
<p style="text-align: center;">Humanities and Social Sciences Discipline/Geography/ 1st Year / I</p> <p>Students will understand the need and importance of concentrating natural and human resources, economic needs, global exchanges, environmental quality, causes that lead to environmental degradation and environmental protection and conservation measures. Main topics: The correlation between the territorial distribution of production and consumption (raw materials and finished products) and the major factors influencing the regional differences (natural, economic, social, political, demographic, etc.); knowing the major characteristics of each major economic activity by a unique analysis algorithm (definition, history, structure, production situation and product marketing). Identifying and using the main notions and concepts specific to economic geography. Explanation and interpretation of quantitative and qualitative data and information related to economic geography for the formulation of specific arguments and decisions associated with international business. Fundamental studies and analyzes, organizational and efficiency of firms' activities to provide advice and assistance related to the content of economic geography. Critical-constructive analysis of relations between consumers and suppliers specific to the field of economy and international business from different spaces in terms of geographical / geopolitical position, population characteristics, environment, etc. Collection and processing of data from alternative documentary sources and from current activity to assess the factors that influence the company's good course.</p>	4
<p style="text-align: center;">Foreign Language B I, II/ 1st Year / I, II</p> <p>Students will understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. They will deal with most situations likely to arise whilst travelling in an area where the language is spoken, produce simple connected text on topics which are familiar or of personal interest, describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans, understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialization, interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party, produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.</p>	2+2



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<p align="center">Financial Accounting/ 1st Year / II</p> <p>This course aim to develop students' ability to record the main economic operations in the company's accounting and to prepare the monthly and annual financial statements. Main topics: The chronological record of operations related to: capital, fixed assets, stocks, receivables, debts, treasury, expenses, income and results; systematically recording accounts and completing accounting records; compilation of the Verification Balance; the preparation of the Annual Financial Statements. Introduction to Financial Accounting-Object and Study Method. Accounting for equity and provisions. Accounting for borrowed capital. Accounting for intangible and tangible assets. Financial Assets Accounting. Stock Accounting. Accounts receivable accounting. Commercial Debt Accounting. Accounting for wage and social debts. Accounting for debt and tax receivables. Debt and receivable accounting within the group of companies. Treasury Accounting. Accounting for expenditures and revenues. Accounting work to close the financial year.</p>	2
2nd YEAR	
<p align="center">Marketing/ 2nd Year / I</p> <p>This course familiarizes students with specific marketing language and improve students' skills to design and develop marketing plans. Main topics: Knowledge of marketing analytics tools. Understanding the role of marketing specialist in public catering companies. The ability of students to develop marketing plans to increase the reputation of public catering establishments. Proper and effective use of marketing-specific tools to launch new services. Basically, Marketing is a management process through which products and services move from concept to the customer. It includes identification of a product, determining demand, deciding on its price, selecting distribution channels and promoting among target customers. Market research. Market segmentation. Marketing research. Marketing mix - concepts, structure, functions. Product policy - concepts, functions. Marketing strategy. Pricing policy - concepts, functions. Price typology on different types of markets. Distribution policy. Methods of evaluation of distribution activities. Promotion policy - concepts, functions. Communication mix - tools, promotion techniques. Advertising - promotion tool. Promotion campaigns.</p>	5
<p align="center">Management/ 2nd Year / I</p> <p>Students will acquire and develop skills to create a management plan. Main topics: Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system. Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system.</p>	5
<p align="center">Business Statistics/ 2nd Year / I</p> <p>Students will acquire knowledge about synthetic indicators for assessing the efficiency of business (turnover, commodity production, gross output, fixed capital depreciation, indirect taxes, gross value added, net added value, gross operating surplus, net operating surplus, presentation of Indirect and Term Indices long-term economic activity as well as the financial standing of firms). Main topics: External trade activity statistics (notions, concepts, import coverage index by export, gross exchange index, net exchange rate index, price scissors). The statistics of the internal trade and catering activity (statistical indicators of the internal and public trade activity: stock rate, day-to-day stock, day-out stock, speed of movement of goods, average stock turnover goods). Statistics on tourism activity and tourism services (statistical indicators of tourism and tourism services: indicators of the technical and material base of tourism: indicators of the structure of fixed assets, labor force indicators in tourism, tourism traffic indicators). Transport activity statistics (indicators of the technical potential in railway, naval, air and road transport, statistical indicators of freight transport activity in the railway, auto, naval and air sectors, statistical indicators of passenger transport in traffic: railway, naval, air and car). Reliability and product life-testing (reliability, reliability indicators: Relative frequency of failures, Cumulative failure rate, Relative frequency of specimens in operation, Average failure frequency, Average operating time). The "t" test (verifying the equation hypothesis of two average levels corresponding to two normally distributed populations with the same unknown dispersion; verifying the equation of two averages corresponding to two normally distributed collectives that do not have the same dispersion, in addition being unknown). Determination of bankruptcy risk of companies through the Cönan-Hodler model and the B.C.R. (presentation of the Cönan-Hodler model and the B.C.R. model with their statistical indicators, as well as the grids assessing the bankruptcy risk of the firms analyzed). Analysis of the economic efficiency at a company level regarding the use of its economic potential (synthetic indicators of labor efficiency, synthetic indicators of the efficiency of the use of fixed assets and synthetic indicators of the efficiency of the use of circulating material assets). Use of statistical indicators of results in macroeconomic analyzes (indicators to analyze the structure of the national economy, the efficiency of the use of production factors, the main macroeconomic correlations and the macroeconomic indicators used in international comparisons). Estimating the parameters of a linear function by using the matrix method (presenting the matrix model through which the parameters of any linear function are estimated). Statistical methods of economic analysis used at the level of companies (chain substitution method, non-computed residue method). Statistical analysis of profitability at the level of companies by calculating the profitability indicators (economic profitability rate, financial return rate, profitability rate, advanced return on capital ratio, commercial rate of return, advanced and consumed profitability rate). Indicators of natural resources, the environment and spiritual resources (presentation of indicators of natural resources, environment and spiritual resources).</p>	4
<p align="center">Commercial Economics/ 2nd Year / I</p> <p>Familiarizing students with the main notions, tools and methods related to the commercial field. Understanding the context of the emergence and development of trade as a distinct branch of activity in the economy. Main topics: Developing practical and argumentative skills of students. Adequate definition of concepts and principles specific to economic theory, as well as those in the field of trade, tourism and services. Critical-constructive analysis of the relationships between consumers and suppliers specific to trade, tourism and services. Defining the concepts of demand and supply of goods and services, including tourism, consumer behaviour and the rules for their protection. To substantiate the need for material and financial resources in relation to the volume and efficiency requirements of trade organizations, tourism, services. Appropriate definition of quality management concepts and principles applied to services. Appropriate identification of concepts related to the planning, organization, coordination and control of human resource activity in the context of the specificity of the labor market in the field of business administration. The place and role of trade in the national economy. Coordinates of the goods and services market. Consumption. Demand for goods. Freight offer. Prices in trade. Commercial Services. Stock policy in trade. Supply policies in the trade. Sales policies.</p>	4



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Taxation/ 2nd Year / I</p> <p>This course aims to analyze tax issues and accounting regulations. The theoretical and practical accounting fundamentals, combined with the requirements of tax legislation, provide students with solutions for determining and reflecting in accounting the company's obligations towards the state budget and social security. It is essential to debate the main aspects of taxation in our country, because many questions arise about the Romanian tax legislation, which is so extensive and constantly changing. The theoretical and methodological aspects regarding the general notions of taxation are approached in order to understand the importance of the taxation field in the long run of the process of collecting the resources at the state's disposal, the methods and principles of taxation, as well as the accountability of the future economists towards the correct application of a procedures for obtaining information on tax activity in Romania. A priority objective of the course is to determine students to define and describe the main economic and financial indicators used in the analysis of budgetary resources, respectively direct taxes and indirect taxes for an efficient analysis and pertinent interpretation of economic phenomena and processes in fiscal terms. Familiarization of future specialists with the notion of representative in the field of taxation at the level of economic entities and individuals, an area in continuous legislative change, highlighting, on the one hand, the fiscal system through which the state performs the budgetary function, and on the other hand all taxpayers' rights and obligations. Provide the knowledge base needed for students to understand and use the basic concepts of taxation; developing the capacity to understand the phenomena, processes and applications in this vast field. Main topics: Presentation of basic notions and processes related to the fiscal system, its features and functions; the structure of taxes and duties of the tax system; the correct determination of fiscal indicators in order to interpret the correct tax behavior of taxpayers towards society. Students acquire the compulsory knowledge regarding the fulfillment of all the obligations contained in the fiscal laws, emphasizing the way of evidencing, calculating, declaring and paying the taxes and duties owed to the consolidated state budget and local budgets. Taxation - concept, functions, principles and theories on taxes. Romanian tax system - European harmonization. Tax Inspection and Tax Control. Social contributions and special funds. Taxes and local taxes. Profit tax. Tax on wages and other income. Value Added Tax. Excise. Customs duties. The intra-Community and international tax regime.</p>	4
<p style="text-align: center;">Business Law/ 2nd Year / I</p> <p>Students will acquire and develop skills for understanding, interpreting and implementing legal notions and language in business, and applying theoretical knowledge in practice. Main topics: Developing the capacity to understand the implications of legislation in the field of business law on economic issues. Developing analytical and interpretative skills in the field of business law. Acquiring the necessary knowledge for the establishment of a company, an individual or family enterprise. Acquiring knowledge for conducting activities of company directors, censors or auditors, liquidators, etc. News brought by the new civil code in the field of commercial law. Introduction to business law: concept, definition and subject matter of regulation, sources and correlation with other branches. Business facts: the notion and characteristics of trade deeds, their classification and the analysis of the main trading facts regulated in Article 3 of the Commercial Code. Trader-specific institutions: Chambers of Commerce and Industry, Trade Registry. Traders physical persons: the notion of trader, acquiring the status of trader as a natural person, the conditions of exercising commercial activity and the termination of the quality of trader. Trader's professional obligations: general notions, registration in the Trade Registry, registers kept by traders, exercise of trade within the limits of legitimate competition, obligation to pay taxes and duties. Businesses: general business concepts, their legal definition and regulation, their classification, key elements of identification. Business operations: the duties of general meetings of directors and auditors. Dissolution and liquidation of commercial companies. Fund of Trade: notion, elements and analysis of the intangible elements of the trade fund (clients, trade witness, trade mark and services).</p>	4
<p style="text-align: center;">Enterprise Economics/ 2nd Year / II</p> <p>This course familiarizes students with the specific language of the enterprise economy and develop students' skills to develop a business plan. Describe the characteristics of different types of enterprises, their role in the economy, its activities and its resources. Explaining and interpreting methods of resource allocation and use in terms of results and efficiency. Presenting different types of innovation as prerequisites for business development. Identifying opportunities for continuous training and efficient use of learning resources and techniques for their own development. Main topics: Enterprise and its role in the economy; the business environment. Modern theories of the firm - economic models of management theory (Baumol, Marris, Williamson). Modern theories of the firm - economic models of behavioral theory (Cyert & March, Simon). Typology of businesses and ways of setting up, running and governing. Structural organization of the enterprise - functions and activities. Elements of management of productive activity in the enterprise. Elements of business management of the enterprise. Financial management elements of the enterprise. Strategic diagnosis and strategic choices of the enterprise. Developments. Internationalization. Business plan of the enterprise.</p>	5
<p style="text-align: center;">International Trade/ 2nd Year / II</p> <p>This course familiarizes students with terminology, conceptual approaches, types of actions in the field of international trade. Familiarize students with the evolution, the current stage and the role of international trade. Familiarize students with the content and mechanisms of functioning and evolution of economic relations between countries, within the system of international relations. Develop students' skills to use concepts and indicators specific to international trade. Developing the students' skills to develop professional projects, especially the strategy of internationalization of the companies in the international trade. Main topics: International trade - the main flow of the world economic circuit. The factors influencing the evolution of international trade. Specific International Trade Indicators. Classical theories of international trade. Neoclassical theories on international trade. Contemporary theories on international trade. The theory of competitive advantage - the valences and limits of this theory from the point of view of zonal integration and globalization. Typology and components of trade policies. Tariff policy (customs). Non-tariff policy. Regional economic integration processes and their influences on the dynamics and structure of international trade flows.</p>	3
<p style="text-align: center;">Hotel and Restaurant Technology/ 2nd Year / II</p> <p>This course deals with starting, organizing, managing and coordinating specific processes in accommodation and catering establishments. Main topics: Analyzing economic issues through mathematical tools. Knowledge and appropriate use of discipline-specific notions. Analytical interpretation of technical and economic fundamentals. Know and define the concept of specific hotel business. Applying the knowledge gained in case studies. Accommodation structures. The organizational structure of the hotel. The staff of the hotel departments and its attributions. Organization of hotel business. Marketing of hotel services. Restoration - definition and classification. Technological establishment of a restaurant. Human resources and commercial activities in the restaurant. Rules and techniques for performing restaurant services. Marketing and promotion of restaurant services. Record and management documents in the restaurant. Hygiene and work safety in the restaurant.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Ecology and Environment Protection/ 2nd Year / II</p> <p>This course aims at initiating students in understanding the place and role of environmental protection activities in the broader context of economic activities. Through the proposed materials and course and seminar activities, we aim to facilitate understanding of public environmental policies in their current (economic, legal, political, social, environmental, technological, ethical) complexity in the context of public administration activities, and to clarify the relevance of these discussions from the perspective of Romania as a member state of the European Union. Main topics: Concrete analysis in different types of environment of human-nature relations, with a special emphasis on current trends that can cause serious imbalances. Understanding the way people integrate into the landscape, negative aspects of excessive or inappropriate use of environmental resources. Analysis of legislation for the protection of geospheres at national and European level. Awareness of ensuring sustainable development by integrating economic objectives with environmental management and protection. Environment-environment-economy. The theme presents the legal definition of the environment as well as an environmental issue in the range of concerns in different fields in order to minimize the negative impact of human activities on the environment. The sizes and valences of the environment are presented. The need to protect the environment. We are made aware of the need to protect everything that surrounds us, including from the perspective of legal obligations, by providing information on environmental tools and strategies. Here are the main ways of damaging ecosystems. Protection of natural elements of the environment: atmosphere, hydrosphere. Defined, classified, presented characteristics, goals and ways of use / exploitation, modes of protection and the national and international legal framework covering the atmosphere and water are defined. Protection of natural elements of the environment: lithosphere and pedosphere. Defined, classified, presented own characteristics, purposes and ways of use / exploitation, ways of protection and the national and international legal framework covering the soil and the subsoil. Forest protection. The theme includes the definitions of the elements, their importance in the current context. The ways of their sustainable management. Regime of Protected Areas and Natural Monuments. The importance of protected areas is related to the major purposes for which certain areas of nature are protected: scientific research, protection of wild areas, protection of species diversity, maintenance of services, protection of natural and cultural features, tourism and recreation, education, sustainable use of resources and maintenance cultural and traditional characteristics. Protection of fauna and vegetation. The legal regime of genetically modified plants. Topical subjects, subject to controversy including appropriate legislation or the protection of economic interests) are also discussed in non-specialist circles, as sources and quantities of food are issues of high and sustained high concern. Protection of anthropic environment. The anthropic environment is the whole of man's achievements, both at the level of human settlements and in the space outside them. Like the natural environment, the anthropic is subject to degradation and pollution, and must be protected in the sense of the good course of life and all human activities. Radiation protection. Waste and circuit control. Representing an extremely complex problem for the world today, permanently associated with the extensive and accelerated development of all areas, waste is the focus of national and international fora, and at the lower level of that of local governments. Management of natural and anthropogenic hazards. Natural, anthropic and technological hazards, with varying degrees of risk, can cause considerable damage, depending on their amplitude and the factors existing in the area or the place where they occur. It is necessary to draw up emergency action plans, ensuring local co-operation in order to raise awareness at Community level and to prepare citizens for such circumstances. Environmental liability, environmental monitoring and sustainable development.</p>	5
<p style="text-align: center;">Tourism Economics/ 2nd Year / II</p> <p>This course highlights conceptual approaches, tools and methods related to the tourism economy. It familiarizes students with the terminology of economic activities in the tourism sector. Familiarize students with the content, typology and characteristics of the tourist services. Knowledge acquisition and general skills training necessary for a pertinent analysis of the macro-economic situation of the tourism industry. Developing the student's ability to understand and explain tourist demand and supply and the interaction between them. Developing the student's ability to understand and explain the economic and social effects of the tourism sector. Adequate definition of concepts and principles specific to economic theory, as well as those in the field of trade, tourism and services. Explaining and interpreting data and information in quantitative and qualitative terms for the formulation of specific arguments and decisions associated with trade, tourism and services. Problem solving in well-defined contexts: design, planning and performance of business, tourism, and service businesses. Main topics: Collection and processing of data from alternative documentary sources and from current activity, for the assessment of factors influencing performance in organizations in trade, tourism and services. Carrying out professional projects by using the concepts, principles and methods specific to the field of trade, tourism, services. Description of the ways of conceiving the tourist product, the marketing techniques and the behavior of the economic agents in the context created by the relevant legislation and regulations. Explaining and interpreting flows and marketing techniques differentiated by the nature of products and services. Fundamental marketing plans, offers, promotion programs - advertising, direct promotion, public relations, direct marketing. Explaining and interpreting the phenomena and economic processes specific to trade, tourism and services based on the concepts of demand and supply of services and consumer behaviour. Solving simple, well-defined problems associated with the sale of products, including tourist, by advising the customer in making the purchase decision. Explaining and interpreting concrete business situations / processes in order to accurately interpret labor market developments and developments within companies in terms of employees. Tourism - conceptual delimitations. The impact of tourism on the economy. Organization and management of tourism. Legislation in tourism. Forms of tourism. The tourism market. Potential tourist. The technical-material basis of tourism. Human resources in tourism. Tourist services. Tourist transport.</p>	4
<p style="text-align: center;">Internship/ 2nd Year / II</p> <p>Expected outcomes: Increasing the students' ability to perform independent research-research work and to generate analyzes and conclusions with original content. Developing the ability to correctly apply and use the techniques and terminology specific to operational activities in tourism and commerce. Developing the student's ability to understand the content and components of the activity of the main economic units with commercial and tourist profile. Develop students' ability to analyze, process and interpret the results of individual research. Enhance the ability to draw conclusions and make decisions based on the results of analyzes made, in line with literature in the field of trade and tourism economy. Knowledge acquisition and general skills training required to work with specific documents used in tourism and business. Developing the skills necessary for efficient management of the main types of economic units with a tourism and commercial profile in determining the structure of the services offered, the prices, the promotion methods and the techniques for their distribution. Student knowledge of existing norms and exigencies in contemporary economic science research.</p>	3



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">International Services/ 2nd Year / I</p> <p>This course explores the main theories and models promoted in international economic exchanges with services as well as the effects of the liberalization and internationalization of services on national economies on the one hand and on the world economy on the other. It familiarizes students with the notions specific to the theories and models of international exchanges with services, calculate and interpret specific statistical indicators, and assess the impact of internationalization of services on national, regional and international economies. Main topics: The role of international services in the development of the tertiary sector. Characteristics and classification of services. Internationalization of services. Intelligent service specialization. Commercial policy instruments applicable to trade in services. Liberalization of the services market. International transport services. International tourist services. International telecommunication services. International Financial Services. Banking and international insurance services. Internet and e-commerce. International audio-visual services. International economic consultancy services.</p>	4
<p style="text-align: center;">Services Economics/ 2nd Year / I</p> <p>This discipline aims to explain the basic phenomena and processes of the tertiary sector, services, providing students with a pool of knowledge that allows them to understand and decipher specific economic mechanisms. Main topics: Developing the skills needed to coordinate activities in the provision of services. The foundation of the students' scientific base for the formation of a genuine professional judgment. Developing the student's ability to understand the organization and operation of a service provider. Understand the specificity of service providers in terms of organization, decision-making and evaluation. Understand the context of the performance of service delivery units under competitive market conditions.</p>	4
<p style="text-align: center;">European Business Environment / 2nd Year / II</p> <p>This course provides insights on concepts regarding the creation and evolution of the European business environment. Main topics: Developing analytical thinking by using the structural and comparative analysis of the levels of development of the types of business environment in the European economy. Knowledge, understanding, explanation and interpretation: studying and explaining the system of terms and economic concepts specific to the business environment, defining these notions and how to manifest in the practical activity, characterizing the international business environment from the perspective of the fiscal system, removing administrative barriers, modes of communication, etc.; the permanent relationship between theory and practice within the European market. Instrumental-applicative: application of basic principles and methods for problem-solving / well-defined situations typical of the field; adequate use of standard criteria and methods of assessment to assess the quality, merits and limits of processes, programs, projects, concepts, methods and theories. Attitudinal: respect for the opinions of others; promoting a system of cultural, moral and civic values at European level, involving in the preparation of projects; involvement in participation in certain scientific sessions according to their own research directions. European Business Environment - Macromedia. European business environment - the micro-environment. Recent changes in Europe. Entering European markets. Euro marketing. Business Development Strategies. Business Financing. Competitiveness of the European business environment.</p>	5
<p style="text-align: center;">Information Systems and Applications for Business Administration/ 2nd Year / II</p> <p>This course enables the understanding of the economic decision-making process for business administration. Main topics: Knowledge of the main IT technologies and large data models used in the development and support of e-business dedicated to tourism and commerce. Knowledge of the types of existing IT systems that serve the decision-making process: e-commerce / electronic activities of integrated agent-based systems. Information Systems (IS). Introduction. Distributed systems. Defining a distributed business platform. SAP solution. Support for decisions. Decision makers. Decision making processes. Modeling of decision-making processes. Knowledge vs Data and information. Electronic commerce. Advantages and disadvantages. Electronic commerce models. The architecture of an Electronic Payment System. Devices used. ERP and e-commerce. Data warehouse technology - centralizing, consolidating, reorganizing and storing large volumes of data. Exploitation of data from data warehouses. Example: Online analytical processing technology - aggregation of data stored in multidimensional warehouses. Data mining technology - mining data stored. Extracting information from data warehouses. Examples of data mining methods and techniques. Clustering - multidimensional data grouping technique. Intelligent Information Systems and their role in intelligent enterprise. Implications for management. Intelligent Enterprise Structure and Related Decision-Making Model. Expert systems. Characteristics and architecture of expert systems. Applications of expert systems. Their impact on decision-making processes. Example prototype expert system for an economic classification process. Agents based systems. Multi-agent systems. Definitions. Characteristics. Types of agents. Platforms oriented to multi-agent systems. Standards FIPA, Jade. Example.</p>	5
<p style="text-align: center;">Academic Ethics and Integrity/ 2nd Year / II</p> <p>It familiarizes students with the methodology and tools of the system and tools to ensure ethics and integrity academics. Main topics: Developing skills to use methods and techniques for assessing the integrity phenomenon in the academic environment; Student knowledge of ethics and academic integrity issues in scientific research and the dissemination of the results of their professional work. Integrity - fundamental moral value. Characteristics of the integrity concept - Personal integrity / publicity. Principles and Standards of Integrity in the Public Environment. Integrity in Romania - the legal framework. Ethics and professional deontology - the phenomenon of corruption: concept, prevention, combat; corruption risk management. Standards of integrity in the field of didactic and research activity in higher education. Code of Ethics - general standards of academic integrity. Teaching process - approach from the perspective of integrity. Research activity - specific integrity standards. Forms of academic fraud in didactic and research work. Promoting a "culture of integrity" in all areas of academic and administrative activity in universities. Transparency and accountability of Romanian higher education institutions. Recommendations for developing a culture of academic integrity.</p>	5
<p style="text-align: center;">Foreign Language B III, IV/ 2nd Year / I</p> <p>This course strengthens general English knowledge and apply it to specialized discourse. Knowledge of the morpho syntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text of the specialized field. Acquiring the ability to document in English in the specialty field. Increasing the oral communication capacity in everyday and professional life.</p>	2+2



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
3rd YEAR	
<p style="text-align: center;">Business Investment Strategies/ 3rd Year / I</p> <p>This course aims to develop students' analysis and synthesis capacity by acquiring methods and techniques of investigation, quantification and interpretation of economic phenomena and processes that reflect investment activity. To identify and to know a system of indicators used to determine the economic efficiency of investments. To know the information sources related to the investment activity. Define and describe the defining elements that influence the efficiency of the investment activity. Explain and interpret correctly the complex of causes that influence the results of the investment activity and propose measures to increase performance. To know the methodology of determining the economic efficiency, the influence of time and risk in the investment activity. Use critical analysis models to interpret the underlying indicators of the economic efficiency of investments. To use the specific methods of analyzing the efficiency of investments to substantiate the decision-making process. To develop sound and properly grounded scientific reasoning to interpret and synthesize the results of the investment activity. Main topics: Investments and economic and social development. Investment concept, Investment classification, Investments and company strategy. Investment projects and investment programs, Investments characteristics. Sources of investment financing (Internal sources of financing. External sources of financing, International Financial Institutions, Leasing). Economic efficiency and investment decision. Efficiency concept, Investment project selection procedure, Evaluation and analysis of investment projects). Static indicators for assessing the economic efficiency of investments (General indicators, Basic indicators, Financial methods for the evaluation of investment projects, Influence of the time factor on the investment process, Influence of the time factor on the investments during the construction of the target, Discontinuation technique. The calculation of the main dynamic indicators of the economic efficiency of investments Update benchmarks, World Bank Indicators, Capital Commitment, Reported Total Income, and Total Actual Costs Net Actual Income Internal Rate of Return of an Investment Project. Economic Development and Funding of Investment Projects Based on Feasibility Studies (Concept, Feasibility Study Methodologies, Key Elements of the Feasibility Study, Risk and Investment Decision (C risk concept, risk assessment). Investments and economic and social development. Sources of investment financing. Economic efficiency and investment decision. Static indicators for assessing the economic efficiency of investments. Financial methods for the evaluation of investment projects. The influence of the time factor on the investment process. Elaboration and economic foundation of investment projects based on feasibility studies. Risk and investment decision.</p>	4
<p style="text-align: center;">International Transport/ 3rd Year / I</p> <p>This course outlines conceptual approaches and types of actions in the field of international transport. It familiarizes students with the evolution, the current stage and the role of international transport, as well as the content and mechanisms of operation and evolution of international conventions governing the international transport system. Developing students' skills to use concepts and indicators specific to international transport. Developing students' skills to develop professional projects, the strategy of internationalization of companies in the field of international transport. Use critical analysis models to interpret the underlying indicators of the economic efficiency of investments. To use the specific methods of analyzing the efficiency of investments to substantiate the decision-making process. To develop sound and properly grounded scientific reasoning to interpret and synthesize the results of the investment activity. Main topics: Importance, role and particularities of the transport system. Transport market. International road transport. International rail transport. International air transport. Multimodal transport. Maritime Transport Contract. Freight. Factors that influence the size of the ship. The bill of lading. Carriage of goods in international fluvial traffic. Transport insurance. Efficiency and cost- effectiveness of freight forwarding and international freight transport. The activity of expedition houses. Importance of the transport system in economic activity. Transport market: analysis, comparison with other types of markets. International road transport. International comparisons. International rail transport. Comparative statistical analyses. Types of international shipping contracts. International conventions and regulations. Statistical analysis. International air transport and multimodal transport. Drawing up and presenting a portfolio of analysis of the international transport systems of a geographic area that students will choose.</p>	4
<p style="text-align: center;">Tourism Operations Technique/ 3rd Year / I</p> <p>This course familiarizes students with the terminology and notions specific to tourism operations. Developing the student's ability to understand the content and components of the activity of the main economic units with a tourism profile (accommodation units, catering units, travel agencies). Learning outcomes and training of general skills necessary for drawing up the contracts used in the domestic and international tourism activity. Developing the skills necessary for the efficient management of the main types of economic units with a tourism profile in terms of establishing the structure of the offered product packages, the price, the promotion methods and the techniques for their distribution. Interpret and synthesize the results of the investment activity. Definition of concepts related to the technique of tourism operations. Main topics: Travel Agency. License and travel patent. Organization of the travel agency and its technical operations. Classification of accommodation units and organization of activities. Indicators of accommodation activity. Techniques for setting hotel service charges Classification of public catering establishments and organization of specific activity. Pricing within food establishments. Elaborate the menu list within the food units. Animation and animator in tourism. Ticketing and pricing for passenger races. Contracting operations between operators and intermediaries in tourism. Association agreements in tourism. Discussion of the theoretical aspects of the subjects taught at the course (for each theme). Applications for operations at the travel agency level. Apps for operations specific to accommodation units. Applications for operations specific to public catering establishments. Applications for Ticketing Operations and Tariff Rates for Passenger Racing.</p>	5
<p style="text-align: center;">Economic and Financial Analysis/ 3rd Year / I</p> <p>This course offers insights regarding the economic diagnosis of an economic agent and develop their assessment capacity and decision to improve its profitability. To be able to identify by calculation the level of the main economic indicators of the firm. To determine the influence of each factor on the level of economic indicators. To be able to base decisions on increasing the company's profitability. Main topics: Theoretical and Methodological Basics of Economic Analysis. Types of economic analysis. Content and functions of economic analysis. Study factors that explain the results of economic activity. Methodology of economic analysis. The information system required to conduct the Economic analysis. Diagnostic analysis related to production and marketing activity. Analysis of the general situation on the basis of value indicators. Diagnostic analysis of turnover and value added. Analysis of product / service quality. Diagnostic analysis of enterprise expenses. Analysis of revenue related expenditures. Analysis of operating expenses. Cost analysis at 1000 lei turnover. Fixed expenditure analysis. Analysis of variable costs. Analysis of labor costs. Diagnostic analysis of profit.</p>	4



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Food Products and Consumer Security/ 3rd Year / I</p> <p>This course explores tools and methods related to the commercial field, integrating the theoretical and practical knowledge accumulated during the first two years of studies. Understanding the importance of this discipline in professional training. Developing practical and argumentative skills of students. Main topics: Fundamental concepts in the study of food commodities. Systematic food products. General chemical composition of food commodities. Quality of food goods. Guaranteeing the quality of food goods. Food quality assessment and assurance. Ensuring food stability. General Mercheological characterization of main groups of food commodities. New directions in developing food supply. Using sensory analysis techniques in assessing the quality of food commodities. Applications of statistical control at the reception of food batches. The assessment of the quality of the main groups of food commodities (milk and milk products, meat and meat products, food fats, cereals and products resulting from the processing of cereals, fruit-vegetables, sugar and sugar products, alcoholic beverages, etc.) marking, labeling, packaging.</p>	4
<p style="text-align: center;">Commercial Techniques/ 3rd Year / I</p> <p>This course provides relevant information related to the knowledge needed to understand and deepen the commercial techniques. Understanding of the basic notions used in the commercial and public spheres. Understanding and acquiring commercially specific language. Learning the skills of using the methods and techniques of studying commercial phenomena. Main topics: Modern concepts of commercial activities. Possibilities of organizing business activity. Current strategic trends in commercial activity. New commercial policies in retail. Systems of organization of trade. The sphere of commercial relations. Distribution of goods. Electronic commerce. Retailing and merchandising in the "distribution economy". Typology of retail business. Marketing strategies in the retail sector. Analysis of the organization of the commercial apparatus. Relations with consumers. Alternatives in choosing distribution systems. The impact of e-commerce on business. Digital economy. Retailing and merchandising.</p>	4
<p style="text-align: center;">Management of Services Enterprise / 3rd Year / II</p> <p>This course familiarizes students with the practices, approaches, methods and tools used by service companies. Understand the specificity of business, tourism, and services businesses in terms of organizing, delivering and assuring quality. Understand the context of business activity development and the trends in each market. Students' training for trade, tourism, services. To develop students' argumentative abilities. The need for organizations to appear. Main topics: The structure of power in enterprises and the impact on their management. Peculiarities of service enterprises. Presentation of the strategy concept. Factors influencing the strategy. The competitive advantage, object of strategic resource management. Consumer behaviour. Marketing Coordinates in Business, Tourism and Services. Strategic relationship management with customers. Predictive management of human resources. Motivating employees in service enterprises; Remuneration management in service enterprises. The role of technology in improving business performance of service enterprises. The use of research and development in service enterprises. Technology strategy in service enterprises. The role of information technology in service enterprises. Information management in service enterprises. Objectives of the financial and accounting system: planning and control. Costs, a fundamental element of the financial-accounting system in service enterprises. Use of costs in decision-making. General issues related to material needs planning. Elements of the material planning system. Material needs planning. Production - important activity in service enterprises. The main types of decisions in the production activity. Industrial catering. The role of marketing in selling. Organization of the sales department. Quality of serving in service enterprises. Enterprise and the impact of changes on it. Models and methodologies to manage organizational change. Restructuring-Continuous Challenge in Enterprise Management. Debate on concepts used in business management. Debate on presenting the concept of strategy and the importance of knowing and using the competitive advantage - subject of strategic resource management. Discussing and identifying real situations regarding consumer behavior in relation to business, tourism and services. Presentation of marketing strategies in customer relations. Discussion and identification of real situations on forecasting human resources needs, motivation, remuneration of employees in commerce, tourism and services. Discussion and identification of real-life situations regarding the impact of technology, the use of R & D in improving the business performance of businesses, tourism and services. Debate and identification of real-life situations regarding the impact of the use of information and information technology in businesses, tourism and services. Debate and identification of real situations regarding planning and control within the financial-accounting system, the use of costs in the decision-making process. Debating and identifying real situations regarding material resource planning; the presentation of the components of the material needs planning system. Discussion and identification of actual production situations in service enterprises; presenting the main types of decisions in the production activity. Debate and identification of real situations regarding the sales activity. Organizing a sales department. Strategies for increasing the quality of serving in business, tourism and services. Analysis of business situations and their impact on them. Establishing and identifying models and methodologies to manage organizational change. Stages of an enterprise's economic restructuring plan.</p>	5
<p style="text-align: center;">Entrepreneurship of Services/ 3rd Year / II</p> <p>This course explores concepts regarding the creation and evolution of a business in services sector. Developing analytical thinking by using structural and comparative analysis of various types of business, some successful and others bankrupt. Explaining and understanding the theoretical aspects specific to entrepreneurial tourism. Explanation of the entrepreneurial process. Developing specific entrepreneurship models and entrepreneurs. Applying and transferring skills to identify factors that favor or inhibit the development of entrepreneurship in various fields of activity. Developing the entrepreneurial business leadership skills in tourism using strategic and operational planning formulas. Providing future specialists with theoretical and practical knowledge needed to develop and develop skills to develop an effective business analysis for business substantiation. Main topics: Entrepreneur - the foundation of entrepreneurship. Essential Practices for an Entrepreneur. Self-employment and entrepreneurship. Managerial efficiency in entrepreneurship. Consultancy in the conduct of an entrepreneurial business in tourism. Business Planning in Tourism. Development and management of a tourism business plan. Stages of an entrepreneurial business in tourism. Promoting an entrepreneurial business in tourism. The risk of new business. Factors influencing the development of tourism entrepreneurship. Methodology of substantiation, elaboration, implementation and evaluation of the entrepreneurial strategy in tourism. Promoting Entrepreneurial Strategies in Romania. Starting a business project in tourism. Components of integration and development of the tourism business project. Project analysis. Criteria for developing a business tourism project.</p>	5



<p align="center">Domain of Study / Study Programme Course title and brief description / Year of study / Semester</p>	<p align="center">Credit units</p>
<p align="center">Business Negotiation Technique / 3rd Year / II</p> <p>This course is among the preoccupations for the training and improvement of contemporary negotiation; it is dedicated to future specialists who are willing to initiate and / or develop their knowledge in such a fascinating "world of business", a world not only captivating, but equally extremely tough. Participating in negotiating, contracting and conducting business. Identifying business opportunities and risks and managing them. Elaboration and management of correspondence documents and internal and external contracts. Providing expert advice in the field of economic relations between Romanian and / or foreign trade companies as well as decision-makers in the administration. Main topics: The negotiation process. The three crucial variables of negotiation. The negotiation process in negotiation. Influencing your partner through communication. Negotiation planning. Organization of negotiation. The stages of the negotiation itself. Negotiation strategies. Tactics of negotiation. International negotiations. Ethics in negotiations. Characteristics of a negotiation situation. The general course of a negotiation. The characteristics of a good deal. Principles of negotiation. The power of negotiation. Defining power. Basic principles of power. Power sources. Perception of power. The role of negotiation time. Hurriedly traded transactions. Suspension of negotiations. Time limit. Information in negotiation. Human communication - the key to negotiation. Verbal communication. Linguistics and the role of language. Nonverbal communication. Components of non-verbal language. Barriers to communication. Methods of assessing the intent of the negotiating partner. Using the questions. Listening to your partner. Interpretation of gestures. Adoption of affective-positivist components. Reversing the role. The Role of Presumptions and Motivations in Completing Negotiations. Six tactics useful in supporting the arguments. Discover why the negotiator is ignored. Keys of positive conviction. Defining influence. Styles of influence. Analytical style. Authoritarian style. Conservative style. Catalyst style. Strategic style. The idealist style. The negotiation team. Team size and structure. Selection of the negotiation team. The most common roles of team members. Qualities for a Negotiator. Preparing the team. Behaviour of the negotiating team. Agent role. The place of negotiation. Steps to be made for a successful negotiation. Arranging seats at the negotiating table. Breaks during the negotiation sessions. Communications and security. Communications Security. Using codes. Mandate of the negotiating team. Consideration of the negotiation strategy unilaterally. Interactive consideration of the negotiation strategy. Choosing the negotiation strategy. Monitoring and re-evaluating strategies. Attitudinal tactics. Attitudinal tactics in the opening phase. Attitudinal tactics used in later phases. Changing the opponent's view of his / her final win. Changing the opponent's view of the chances of his success. Tactics of situation. Offensive tactics. Defensive tactics. Factors that influence the international negotiation process. Identification of relevant environmental factors for negotiation. Obtain information on relevant factors. Culture - an important factor in international negotiations. Understanding different cultures. Implications of Cultural Differences on Negotiations. The Influence of Cultural Differences on International Negotiations. Negotiation strategies induced by cultural differences. Familiarity low. Moderate familiarity. High familiarity. What is ethics and why is it applied to negotiation? What motivates unethical behaviour? Consequences of Unethical Behaviour. Factors that create a predisposition to choose unethical tactics. Demographic factors. Characteristics of personality, motivational orientation and moral development. Situational influences on unethical behaviour.</p>	<p align="center">5</p>
<p align="center">Ecotourism and agro-tourism/ 3rd Year / II</p> <p>This course reveals the necessity and importance of capitalizing on tourism potential through ecotourism and rural tourism, the sustainable development of a destination through tourism, environmental protection and preservation measures. Expected outcomes: To acquire the specific terminology of ecotourism and rural tourism. To acquire the characteristics of the potential factors that underlie the development of ecotourism and rural tourism. Understand the role of policies of tourism recovery of rural areas and protected natural areas. To deduce the need to develop rural communities and the economy in general. To know the geographic distribution of areas of concentration of tourist flows generated by ecotourism and rural tourism. Main topics: Diversification of tourism types and sustainable development. Diversification of tourism types – effect of tourism development. Sustainable development and tourism. Actions undertaken at European and national level. Necessity in the sustainable development of tourism. Definition of sustainable tourism. The purpose of sustainable tourism. Particularities of sustainable tourism. The actors and fields of action of actors in the process of developing sustainable tourism at regional level. Ecotourism. Ecotourism – general features. What is ecotourism? Ecotourism as a market segment. History of ecotourism. The principles of ecotourism. Ecotourism certification. Ecotourism activities promoted on the tourism market. Flow of Eco tourists – Dimensions and Trends. Explanations of an ecotour. Eco-destination. Eco tourist shareholders. Types of operators. Entrepreneurs and establishments of accommodation, food and transport as an entrepreneurial initiative. Governments. Local communities. International and national organizations / bodies. Romania – tourist heritage, tourism reception structures and aspects of the national strategy of ecotourism. Tourist patrimony. Touristic and tourist information facilities. Some aspects of the national strategy for the development of ecotourism in Romania. Transforming, redefining and affirming the identity of the Danube Delta space by making sustainable use of tourism potential. Introduction. Tourist potential of natural heritage. Population and characteristics of the tourist heritage. The onset of anonymous exit phase in the direction of increasing number of tourists. Selection in the network of accommodation units and provision of appropriate accommodation services. Increase in the length of stay and increase in the net use of accommodation capacity in operation. Encourage local communities and capitalize on their own local heritage. Rural tourism. Rural tourism – conceptual clarifications. Brief history of rural tourism. Factors in the development of rural tourism. Rural tourism – an opportunity in the development of rural areas and communities. A new approach to the village. The positive effects of tourism in the rural area. Tourism seen as an opportunity to improve the life of rural areas. Agro tourism. The concept of agro tourism. The common agricultural policy, a factor contributing to the development of agro tourism. Agro tourism as an alternative activity of farm / farmer's farm in the rural area. Aspects of rural tourism in several countries. France. Spain. Slovakia. Czech Republic. Slovenia. Israel. India. Tourism in the Romanian rural area. The Romanian village, an invaluable tourist value in the European landscape. Some opinions on the Romanian village. The main characteristics of the rural environment. Improving the quality of life in rural areas and diversifying the rural economy – opportunities in developing rural tourism in the Romanian space. Romanian village – tourist village. The Romanian rural tourist product. Criteria for identifying villages with tourist valences. Types of tourist villages. Tourist potential and forms of tourism in rural areas – ways of rehabilitation and economic progress. To capitalize on the tourism potential of the Romanian rural area through forms of tourism resulting from traditional occupations. Potential of vine-wine and oval tourism in Romania. Agro pastoral tourism. Recreational-sports and leisure hunting. Recreational-sports fishing in Romania. Wood – a resource of community cultural tourism. Pottery its meanings and tourism in the Romanian rural area. Religious tourism. The moment 1989 – the return to the Romanian Orthodox traditions. Brief presentation of the role and place of the Orthodox Church. Motivation in the development of religious tourism. Spa tourism. Natural Factors. Tourist resorts and cleaning profile. Tourism generated by typologies of monuments. Sacred edifices. Culinary tourism. Tourist reception facilities. Tourist accommodation unit in rural areas – an element of promoting the value of local culture and the development of the rural economy. Tourism reception facilities with public catering functions. Touristic reception facilities with transport and spa treatment functions. Tourism and its adaptation to the effects of climate change. Context and objectives. Tourism in the mountain area and seaside tourism in Romania – threats, opportunities, recommendations and adaptation measures. Supporting tourism in Romania in order to improve the tourist movement in parallel with the preservation of the natural and cultural heritage. Romanian legislation regarding ecotourism and rural tourism. The law regulating the protected areas regime, the preservation of natural habitats, flora and fauna, which ensures the management of natural tourism resources. The law governing the protection of monuments and archaeological sites, monuments, architectural ensembles and reserves, monuments and memorial ensembles, technical and artistic monuments, museums and other elements of folk art and folklore that ensure the management of anthropological tourism resources. Methodology for assessing tourism potential. Methodology regarding the limits and conditions of exploitation of tourism heritage (emphasis on tourism resources). Natural Reserves in Romania and the valorization of their potential through tourism.</p>	<p align="center">5</p>



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
Comparative view of the ways of capitalizing the tourist potential of the reservations in the territory of different states. Tourist activities in the Romanian rural area. Concerns about the image of rural tourism product. Adapting Ecotourism and Rural Tourism to Climate Change Conditions. The current situation of ecotourism and rural tourism in Galați county and possibilities for development. Analysis of the existing situation, diagnosis of the situation, determination of the objectives, possibilities for development, presentation of each stage.	
<p style="text-align: center;">Economic Projects/ 3rd Year / II</p> <p>This course explores the issues of economic projects, by defining their concepts, indicators and their fundamental dimensions. Developing the computational capacity of the economic indicators used, as well as economic analysis of the evolution of economic phenomena. Develop a close correlation with the specialization curriculum, and a strong link with the mission and objectives of this specialization. Main topics: The Importance and Content of the Business Plan. Business plan of an economic unit (production company or service). Content, indicators, database. Diagnostic analysis of the activity of an economic unit. Short presentation. Diagnosis of structural organization. Diagnosing the technical-productive potential. Diagnosis of management and use of human resources. Diagnosis of economic and marketing activity. Financial diagnosis. Market and marketing. Marketing mix of the economic unit. The size of supply and demand of products or services that will be the subject of future economic activity. Market outlets. Supply market. Assessment of the future activity of the economic unit. The main strategic directions of the company's activity. Design of agricultural or food production technologies. Designing future technologies and unit costs. Designing resource consumption. The quality of products. Ecological implications. Design of commodity production and unit prices. Designing the revenue and expenditure budget. The economic efficiency of measures to improve the managerial activity of the enterprise. Economic and financial analysis.</p>	3
<p style="text-align: center;">Methodology for preparing the graduation thesis/ 3rd Year / II</p> <p>It familiarizes students with the language and concepts of marketing and developing students' abilities for academic writing. Students' ability to carry out independent research-research work and generate analyzes and conclusions of originality. Appropriate choice and correct application of the methods and techniques learned during the studies. Students' capacity to analyze, process and interpret economic and financial data provided by organizations. The ability to draw conclusions and to propose decisions based on the results of the analyze carried out, in accordance with the economic theory of the economic field of interest. Establishing the thematic universe of scientific works. Establishing the title, structure and bibliography of the paper as a result of the study of the specialized literature. Preparing the detailed research plan. Preparation of the literature review based on the specialized academic sources recommended by the scientific guide and sources considered relevant by the student. Elaboration of the research methodology in order to achieve the proposed objectives. Data collection and analysis. Editing the paper. Preparation of presentations for the public support of the bachelor thesis. Presentation of the study results / support of the bachelor thesis.</p>	2
<p style="text-align: center;">Public Services and Utilities/ 3rd Year / I</p> <p>This course outlines advanced concepts and methods specific to the field of economics and public administration in the development of public services. Integrating the principles of leadership, modern governance and strategic management into the development of public services. Development and management of services in public administration. Electronic governance of services in public administration. Evaluation of public services in terms of economic and social effects. Develop and implement solutions for public services that integrate economic and management issues. Developing communication and negotiation strategies to achieve the desired social and communication effects. Evaluation of public services in terms of social and communication effects. Main topics: The place of public services and utilities in the economy and society. Involve administrative structures. Typology and characterization of public services and utilities. Organization, management, diagnosis and forecasting of public services and utilities. Material, human and financial resources. Methods and techniques of pricing service / utilities. Specific quality of service and public utilities and implications for consumer protection. Behavior of the public service consumer. European harmonization / alignment. Forms of property and managerial aspects in public services. Public services: Education. Health. Protection of life and property. Public utilities: Water supply. Recycling of wastewater and solid waste. Electricity. Combustible gases. Heating. Transport. Communications.</p>	5
<p style="text-align: center;">Touristic Resources and Destinations/ 3rd Year / I</p> <p>This course highlights the necessity and importance of the economic use of tourism resources, offering recipes for a sustainable development of a tourist destination. To deduce the role of tourism activities in the economic system based on the multitude and variety of tourism resources. To broaden the sphere of knowledge of the national tourist (natural, cultural, historical, and economic) heritage by types of tourism and geographical regions, arguing the specificity of the patrimony components. To look at tourism as a result of local interference of the following key elements: tourists, flows (as a mobile part), residents and territories. To deduce the need to diversify tourism types on tourism resources and impact. Main topics: The concept of resource and tourist destination. Tourist resources - elements of the tourist patrimony. Relationship - elements of tourism potential and tourism resources. Management of tourism resources (natural and anthropic). Registration and certification of tourism resources. Limits and conditions of exploitation of tourism resources. Tourist destinations - aspects of tourism management and marketing. Factors underlying the formation and development of a tourist destination. Image formation, promotion and choice of tourist destination. Branding features of tourist destinations. The role of the multi-annual program for the development of tourist destinations in Romania. Tourist resources by category - general characteristics, examples, belonging to the tourist destination. Tourist resources generated by types and forms of relief. Glaciatic Relief. The volcanic relief. Karstic relief. Forms of relief on conglomerates. Relief on crystalline shale. Groundwater and surface waters. Underground mineral waters, natural factors - definition, classification, characteristics, geographical distribution. Salt lakes, natural factors for cleaning - definitions, classifications, characteristics, geographical distribution, tourist resorts. Recreational lakes. The set of natural healing elements of the seaside and tourist resorts. Black Sea Water, natural recreational factor. Mofetarian gases, therapeutic sludge. Mofetarian gas and tourist resorts. Sludges. Therapeutic and tourist resorts. Climate and bioclimate. Biodiversity. Climate, bioclimate and tourist resorts. Vegetation and fauna. Building typologies and activities with a touristic function. Sacred edifices. Synagogues and mosques. Ecclesiastical edifices - churches, cathedrals and monasteries. Cultural aura of churches, cathedrals and monasteries through the very importance of the Romanian Orthodox Church. Defense constructions (in the ancient / medieval period). Monuments of culture and funerary construction. Theater and opera. Libraries and museums. Funeral buildings. Economic construction and tourism activities. Traditional occupations and tourism. Celebrations, customs and traditions. Tourist destinations. Top tourist destinations. New tourist destinations on the tourist market. The main tourist destinations in Romania. Tourist resorts in Romania as tourist destinations. Tourist destinations outside the Romanian space in the preferences of the Romanians. Tourist destinations in Romania in foreigners' preferences. Aspects from the development / development strategies of some Romanian settlements / regions in training as successful tourist destinations. Case studies. Romanian legislation regarding tourism resources and tourist destinations. The law regulating the protected areas regime, the preservation of natural habitats, flora and fauna, which ensures the management of natural tourism resources. The law governing the protection of monuments and archaeological sites, monuments, architectural ensembles and reserves, monuments and memorial ensembles, technical and artistic monuments, museums and other elements of folk art and folklore that ensure the management of anthropological tourism resources. Read / analyze some methodologies. The attributions and obligations of actors at national / regional / local level regarding the protection, preservation and valorization of tourism resources and affirmation of localities as tourist destinations. The relationship between elements with tourism potential and those registered in the National Register. Ways of capitalizing on tourism resources. Identifying the level reached through the proposals and the effort made by the local public administration authority. Proposals for tourist programs.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Logistics and Distribution of Goods/ 3rd Year / II</p> <p>Logistics involves a wide set of activities dedicated to the transformation and distribution of goods, from raw material sourcing to final market distribution as well as the related information flows. Structural changes mainly involve manufacturing systems with their expanded geography of production, while operational changes mainly concern freight transportation with its geography of distribution, namely intermodal transport systems. As such, the fundamental question does not necessarily reside in the nature, origins and destinations of freight movements, but how this freight is moving. New modes of production are concomitant with new modes of distribution, which brings forward the realm of logistics. The science of physical distribution. The application of logistics enables a greater efficiency of movements with an appropriate choice of modes, terminals, routes and scheduling. The implied purpose of logistics is to make available goods, raw materials and commodities, fulfilling four major requirements related to order, delivery, quality and cost fulfillment. Logistics is thus a multidimensional value-added activity including production, location, time and control of elements of the supply chain. It thus enables a better managerial level of space-time relations and as such an important aspect of transport geography. Logistics acts as the material and organizational support of globalization requiring a complex set of decisions to be made concerning an array of issues such as the location of suppliers, the transport modes to be used and the timing and sequencing of deliveries. All these problems are addressed in this course. The basics of logistics. Structure of a logistics system. Interaction of logistics with other business areas of the enterprise. Supply of goods by a company. Organization of work on the transport (and handling) of goods. Distribution of goods. Organization of warehousing activities. Commodity stock management. Commercial services. Formal decision making problem. Location criteria. Commodity supply of the trading company. Organization of transport activity. Distribution of goods. Organization of warehousing activities. Commodity stock management.</p>	5
<p align="center">Non-Food Goods and User Security/ 3rd Year / II</p> <p>This course reveals concepts, tools and methods related to the commercial field, integrating the theoretical and practical knowledge accumulated during the first two years of studies. Understanding the importance of this discipline in professional training. Detecting unsafe non-food goods, the deliberate mislabelling of non-food products are among the key issues that will be addressed in this course. Fundamental concepts in the study of food commodities. Systematic food products. General chemical composition of food commodities. Quality of food goods. Guaranteeing the quality of food goods. Food quality assessment and assurance. Ensuring food stability. Analysis of main groups of food commodities. New directions in developing food supply. Using sensory analysis techniques in assessing the quality of food commodities. Applications of statistical control at the reception of food batches. The assessment of the quality of the main groups of food commodities (milk and milk products, meat and meat products, food fats, cereals and products resulting from the processing of cereals, fruit-vegetables, sugar and sugar products, alcoholic beverages, etc.) marking, labeling, packaging.</p>	5
<p align="center">Foreign Language B V/ 3rd Year / I</p> <p>This course provides the main notions, tools and methods related to the commercial field in a foreign language, integrating the theoretical and practical knowledge accumulated during the first two years of studies. Understanding the importance of this discipline in professional training. Developing practical and argumentative skills of students.</p>	2
<p>DOMAIN OF STUDY: ACCOUNTING/ Study Programme: Accounting and Management Informatics</p>	
<p align="center">Economics I (Microeconomics)/ 1st Year/ I</p> <p>The purpose of the course is to give students an in-depth understanding of the principles of economics in application to individual decision makers, both consumers and firms. Students will learn about demand, supply and equilibrium in goods and factor markets, the efficiency of the market economy and the potential role of government intervention in the economy. Main topics: Consumer behavioural analysis: study of budget constraints and consumer preferences. The model of optimal consumption choices and the determination of demand for goods functions at individual level. Factors influencing demand for goods and classification of goods subject to consumer option. Slutsky's identity and the influence of price changes on demand for goods. Applications of Optimal Consumer Model: Determining gross and net demand for goods; intertemporal choice. Determining aggregate demand at the level of the market for a good / service; the elasticity of demand for goods and its influence on producers' income. Analysis of the manufacturer's behavior: the production function and the technical sub-factor of the factors of production. Maximizing a business's profit and determining the demand for input factors. Minimizing a company's costs; global cost and unitary cost functions. Market - complex and dynamic reality: demand and supply, various types of competition; price typology and functions. Firm offer decision under perfect competition; overall balance on the market with perfect competition. The firm's offer decision under monopoly conditions; the causes of the emergence of monopolies. The firm's offer decision under the conditions of oligopoly and monopolistic competition.</p>	5
<p align="center">Applied Mathematics for Economics)/ 1st Year/ I</p> <p>Applied Mathematics involves the process of applying mathematical models in order to design and analyze economic problems. Using applied mathematics models, students can solve real life economic problems. This might be, for example, a practical problem that exists in private firms. And as students often collaborate with specialists from other fields, they will also need the ability to look beyond their own specialization. They will gain knowledge about: Vector spaces. Base and dimension of a vector space. Forms of presentation of a linear programming problem. Types of solutions to a linear programming problem. The SIMPLEX algorithm for solving a linear programming problem. Functions of multiple variables, partial and extreme derivatives functions. Applications. Elements of probability theory. Fields of events and probabilities. Conditional probabilities. Schematic and classical probability laws. Random variables. Characteristics of a random variable. Classical distributions.</p>	5
<p align="center">Informatics/ 1st Year/ I</p> <p>The course deals with basic Informatics concepts such as Information, Knowledge, Modeling, and Uncertainty. There will be outlined all the conceptual building blocks necessary to understand the basics of Information Theory and tools in various human domains, and discuss their implications for the practice of science, engineering, art, and society in general. Students will be introduced to fundamental topics in Informatics while developing a basic understanding of Information Theory. They will build up their proficiency in Information Technology as detailed in the course syllabus, emphasizing its use in the modeling of nature and technology.</p>	6



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Accounting/ 1st Year / I</p> <p>This course highlights methods for recording transactions, keeping financial records, performing internal audits, reporting and analyzing financial information to management, and advising on tax matters. Accounting is a systematic process of identifying, recording, measuring, classifying, verifying, summarizing, interpreting and communicating financial information. It discloses the profit or loss for a given period and the value and nature of its assets, liabilities and owners' equity. Main topics: The means of financing the resources and the results achieved through the use of the resources shall be those provided by the accounting officer. The subject of accounting. Accounting Method (Accounting Principles, Methods of Accounting Methodology). Financial situations. Accounting Balance Sheet - Financial Position Assessment (Accounting Balance Sheet, Balance Sheet Accounting Models, Balance Sheet Items, Limits and Definitions on Components of Balance Sheet and Balance Sheet Balance Sheet) Profit and loss account of the financial performance of the enterprise (Account structure Profit and Loss, Income, Expenses, Outturn of the financial year) Cash Flow Statement Changes in the Balance Sheet Account and Double Entry (Concepts, Account Functions, Account Form and Structure, Accounts Rules, Double Record and Account Correspondence) The accounting analysis of the economic and financial operations and the record mechanism in the accounts The accounting formula (The structure and description of the accounting formula, the classification of the accounting formulas) The accounting plan and the classification of the accounts and content of documents. Classification of documents. Accounting books. Preparation, processing, verification and correction of documents. Circuit and storage of documents. Accounting for the main operations on the funding cycle (Concept and forms of financing manifestation, Equity accounting, risk and expense provisions and sources attracted by funding). Accounting for the main operations of the operating cycle (operations with stocks, value added tax, settlements with third parties' debtors and commercial creditors, debts and debts, settlements with employees). Accounting for investment operations (Organization of fixed assets documentation, Asset Recognition and Measurement, Impairment of Fixed Assets, Fixed Assets Accounts, Treasury Accounts Accounting, Determination of the Financial Year Result, Concept and Contents of the Verification Balance, Verification Balance Functions, Classification check balances. Verification balance sheet Identification of accounting errors Establishment of financial statements based on the verification balance Description of the inventory notion. Organizing and performing the inventory.</p>	6
<p style="text-align: center;">Foreign Language A I, II/ 1st Year / I, II</p> <p>Students can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment), communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters, describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.</p>	2+2
<p style="text-align: center;">Physical Education I, II/ 1st Year / I, II</p> <p>This course provides a foundation for building an effective Physical Education program. Students acquire concepts and techniques for assessing health factors, such as blood pressure, heart rate, body mass, strength, flexibility and endurance. Assessment techniques include skin fold and circumference measurements, heart rate monitoring, bioelectric impedance and bike tests. The results of the fitness evaluation help define the goals of Physical Education programs and provide a basis from which the trainer and client can communicate about the best strategies for meeting the client's goals. This course provides a theoretical understanding of why a variety of exercises help or hinder in reaching their fitness goals. Students learn to adapt exercises to alter the body's physiological responses. Additional topics include biomechanics, kinesiology and motor learning. Coursework in basic anatomy and physiology are a prerequisite for understanding the concepts of exercise science.</p>	2+2
<p style="text-align: center;">Finance/ 1st Year / II</p> <p>The main outcomes of this course are: Identifying and acquiring basic knowledge and understanding of the involvement of finance micro and macro level in public and private organizations. Knowledge understanding and proper use of terms and techniques in the field of public and private finance. The acquisition and use of language, to enable the student to communicate in writing and orally. The interpretation of economic information, financial, social and other national and international media. Development of the ability to select and use the methods and tools of financial activities; the acquisition of the capacity to understand the flows of financial resources and their allocation. Public finances - introductory notions. Functions of public finances. Structure of the financial and coordinated public policy mechanism. The system of public financial resources. Tax system - doctrinal-theoretical fundamentals. Direct taxes. Indirect taxes. State loans. Public debt. Public expenditure system. State social insurance. Public Budget System.</p>	6
<p style="text-align: center;">Economics II (Macroeconomics) / 1st Year / II</p> <p>Students will study aggregated indicators such as unemployment rates, GDP and price indices, and then they will analyze how different sectors of the economy relate to one another to understand how the economy functions. Macroeconomists develop models explaining relationships between a variety of factors such as consumption, inflation, savings, investments, international trade and finance, national income and output. Such macroeconomic models, and what the models forecast, are used by government entities to aid in the construction and evaluation of economic policy. Macroeconomics is a rather broad field, but two specific areas of research are representative of this discipline. One area involves the process of understanding the causation and consequences of short-term fluctuations in national income, also known as the business cycle. The other area involves the process by which macroeconomics attempts to understand the factors that determine long-term economic growth or increases in the national income. Main topics: Introduction to macroeconomics. Income and consumption. Savings and investments. Cycles and economic crises Growth and economic development. The money market. Labour market. Financial footprint. Foreign exchange market. Inflation. Unemployment.</p>	4
<p style="text-align: center;">Statistics/ 1st Year / II</p> <p>Students will discover the science of collecting, analyzing, presenting, and interpreting data. Governmental needs for census data as well as information about a variety of economic activities provided much of the early impetus for the field of statistics. Currently the need to turn the large amounts of data available in many applied fields into useful information has stimulated both theoretical and practical developments in statistics. Data are the facts and figures that are collected, analyzed, and summarized for presentation and interpretation. Data may be classified as either quantitative or qualitative. Quantitative data measure either how much or how many of something, and qualitative data provide labels, or names, for categories of like items. The area of descriptive statistics is concerned primarily with methods of presenting and interpreting data using graphs, tables, and numerical summaries. Whenever statisticians use data from a sample—<i>i.e.</i>, a subset of the population—to make statements about a population, they are performing statistical inference. Estimation and hypothesis testing are procedures used to make statistical inferences. Fields such as business and economics make extensive use of statistical inference, as we present in this course.</p>	6



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<p align="center">Financial Accounting/ 1st Year / II</p> <p>Students develop skills in recording the main economic operations in the company's accounting and to prepare the monthly and annual financial statements. The chronological record of operations relating to: capital, fixed assets, stocks, receivables, debts, treasury, expenses, income and results; systematically recording accounts and completing accounting records; compilation of the Verification Balance; the preparation of the Annual Financial Statements. Main topics: Introduction to Financial Accounting-Object and Study Method. Accounting for equity and provisions. Accounting for borrowed capital. Accounting for intangible and tangible assets. Financial Assets Accounting. Stock Accounting. Accounts receivable accounting. Commercial Debt Accounting. Accounting for wage and social debts. Accounting for debt and tax receivables. Debt and receivable accounting within the group of companies. Treasury Accounting. Accounting for expenditures and revenues. Accounting work to close the financial year.</p>	5
<p align="center">European Economics/ 1st Year / II</p> <p>This course completes the education of the economical students with the formation of a scientific concept necessary for the understanding of the phenomena and processes taking place within the European Union. Main concepts: Presentation of the conceptual framework of the European economy system; knowledge of the historical process of European economic integration; presenting the microeconomic and macroeconomic aspects of the European economy and how to base and implement common policies. Conceptual approaches to European integration. The historical foundations of European integration. The Treaties of the European Union. The institutions of the European Union. Single Market. Community policies. Monetary policy. The European System of Central Banks and the European Central Bank. European structural funds and economic growth.</p>	5
<p align="center">Humanities and Social Sciences Disciplines/Geography/ 1st Year / I</p> <p>Students will understand the need and importance of concentrating natural and human resources, economic needs, global exchanges, environmental quality, causes that lead to environmental degradation and environmental protection and conservation measures. The correlation between the territorial distribution of production and consumption (raw materials and finished products) and the major factors influencing the regional differences (natural, economic, social, political, demographic, etc.); knowing the major characteristics of each major economic activity by a unique analysis algorithm (definition, history, structure, production situation and product marketing). Identifying and using the main notions and concepts specific to economic geography. Explanation and interpretation of quantitative and qualitative data and information related to economic geography for the formulation of specific arguments and decisions associated with international business. Fundamental studies and analyzes, organizational and efficiency of firms' activities to provide advice and assistance related to the content of economic geography. Critical-constructive analysis of relations between consumers and suppliers specific to the field of economy and international business from different spaces in terms of geographical / geopolitical position, population characteristics, environment, etc. Collection and processing of data from alternative documentary sources and from current activity to assess the factors that influence the company's good course.</p>	4
<p align="center">Foreign Language B I, II/ 1st Year / I, II</p> <p>Students will understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. They will deal with most situations likely to arise whilst travelling in an area where the language is spoken, produce simple connected text on topics which are familiar or of personal interest, describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans, understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialization, interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party, produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.</p>	2+2
<p align="center">Office Automation/ 1st Year / I</p> <p>Students will learn about concepts, principles, theories, methodologies and advanced tools of work and research in dynamic professional environments specific to financial and banking sectors. They will perform analyzes and estimations useful in the evaluation process and developing assessment reports of financial and / or banking enterprises and actors. Main topics: Integrated use of concepts, principles, theories and advanced specialist practices in incompletely defined situations, generated by dynamic professional environments specific to financial and banking, to solve new theoretical and practical problems. Develop a professional or research project on issues specific to financial and banking. Using the concepts, principles, theories, methodologies and advanced tools of work and research in the elaboration of professional and / or research projects on issues specific to the financial and banking field.</p>	2
2nd YEAR	
<p align="center">Marketing/ 2nd Year / I</p> <p>This course familiarizes students with specific marketing language and improve students' skills to design and develop marketing plans. Main topics: Knowledge of marketing analytics tools. Understanding the role of marketing specialist in public catering companies. The ability of students to develop marketing plans to increase the reputation of public catering establishments. Proper and effective use of marketing-specific tools to launch new services. Basically, Marketing is a management process through which products and services move from concept to the customer. It includes identification of a product, determining demand, deciding on its price, selecting distribution channels and promoting among target customers. Market research. Market segmentation. Marketing research. Marketing mix - concepts, structure, functions. Product policy - concepts, functions. Marketing strategy. Pricing policy - concepts, functions. Price typology on different types of markets. Distribution policy. Methods of evaluation of distribution activities. Promotion policy - concepts, functions. Communication mix - tools, promotion techniques. Advertising - promotion tool. Promotion campaigns.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Business Statistics/ 2nd Year / I</p> <p>Students will acquire knowledge about synthetic indicators for assessing the efficiency of business (turnover, commodity production, gross output, fixed capital depreciation, indirect taxes, gross value added, net added value, gross operating surplus, net operating surplus, presentation of Indirect and Term Indices long-term economic activity as well as the financial standing of firms). Main topics: External trade activity statistics (notions, concepts, import coverage index by export, gross exchange index, net exchange rate index, price scissors). The statistics of the internal trade and catering activity (statistical indicators of the internal and public trade activity: stock rate, day-to-day stock, day-out stock, speed of movement of goods, average stock turnover goods). Statistics on tourism activity and tourism services (statistical indicators of tourism and tourism services: indicators of the technical and material base of tourism: indicators of the structure of fixed assets, labor force indicators in tourism, tourism traffic indicators). Transport activity statistics (indicators of the technical potential in railway, naval, air and road transport, statistical indicators of freight transport activity in the railway, auto, naval and air sectors, statistical indicators of passenger transport in traffic: railway, naval, air and car). Reliability and product life-testing (reliability, reliability indicators: Relative frequency of failures, Cumulative failure rate, Relative frequency of specimens in operation, Average failure frequency, Average operating time). The “t” test (verifying the equation hypothesis of two average levels corresponding to two normally distributed populations with the same unknown dispersion; verifying the equation of two averages corresponding to two normally distributed collectives that do not have the same dispersion, in addition being unknown). Determination of bankruptcy risk of companies through the Cönan-Hodler model and the B.C.R. (presentation of the Cönan-Hodler model and the B.C.R. model with their statistical indicators, as well as the grids assessing the bankruptcy risk of the firms analyzed). Analysis of the economic efficiency at a company level regarding the use of its economic potential (synthetic indicators of labor efficiency, synthetic indicators of the efficiency of the use of fixed assets and synthetic indicators of the efficiency of the use of circulating material assets). Use of statistical indicators of results in macroeconomic analyzes (indicators to analyze the structure of the national economy, the efficiency of the use of production factors, the main macroeconomic correlations and the macroeconomic indicators used in international comparisons). Estimating the parameters of a linear function by using the matrix method (presenting the matrix model through which the parameters of any linear function are estimated). Statistical methods of economic analysis used at the level of companies (chain substitution method, non-computed residue method). Statistical analysis of profitability at the level of companies by calculating the profitability indicators (economic profitability rate, financial return rate, profitability rate, advanced return on capital ratio, commercial rate of return, advanced and consumed profitability rate). Indicators of natural resources, the environment and spiritual resources (presentation of indicators of natural resources, environment and spiritual resources).</p>	4
<p style="text-align: center;">Management/ 2nd Year / I</p> <p>Students will acquire and develop skills to create a management plan. Main topics: Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system. Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system.</p>	5
<p style="text-align: center;">Corporate Finance/ 2nd Year / I</p> <p>Students will learn how to use financial concepts, methods, tools and techniques in the implementation of investment strategies and policies at the corporate level. Main topics: Effective use of quantitative methods and calculation techniques for analyzing the company's financial performance, managing the operating cycle, making financial decisions within it and interpreting the results. Understand and identify sources of financial data, the content of these data, and the specific methods for their proper use. Understanding, identifying and evaluating investment, financing and profit-sharing strategies, as well as financial policies at the firm level. Introduction (study subject, enterprise finance functions, enterprise financial function, financial circuit, financial cycle, enterprise financial flows, business partners). Financial decision of the enterprise (investment, financing and profit-sharing decision). Financial Balance Sheet Analysis (Financial Balance Sheet, Functional Balance Sheet and Financial Balance Sheet) Analysis of Financial Performance Based on Balance Sheet (Financial Balance Sheet, Functional Balance Sheet and Financial Balance Sheet). Analysis of financial performance based on the profit and loss account (analysis of results and interim management balances). Analysis of financial performance based on rates (rates of return, liquidity, solvency, leverage, funding rates, rotation speeds, etc.). Investment decision: investment concept, classification, efficiency, necessity, opportunity, role and documentation of investments, financial elements of investment, substantiation of the investment decision on the update technique, criteria used in investment decision making and project selection, depreciation of investments, amortization. Measurement and interpretation of cash flows (treasury flows, cash flow table). Management of the exploitation cycle. Forecast of the need to finance the operating cycle (the rolling stock fund). Profit sharing decision: dividend policy.</p>	4
<p style="text-align: center;">Accounting and Tax Management/ 2nd Year / I</p> <p>This course explores the accounting-tax relation and of the fiscal implications on the company's accounting. Developing students' ability to record in their accounting the economic operations that are subject to taxation. Identification and recording of economic transactions in entity / organization accounting. Use of financial resources in the financial and accounting field. Processing of information for the preparation of financial and / or tax reports. Determination and interpretation of economic and financial indicators. Performing operations specific to financial and accounting control. Applying the principles, norms and values of professional ethics in their own rigorous, efficient and responsible work strategy. Identifying roles and responsibilities in a specialized team and applying effective relationship and work techniques within the team. Identifying opportunities for continuous training and efficient use of learning resources and techniques for their own development. Main topics: Methods of tax depreciation. Tax implications of revaluation of depreciable fixed assets. Tax treatment of leasing operations. Methods of accounting and valuation of stocks subject to taxation. Long-term bank credits in foreign currency and non-monetary fixed assets. Medical leave and rest leave. VAT-exempt transactions with the right of deduction (exports). Taxation of imports. Operations with special and mixed VAT regime.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Business Law/ 2nd Year / I</p> <p>Students will acquire and develop skills for understanding, interpreting and implementing legal notions and language in business, and applying theoretical knowledge in practice. Main topics: Developing the capacity to understand the implications of legislation in the field of business law on economic issues. Developing analytical and interpretative skills in the field of business law. Acquiring the necessary knowledge for the establishment of a company, an individual or family enterprise. Acquiring knowledge for conducting activities of company directors, censors or auditors, liquidators, etc. News brought by the new civil code in the field of commercial law. Introduction to business law: concept, definition and subject matter of regulation, sources and correlation with other branches. Business facts: the notion and characteristics of trade deeds, their classification and the analysis of the main trading facts regulated in Article 3 of the Commercial Code. Trader-specific institutions: Chambers of Commerce and Industry, Trade Registry. Traders physical persons: the notion of trader, acquiring the status of trader as a natural person, the conditions of exercising commercial activity and the termination of the quality of trader. Trader's professional obligations: general notions, registration in the Trade Registry, registers kept by traders, exercise of trade within the limits of legitimate competition, obligation to pay taxes and duties. Businesses: general business concepts, their legal definition and regulation, their classification, key elements of identification. The establishment of each type of society. Business operations: the duties of general meetings of directors and auditors. Dissolution and liquidation of commercial companies. Fund of Trade: notion, elements and analysis of the intangible elements of the trade fund (clients, trade witness, trademark and services).</p>	3
<p align="center">Management Information Systems/ 2nd Year / II</p> <p>Students will understand the technologies behind the financial-accounting applications. Creating skills to represent the analyzed reality using entity-association formalism. Creating students' skills in using a design software tool. Possibility to participate in the design team. Acquiring the necessary knowledge for analyzing and designing management information systems. Creating skills to represent the analyzed reality using entity-association formalism. Creating students' skills in using a design software tool. Understanding the technology for achieving economic management applications. Ability to provide and analyze performance specifications for an application. Possibility to participate in the design team. Main topics: Arguments for developing a computer system. The place and role of the information system. Approaches to the analysis of information systems. The relational approach in the design of information systems. Conceptual model of communications. The conceptual model of the processing. The conceptual model of data. Normalizing. The logical model of data.</p>	5
<p align="center">Accounting of Public Institutions / 2nd Year / II</p> <p>This course deepens the accounting concepts specific to public institutions. To familiarize the students with the accounting of the usual accounting operations in the accounting of public institutions. Defining the concepts, procedures and methods used in accounting for the entity / organization, as well as the economic, social and legislative factors that influence the economic and financial operations. Defining the concepts, theories and basic methods for preparing the information necessary for drawing up financial-accounting and / or tax reports. Main topics: Elaboration of financial statements, synthesis documents, reporting to different bodies as well as analysis, synthesis, forecasting and economic evaluation. Identification and description of economic and financial indicators. Apply the principles, norms and values of professional ethics in their rigorous, efficient and responsible work strategy. Identifying roles and responsibilities in a specialized team and applying effective relationship and work techniques within the team. Identifying opportunities for continuous training and efficient use of learning resources and techniques for their own development. Organization of budgetary system and accounting of public institutions. Considerations on international accounting standards for the public sector. Managing and organizing fixed asset accounting. Current asset accounting. Current Debt Accounting. Accounting for grants from non-reimbursable external funds. Long-term debt accounting. Equity accounting. Accounting for expenditures, revenues and financing. Accounting work for the closure of the financial year.</p>	5
<p align="center">Financial Markets/ 2nd Year / II</p> <p>This course outlines the methods used in decision-making in the trading process both on the spot market and on the futures market. Improving investigative tools for the capital market. Knowledge of the functioning of the trading system of the Bucharest Stock Exchange. Main topics: Identification of stock orders accepted by the ARENA system. Knowledge of stock exchange transactions used on BSE. Knowing how to organize and operate the capital market. Identifying relationships between capital market institutions. Learning the principles of the functioning of collective investment institutions and the performance of managed investments. Assimilation of the characteristics of the financial instruments and the ways of their evaluation. Studying the functional regulatory framework of the Romanian capital market.</p>	4
<p align="center">Financial Control/ 2nd Year / II</p> <p>This course provides theoretical, methodological and operational knowledge and information in the field of fiscal financial contingent on the economy as a whole, as well as training the skills and abilities of instrumental-empirical use of this information and knowledge. Main topics: Presentation of the financial control activity, exercise of the profession of financial controller, preparation of the control activity. Explanation of the methodology for the exercise of the financial contingent, of the financial control procedures and techniques. Presentation and explanation of financial control documents. Identification and recording of economic transactions in entity / organization accounting. Applying the concepts, procedures and methods used in the entity / organization's accounting for the registration of economic transactions. -Definition of the concepts, procedures and methods used in accounting of the entity / organization, as well as the economic, social and legislative factors that influence the economic and financial operations -Elaboration of a procedure for analyzing, evaluating and recording the economic operations in the accounting. -Evaluation of processes and techniques applicable to the recording of economic transactions in accounting. Explaining the concepts, procedures and methods used in entity / organization accounting. Performing operations specific to financial and accounting control. Applying financial control methods, techniques and procedures - Developing a financial- accounting control plan - Critical evaluation (quality control) of financial-accounting control activities - Explaining the concepts, theories and basic models used in financial-accounting control -Identification and description of the concepts, theories and basic models used in financial-accounting control. The concept of financial control: the object, the functions of financial control. Primary and Evidence Document System: Object and Sources of Information for Control. Methodological control system. Financial control procedures: pre-trial, documentary control, factual control, total control or sampling. Valuing the findings of financial control. Measures to capitalize the findings and establish liability: disciplinary, contravention, material, criminal. Financial control of the state: sphere, financial control. Tax control: scope, objectives, forms. Effective achievement of fiscal control. Documents - fiscal control documents. Organization of fiscal financial control. State control bodies. Preventing and Combating Corruption. Inventory of assets and liabilities: definition, objectives, effective evaluation of the patrimony, establishment of inventory results, inventory documents. Control of receipts and payments. Control of the use of electronic cash registers.</p>	4



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Advanced Accounting/ 2nd Year / II</p> <p>This discipline aims at strengthening the students' scientific basis in the field of in-depth accounting and developing the capacity of analyzing, diagnosing and accounting reflections of economic operations with a medium or high level of complexity by applying genuine and real professional reasoning. Main topics: The comparative approach of the economic operations reflected in the entity's accounting, by direct reference to the parties involved in the respective activity; Detailed knowledge of transactions related to patrimonial changes (liquidation, mergers, groupings of companies), consolidation of financial statements, financial statements under inflation conditions, etc. Deepening the knowledge in the field of accounting that students gained in the disciplines studied in previous years. Identification and knowledge of the accounting information market. Identifying and knowing the role and ethics of the professional accountant in the context of the accounting reflection of operations that can't be found in the use of any economic entity. Creating permissive conditions for the student's individual study. Elements of normalization and regulation of accounting. Elements regarding accounting normalization. The state of normalization, normalization and harmonization of accounting in Romania the evolution of accounting reform in Romania. Replacements and Developments in the Annual Financial Statements. Accounting for liquidation and dissolution of commercial companies. General Framework for the dissolution and winding-up of commercial companies and the legal framework for winding-up operations; Accounting for liquidation operations; Stages of liquidation operations; Particular cases of liquidation; Withdrawal and / or exclusion of associates from commercial companies. Accounting for the merger, the division of companies and the acquisition of commercial companies. General considerations on commercial companies; Financial and fiscal aspects of merger operations; Accounting techniques relating to merger operations; Particular cases concerning the accounting of merger operations; Accounting for business divisions; Accounting for other forms of merger. Elements of Accounting for business groupings in international practice. Accounting for the acquisition of a company. Accounting for Special Operations. Franchise, factoring, foreign trade operations. Accounting treatment of leasing contracts. Leasing - conceptual delimitation, Classification of leasing contracts, Financial and operating leasing accounting, Leaseback agreements - accounting treatments and tax issues. Accounting under inflation conditions. Influence of inflation on the financial position and performance of the firm. Methods used in inflation accounting, maintaining equity under inflation conditions, centralized accounting of joint ventures. Variant of the autonomous management of the joint venture by the guarantor, Variant of integrating the accounting of the joint venture into the guarantor's accounting. Dissociated accounting of joint ventures: The final divestment method. Immediate sharing method. Unique account method. Accounting for foreign affiliate operations.</p>	4
<p style="text-align: center;">Internship/ 2nd Year / II</p> <p>It offers students the opportunity to apply the theoretical knowledge in the entities involved in the educational process and the development of new practical skills in the accounting issues. Identifying the arrangements for organizing accounting within the entity. Applying the concepts, procedures and methods used in the entity's accounting for the registration of economic transactions. Assessment of processes and techniques applicable to accounting for economic transactions in accounting. Forming practical lessons on the appropriate use of the accounting method procedures. Developing practical skills to analyse and interpret information produced by accounting. Understanding the interdependencies and causal relationships of marketing variables in a financially free environment. Knowing the methods of simulation of marketing activities. Developing students' ability to predict marketing processes based on the interaction of marketing-mix variables and controllable factors. Develop teamwork skills and stimulate the spirit of competition between teams participating in marketing simulations. Developing the skills of using the software programs – support of marketing simulations.</p>	3
<p style="text-align: center;">Monetary Economics/ 2nd Year / I</p> <p>This course offers an overview of the currency history, the monetary mass, the National Monetary System, the International Monetary and European Monetary System, the money market and the monetary policy. Main topics: Presentation of credit instruments appropriate to specific economic activities. Application of financial-banking methods and instruments in economic practice. Continuous updating of financial techniques in relation to changes in the external economic environment. Methods of risk sharpening encountered in banking transactions. The ability to conduct a complete banking transaction with bank and non-bank customers. Developing the competence to assess the main difficulties that can be determined by the financial-banking environment. Currency and its role in the economy. The concept of currency and its functions. The evolution of the currency and the classification of monetary signs. The power of buying the coin. Monetary mass. The structure of monetary mass. Monetary aggregates - indicators of monetary policy. Counterparties of the money supply. Demand and supply of currency. Monetary equilibrium. Speed of circulation (circulation) of the Liquidity currency. Monetary organization - national monetary systems. Monetary-definition system, content, role. Classification of monetary systems. Coin issuance regulation. Monetary convertibility and exchange rate. Evolution of the National Monetary System of Romania. International Monetary System. The international monetary system at Bretton Woods. The current international monetary system. Institutions of the International Monetary System. European Monetary System. Establishment and operation of the European Monetary System. European monetary integration. Euro coin. Institutions of the European Monetary System. Money market. Monetary market characterization. The functioning of the money market. Monetary market instruments. Monetary policy. The concept of monetary policy. The objectives of monetary policy. Monetary policy instruments.</p>	4
<p style="text-align: center;">Databases/ 2nd Year / I</p> <p>Data storage and processing is the primary objective of using electronic computing. Organizing data in databases is the unanimously accepted solution as the optimal way of organizing data within computer systems. It is not possible to conceive the design and realization of a computer system in the absence of knowledge about how to organize data in databases. To acquire practical working skills with relational databases, it is necessary to understand and acquire the relational mathematical model, the rules defining the relational databases as well as the relational database normalization theory. These are the main objectives of discipline. Main topics: Data - their place and role in the information system; Information - its place and importance in the information system. Relational databases, definition, composition, abstraction levels, dynamics. Specific elements: keys, key types, logical links between relationships. Database management system. The mathematical model of relational databases. Characteristics of relational databases: Codd's rules. Relative algebra operations. The need to normalize relational databases. The normal forms of a relational database that are defined by functional dependencies</p>	4
<p style="text-align: center;">Financial Management / 2nd Year / I</p> <p>This course explores principles, tools and techniques specific to company financing. Main topics: Effective use of quantitative methods and techniques for calculating the cost of funding sources for the purpose of making financial decisions. Flexibility in addressing company financing issues, reflected in diversity of approach to issues, diversity and complexity of funding instruments and diversity of possible solutions. Developing treasury forecasting abilities and financial statements.</p>	4



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">International Finance/ 2nd Year / II</p> <p>This course proposes valuable information regarding international financial and monetary relations for future finance specialists. Identifying causality and legality that determines the complex relationships between the state and the balance of external payments (reflecting the implication of governmental management in the financial and currency). Interpretation of relations leading to the establishment of international reserves and liquidity and their use. Knowing the concepts and interpreting the instruments of operating and programming international financial-monetary relations. Acquiring and using current language skills to enable the student to communicate in writing and verbally. Interpretation of economic, financial, social and other information from the national and international press. Identifying causality and legality that determines the complex relationships between the state and the balance of external payments (reflecting the implication of governmental management in the financial and currency). Interpretation of relations leading to the establishment of international reserves and liquidity and their use. Knowledge of concepts and interpretation of international financial and operational programming tools. Adoption of high cultural and moral values characteristic and cultivated in states with democratic social-economic systems. Ability to anticipate events and order their priorities on variable terms. The ability to make effective and effective use of the theoretical and applied knowledge gained during the studies. Main topics: Currencies. International currency. Reserve and international liquidity. Parity. The parity value. The exchange rate. Typology of foreign exchange rates. Convertibility - the engine of exchanges and interdependencies. Euro currencies - Genesis, Particularities and Common Operations. Foreign exchange market - participants in the foreign exchange market. State intervention through currency-financial measures. External payment balance. International institutions and organizations with an impact on international financial relations.</p>	5
<p style="text-align: center;">Business Management / 2nd Year / II</p> <p>This course aims at increasing students' interest in turning business ideas into business plans. Identifying opportunities to fund business ideas. Developing business plans that meet the needs identified on certain market niches. Knowledge of the strategies applicable to each stage in the development of an innovative start-up. Transforming Business Ideas into a Business Canvas Model. Identifying the concepts, methods and tools needed to develop organizational strategies and policies. Conducting projects to implement organizational strategies and policies. Description of the basic concepts and methods specific to the managerial system and its subsystems. Apply the basic managerial principles and methods necessary in the decision-making process for small complex organizations (as a whole or on a component). Identifying roles and responsibilities in a specialized team and applying effective relationship and work techniques within the team. Identifying opportunities for continuous training and efficient use of learning resources and techniques for their own development. Main topics: Particularities of innovative business strategies. Generate business models using the Business Model Canvas methodology. Lean Startup. Design Thinking. Creating a Value Proposition. Multi-Criteria Assessment of Business Performance. Examples of Business Model Canvas. Generate business ideas. Structuring a business plan. Managerial and operational plan. Marketing Plan and Human Resources. Financial plan.</p>	5
<p style="text-align: center;">Taxation/ 2nd Year / II</p> <p>This course aims to analyze tax issues and accounting regulations. Main topics: The theoretical and practical accounting fundamentals, combined with the requirements of tax legislation, provide students with solutions for determining and reflecting in accounting the company's obligations towards the state budget and social security. It is essential to debate the main aspects of taxation in our country, because many questions arise about the Romanian tax legislation, which is so extensive and constantly changing. The theoretical and methodological aspects regarding the general notions of taxation are approached in order to understand the importance of the taxation field in the long run of the process of collecting the resources at the state's disposal, the methods and principles of taxation, as well as the accountability of the future economists towards the correct application of a procedures for obtaining information on tax activity in Romania. A priority objective of the course is to determine students to define and describe the main economic and financial indicators used in the analysis of budgetary resources, respectively direct taxes and indirect taxes for an efficient analysis and pertinent interpretation of economic phenomena and processes in fiscal terms. Familiarization of future specialists with the notion of representative in the field of taxation at the level of economic entities and individuals, an area in continuous legislative change, highlighting, on the one hand, the fiscal system through which the state performs the budgetary function, and on the other hand all taxpayers' rights and obligations. Provide the knowledge base needed for students to understand and use the basic concepts of taxation; developing the capacity to understand the phenomena, processes and applications in this vast field. Presentation of basic notions and processes related to the fiscal system, its features and functions; the structure of taxes and duties of the tax system; the correct determination of fiscal indicators in order to interpret the correct tax behavior of taxpayers towards society. Students acquire the compulsory knowledge regarding the fulfillment of all the obligations contained in the fiscal laws, emphasizing the way of evidencing, calculating, declaring and paying the taxes and duties owed to the consolidated state budget and local budgets. Taxation - concept, functions, principles and theories on taxes. Romanian tax system - European harmonization. Tax Inspection and Tax Control. Social contributions and special funds. Taxes and local taxes. Profit tax. Tax on wages and other income. Value Added Tax. Excise. Customs duties. The intra-Community and international tax regime.</p>	5
<p style="text-align: center;">Academic Ethics and Integrity/ 2nd Year / II</p> <p>It familiarizes students with the methodology and tools of the system and tools to ensure ethics and integrity academics. Developing skills to use methods and techniques for assessing the integrity phenomenon in the university environment; Student knowledge of ethics and academic integrity issues in scientific research and the dissemination of the results of their professional work. Integrity - fundamental moral value. Characteristics of the integrity concept - Personal integrity / publicity. Principles and Standards of Integrity in the Public Environment. Integrity in Romania - the legal framework. Ethics and professional deontology - the phenomenon of corruption: concept, prevention, combat; corruption risk management. Standards of integrity in the field of didactic and research activity in higher education. Code of Ethics - general standards of academic integrity. Teaching process - approach from the perspective of integrity. Research activity - specific integrity standards. Forms of university fraud in didactic and research work. Promoting a "culture of integrity" in all areas of academic and administrative activity in universities. Transparency and accountability of Romanian higher education institutions. Recommendations for developing a culture of academic integrity.</p>	5
<p style="text-align: center;">Foreign Language B III, IV/ 2nd Year / I, II</p> <p>This course strengthens general English knowledge and apply to specialized discourse. Knowledge of the morpho syntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text of the specialized field. Acquiring the ability to document in English in the specialty field. Increasing the oral communication capacity in everyday and professional life.</p>	3+3



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Business Communication/ 2nd Year / I</p> <p>This course proposes an adequate knowledge and use of business communication notions, especially the notions defining the communication process, which set the optimal relationship between the internal and external communication channels of the organization. Main topics: Explaining and interpreting some notions that have a bearing on the communication process; the processes underlying the written oral communication or the one that supports gesture, mimics, etc. Explaining all those techniques, strategies that underpin economic business negotiation and the form of business communication. Experimenting and interpreting the various possibilities of communication in general or business communication in particular as well as negotiation as a form of communication. Applying the principles, norms and values of professional ethics in their rigorous, efficient and responsible work strategy. Identifying roles and responsibilities in a multidisciplinary team and applying relationship techniques and effective work within the team. Identifying opportunities for continuous training and efficient use of learning resources and techniques for their own development.</p>	3
3rd YEAR	
<p align="center">Accounting of Credit Institutions / 3rd Year / I</p> <p>This course aims at deepening the accounting concepts specific to credit institutions. Develop the skills needed to make financial and accounting records and reports for internal and external accountancy users. To introduce students in the field of accounting of credit institutions. To acquire the necessary skills for the accounting of economic operations in banking and credit institutions. To deepen the students' scientific base to form a genuine professional judgment, specific to banks and other credit institutions. To develop the student's ability to understand the activity of a banking and credit unit in the real economy. Create conditions to enable students to deepen their knowledge of national and international accounting referenced by credit institutions. Involve students in their involvement in the scientific research activity in the financial-banking field. Main topics: Organizing the banking system in Romania. Annual financial statements specific to credit institutions. Settlement accounts enter bank. Treasury operations and interbank operations. Operations with Clients. Operations with various titles and operations. Accounting for fixed assets. Equity operations assimilated and provisions. Accounting for expenditures and revenues. Off balance sheet accounting. Applications for treasury operations and bank settlements (intrabank, interbank). Applications for client operations. Examples of operations with different titles and operations. Apps on fixed values. Examples of equity operations and risk and expense provisions. Accounting for the incomes and currencies specific to a credit institution. Full applications on the business of a credit company.</p>	5
<p align="center">Management Accounting/ 3rd Year / I</p> <p>Students will acquire skills to develop costing and financial-accounting reporting for internal accounting information users, assessments of syntheses and forecasts to assist entity management in decision-making. Acquiring knowledge on the implementation of management accounting within the accounting information system of economic entities. Acquiring the skills necessary for the processing of information within the costing systems and the budgetary system of the activity of the economic entities. Developing the students' capacity to implement the budget system within the practical activity of the economic entities. Acquiring theoretical and methodological knowledge in order to systematize accounting information in synthesis situations used in assisting the decisional process. Encouraging students to engage in scientific research activity in financial accounting. Main topics: objectives of management accounting. General study of costs. Organization of management accounting - organization of the system of management accounts for the bookkeeping of expenses and production and methodological steps on management accounting and calculation of production costs. Processes used in costing. The system of classic accounting management methods. Methods of calculating partial costs: Direct-cost method (variable cost method), Direct cost method. Standard method - cost. Budget - Managerial Component of Accounting.</p>	5
<p align="center">Internal Audit / 3rd Year / I</p> <p>This discipline provides theoretical and methodological knowledge base necessary for knowledge, according to international standards and practice in the field, the concept of audit, knowledge of the terminology used in the internal audit activity, awareness of the social role of the internal audit, knowing how to approach the mission internal audit, acquisition of knowledge and skills in order to be able to undertake the process of collecting appropriate evidence for the audit mission, knowing how to interpret an internal audit report. Knowledge of the basic principles of designing an organizational system. Knowledge of the techniques used to collect audit evidence. Knowing the procedure for conducting an audit mission. Knowing the rules for drawing up an audit report. Apply internal audit principles and techniques to conduct an audit mission. Main topics: General context of internal audit. The emergence and evolution of internal audit. The legislative framework, the regulatory framework and the procedural framework of the audit in Romania. Standards of internal audit and internal audit responsibility. Internal audit planning. Preparation of the internal audit mission. Internal audit flows and procedures. Deployment of the internal audit mission. Internal audit and anti-fraud intervention. Internal audit report and follow-up of recommendations. Identify internal audit services based on their characteristics. Audit Regularity, Audit Management. Strategic audit. Own preventive financial control. Organization, exercise, reporting, visa refusal. Case Study. Applicative works on preventive financial control. Financial control of management - organization, exercise, reporting and capitalization of findings. Case Study. Public internal audit, organization, exercise, reporting. Case Study Standards of Internal Control Applicable to Public Entities. Applicative procedures. Control environment. Standards 1 to 6. Performance and risk management. Standards from No.7 to No.15. Information and Communication - Standards from No.12 to No 16. Control Activities - Standards from No 17 to No. 23. Auditing and evaluation - standards from No.24 to No 25. Performing an internal public audit mission. Planning, execution, reporting and super vision.</p>	4
<p align="center">Economic and Financial Analysis/ 3rd Year / I</p> <p>This course provides an overview of the companies' economic diagnosis and develop students' assessment capacity and decision to improve its profitability. To be able to identify by calculation the level of the main economic indicators of the firm. To determine the influence of each factor on the level of economic indicators. To be able to base decisions on increasing the company's profitability. Main topics: Theoretical and Methodological Basics of Economic Analysis. Types of economic analysis. Content and functions of economic analysis. Study factors that explain the results of economic activity. Methodology of economic analysis. The information system required to conduct the Economic analysis. Diagnostic analysis related to production and marketing activity. Analysis of the general situation based on value indicators. Diagnostic analysis of turnover and value added. Analysis of product / service quality. Diagnostic analysis of enterprise expenses. Analysis of revenue related expenditures. Analysis of operating expenses. Cost analysis at 1000 lei turnover. Fixed expenditure analysis. Analysis of variable costs. Analysis of labour costs. Diagnostic analysis of profit.</p>	4



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Financial Systems and Reporting/ 3rd Year / I</p> <p>This course provides the framework regarding the structure and content of financial statements. Understanding the role in professional communications. Training of balance sheet, profit and loss account, changes in equity, cash flow statement and explanatory notes. It offers students the opportunity to acquire the knowledge about the harmonization and the necessity of accounting harmonization and the convergence of accounting systems at international level as well as the methods of implementation. The course develops among students the competencies needed to implement and capitalize on a reporting system based on IAS / IFRS standards. Knowledge of the structure of financial reporting. Main topics: The concept of accounting system and classification of accounting systems. Presentation of conceptual accounting framework. Users of financial reporting information. Financial reports, differences in financial reporting, classification of national accounting systems, reconciliations and additional financial statements. Reform and convergence in the International Financial Reporting Referendum (Harmonization Report – International Accounting Convergence, Position and Modalities of Adapting the IAS / IFRS Accounting Reference in the European Union, including Romania). Preliminary work for the preparation of financial statements. Recognize and evaluate items in financial reports. Annual financial statements (annual balance sheet, annual profit and loss statement, statement of changes in equity, cash flow statement, explanatory notes to annual financial reports). Presentation of financial statements according to international accounting referential. Application of IFRS for the first time. Issues of adopting the IAS / IFRS accounting reference for the first time. Presentation of financial statements. Situation of the financial position. Overall result. Statement of changes in equity. Notes to financial statements. Treasury Flow Chart. Accounting methods, changes in accounting estimates and errors. Events after the balance sheet date. Provisions, contingent liabilities and contingent assets. Possible causes of differences between accounting systems. Anglo-Saxon and continental accounting system. Conceptual approaches to normalization, accounting harmonization and accounting convergence at international, regional and national level. The Accounting Normalization and Harmonization System. Coordinates of the convergence process. Situation of the financial position. Overall result. Statement of changes in equity. Treasury Flow Chart. Notes to financial statements. Accounting methods, changes in accounting estimates and errors. Events after the balance sheet date.</p>	5
<p align="center">Financial-Accounting Information Products/ 3rd Year / I</p> <p>After the completion of this course, students will understand the software paradigms for accounting and assimilation of their functions for accounting records of an organization. Main topics: Acquisition of the product for the integrated financial and accounting management of the organization - Saga and learning to work with its functions. Knowledge and understanding of the main features and issues of financial-accounting information systems. Understand the way in which accounting operations are recorded in the context of using an accounting software product. Developing the ability to adapt quickly to technology changes. The historical context of the evolution of financial software accounting software. The attributes of accounting as an information system. The place and role of the accounting information system within the information system of an organization. Basics and main circuits within accounting information systems. Architecture and functions of financial-accounting information systems. Legislative regulations on mandatory requirements for software products for accounting. Evaluation and selection of software for accounting. ERP Systems: Definitions, Features, Benefits, and Disadvantages. The place and role of accounting in the context of integrated systems. Software-based accounting software as services (Software as a Service - SaaS). Definition of nomenclatures: suppliers, articles, account plan. Definitions of management. Input and registration of entry bills and other entry documents. Performing NIRs. Input and registration of exit documents: invoices, consumer bills, transfer notes, etc. Property recording. Recording of foreign currency entries and exits. Recover payments and payments in foreign currency. Operation of the collection and payment documents and their registration. Performing the Home Registry and the Bank Journal. Employee records, salary calculation and recording. Obtaining the wage state, making time-outs, paying salaries and contributions. Closing the month and getting the Checkout Balance. Accounting records: Journal Registry, Purchasing Journal, Sales Logs, Home Registry, Bank Journal, Account File, Big Book Chess, etc. Making various reports. Getting Reports - Nomenclatures, Receiving Notes, Internal Operations, VAT Logs, Customers, Suppliers, Receipts / Payments, Stock Balance, Movements, Rugs. Saving and restoring data. Program security: Define users and their rights. Compilation of Mandatory Periodic Statements. Testing skills acquired in working with the Saga program.</p>	3
<p align="center">Consolidated Accounting/ 3rd Year / II</p> <p>This discipline aims to strengthen the students' scientific basis in the field of consolidated accounting and to develop their capacity of analyzing, diagnosing and accounting reflection of economic operations with a medium or high level of complexity by applying genuine and real professional reasoning. Decrease general and special issues regarding company groups and consolidation of accounts. Main topics: Presentation of the consolidation perimeter and stages of the consolidation process. Developing the ability to choose the account consolidation method. Developing skills and abilities to prepare and present consolidated financial statements. Consolidation Perimeter and Choice of Consolidation Methods (Determination of Control Percentage, Percentage of Interest and Integration Percentage, Exclusive Control, Conjunctural Control, Concomitant Control, Notable Influence, Significant Influence, Perimeter or Consolidation Area, Practical Aspects of Determining Perimeter or Consolidated Consolidation Area) Methods of consolidation of accounts (global integration, proportional integration, equivalence) International Standards for Consolidation (IAS 27, IAS 28, IAS 31, IFRS 10. Restatement of Individual Entities' Financial Statements in the consolidation (Recognition of Deferred Taxes, Reconciliation of Restructuring, Restructuring on the Removal of the Effect of Records Resulting from the Application of Tax Legislation). Conversion of financial statements of foreign companies (Classification of foreign activities, Conversion principles, Presentation of conversion methods, Financial statements of a foreign entity reporting in the currency of a hyperinflationary economy). Enhanced consolidation operations (Aggregation of accounts in the case of global and proportional integration, Elimination of operations and mutual accounts, Reconciliation of reciprocal accounts, Removal of reciprocal accounts, Elimination of internal results, Elimination of titles in exchange for share of existing equity at the moment acquisition). IFRS 3 "Business Combinations" (Cost of Acquisition of Securities, Allocation of Purchase Acquisition Cost of Assets Acquired and Assumed Debt, Purchase Difference, Goodwill Asset, Correction of Errors of Initial Accounting for a Group of Companies). Consolidated Financial Statements (Consolidated Balance Sheet, Consolidated Profit and Loss Account, Consolidated Treasury Flows, Consolidated Statement of Changes in Consolidated Equity, Accounting Policies and Explanatory Notes). Organization chart of company groups - The objective of the seminar is to understand the different ways of organizing groups of companies, their typology based on capital concentration or other key criteria for grouping them. There will be a variety of organizational charts of the groups of societies, and with the use of computers, the types of organizational charts will be built into the class and their classification according to certain criteria will be pursued. Percentage of control - The objective of this seminar is to learn how to determine the percentage of control within a group of companies and what we mean by direct and indirect control within the group of companies. By using the computer, practical applications will be made to calculate the percentage of control. Calculation of Interest Percentage - The objective of the seminar was to learn how to determine the percentage of interest in the process of consolidating accounts and understanding its role by distinguishing it from the percentage of control. By using the computer, practical applications will be made to compute and interpret the percentage of interest. Determination of integration percentage. The objective of this seminar is to learn how to determine the percentage of integration in the framework of the consolidation process and what role it plays in the consolidation of accounts. Using the computer will solve the practical applications class that aim at calculating the percentage of integration, determining the percentage of control and the percentage of interest. Consolidation of accounts through the Global Integration Method - The objective of this seminar is to learn how consolidation of accounts takes place in the case of applying the full method</p>	5



<p align="center">Domain of Study / Study Programme Course title and brief description / Year of study / Semester</p>	<p align="center">Credit units</p>
<p>when recognizing the existence of exclusive control within a group of companies. Case studies will be carried out on the application of this method, the steps of the consolidation process will be learned using the computer and going to www.iasplus.com, www.iasb.org.uk. Consolidation of accounts through the method of the proportional integration - The objective of this seminar is to learn how the consolidation of accounts is carried out in the case of the application of the proportionate integration method when it is recognized the existence of conjugative control, shared with other shareholders within a group of companies. Case studies will be carried out on the application of this method, the steps of the consolidation process will be learned using the computer and accessing www.iasplus.com, www.iasb.org.uk. Equity method - The objective of this seminar is to learn how consolidation of accounts is being carried out when applying the equivalence method when recognizing the existence of significant or significant influence within a group of companies. Case studies will be carried out on the application of this method, the steps of the consolidation process will be learned using the computer and accessing www.iasplus.com, www.iasb.org.uk. The acquisition method after IFRS 3 - The objective of the seminar is to learn what the acquisition method means in the case of clusters or business combinations following the IFRS 3 provisions. To solve case studies, the computer will be used and sites such as www.iasb.org.uk will also be accessed. www.iasb.org.uk and www.iasplus.com. Basis of goodwill accounting for business combinations - The objective of the seminar is to learn how to account for the trading book resulting from clusters and acquisitions of businesses by reference to the spirit and letter IFRS 3. To solve the case studies, the computer will be used and will also be accessed sites such as www.iasb.org.uk, www.iasplus.com, www.eifrs.com. Preparation of Consolidated Financial Statements - The objective of the seminar is to learn how the consolidated financial statements are prepared, what steps are taken to prepare them, and how to interpret the specific items of consolidation in the strata of these consolidated situations. The consolidated financial statements will be consolidated, in particular consolidated balance sheet, consolidated profit and loss account, and consolidated cash flow statement based on the models found for different groups of companies on www.bvb.ro, www.petrom.ro, www.nestle.com, etc.</p>	
<p align="center">Management Control/ 3rd Year / II</p> <p>This course highlights management control process, the concept of organizational controlling, the definition and purpose of management control, the field of study and professional activity within an organization, organizational control, strategic control, management control and operational control. Main topics: Exercise of management control on the basis of cost information, namely: Full costs as an instrument of management control. Improving the full cost method: cost- per-activity. Partial costs as management control tools Calculation and analysis of deviations from standard costs. Other information on costs used to control behaviours and improve performance: cost of quality, hidden costs and price of assignments. Controlling business performance through the budget system. Definition, principles and configuration of the company's budget system: Sales budget. Production budget. Supply budget. General expenditure budget. Investment budget. The general budgets of the enterprise. Treasury budget and forecast financial statements. Company performance tracking systems: budget control, dashboard, reporting, and balanced scorecard. Control of management in specific environments Control of uncertainty management Exercise of management control in an inflationary environment Particularities regarding cost analysis and performance control of non-profit organizations. The issue of management control, the notion of controlling an organization, the definition and purpose of management control, the field of study and professional activity within an organization, organizational control, strategic control, management control and operational control. Exercise of management control based on cost information, namely: Full costs as an instrument of management control. Improving the full cost method: cost-per-activity. Partial costs as management control tools Calculation and analysis of deviations from standard costs. Other information on costs used to control behaviours and improve performance: cost of quality, hidden costs and price of assignments. Controlling business performance through the budget system. Definition, principles and configuration of the enterprise's budget system: Sales budget. Production budget. Supply budget. General expenditure budget. Investment budget. The general budgets of the enterprise. Treasury budget and forecast financial statements. Company performance tracking systems: budget control, dashboard, reporting, and balanced scorecard. Control of management in specific environments Control of uncertainty management Exercise of management control in an inflationary environment Particularities regarding cost analysis and performance control of non-profit organizations. Debate on subject matter, definition and purpose of management control, field of study and professional activity within an organization, organizational control, strategic control, management control and operational control. Debates on the exercise of management control based on cost information. Applications to exercise management control using full cost as a management control tool, improvement of the full cost method, cost-per-activity, partial cost as management control tools. Calculate and analyze deviations from standard costs as well as other cost information used to control behaviours and improve performance: cost of quality, hidden costs, and cost of internal transfers. Applications for controlling enterprise performance through the budget system, definition, principles and configuration of the enterprise's budget system. Sales Budget, Production Budget, Purchasing Budget, General Expenditure Budget, Investment Budget, Enterprise General Budgets, Treasury Budget, and Preliminary Financial Statements. Company performance tracking systems: budget control, dashboard, reporting and balanced scorecard, calculation and interpretation of results and interim management balances. Applications for the organization and exercise of "Management control in specific environments. Control of uncertainty management. Applications for exercising management control in an inflationary environment. Applications: Particularities of cost analysis and performance control of non-profit organizations.</p>	<p align="center">4</p>
<p align="center">Decision Support Systems/ 3rd Year / II</p> <p>The objectives of this course are the knowledge and deepening of the fundamental elements of the IT systems for assisting the decision in the economy, as well as the gaining of practical skills in the use of intelligent IT tools for solving problems (applications) in the economic field. This course is aimed at those who wish to inform themselves, to initiate and develop their practical skills in solving some economic decision-making problems using the methods, techniques and IT tools specific to the interactive decision support systems. In the structure of the course are achieved the following objectives: review and fix the basic notions of the theory of integrated economic systems and the theory of decision in general, and the integrated information systems, in particular. Defining the basic concepts of DSS. The treatment of the three types of DSS: based on models based on data analysis and synthesis (OLAP) and Data Mining. The Business Intelligence concept. Gaining skills in using decision support components in Microsoft Excel and Microsoft SQL Server (Analyses Services, Data Mining). Including a broad range of DSS economic applications.</p>	<p align="center">5</p>



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<p style="text-align: center;">Financial Audit/ 3rd Year / II</p> <p>The general objective of this course is to provide students with knowledge of financial audit as a specific professional activity, the development of thinking skills and behavior in the spirit of external control, accountability and fairness of the financial auditor, as well as practical skills in the logic and mechanism of developing a audit missions as a form of independent external control. Understanding the notion of financial audit. Explanation of the place and role of the financial auditor. Correct interpretation of audit standards and their application in practice. Understand the steps to be taken in a financial audit mission. Understand financial audit methods and techniques. Identification of the risks faced and to which the financial auditor is subject. Main topics: History and evolution of financial audit, definition of the audit concept, basic audits, extensions of the financial audit, role and objectives of the audit, types of financial audit, normalization of financial audit. Purpose of Financial Audit, Cycles of Financial Statements, Financial Audit Objectives and Management Statements, Phases of Financial Audit Process. The objectives and phases of planning the financial audit engagement. Financial audit pre- planning activities. Obtaining the necessary information to understand the customer. Perform preliminary analytical procedures. The threshold of significance. Assess the acceptable audit risk and inherent risk. Understanding internal control and accounting system. General strategy and audit plan. Necessity of documentation, form and content of working papers, audit files. Ownership and maintenance of audit documents. Specific requirements for audit documentation in other ISAs. Audit procedures, audit evidence. Techniques for selecting sample elements, shortcomings in the sampling technique. Steps in setting samples. Sampling methods. Risk assessment related to control, content, role and limits of internal control. Procedures for obtaining an understanding of internal control. Verify the functioning of internal control mechanisms by financial auditors. Using the services of an expert. Using the work of another auditor. Taking into account the internal audit activity. Sales cycle – receipts. Purchase cycle – payments salary cycle. Personal storage stock cycle. The cycle of attraction – repayment of capital. Typology of audit opinion, modified reports. The concept of financial audit. Objectives, responsibilities and milestones in financial audit: the purpose of financial audit, financial statement cycles, financial audit objectives and management declarations, phases of the financial audit process. Planning the Financial Audit Engagement. Applications on the significance threshold. Applications for the calculation of audit risks. Sampling applications. Applying the audit process. Use of third-party work in the audit work. Audit conclusions and audit report.</p>	5
<p style="text-align: center;">Accounting Expertise and Tax Consultancy/ 3rd Year / II</p> <p>This course raises awareness of the benefits that real, fair, accurate accounting in all areas of activity ensures, but also of the responsibilities that this implies in the economic environment. The manifestation of positive and responsible attitudes towards accounting and interpretation of the results of the exercise. Developing correct behaviours in drawing up expert reports. Awareness of the benefits that real, fair, accurate accounting in all areas of activity ensures. Drawing up annual financial statements by using software programs and making accounting expertise. Developing behaviour according to the provisions of the Code of Ethics in relations with specialists and other collaborators. Main topics: Conceptual delimitation of accounting expertise: The notion of accounting expertise. The content of the accounting expertise and its forms, Judicial accounting expertise, Extrajudicial accounting expertise, Specific tasks of accounting expertise on annual accounts or periodical financial statements. The normative framework of the organization of the accounting profession in Romania. Organization and functioning of the Body of Chartered Accountants and Authorized Accountants of Romania. General regulations. Bodies for coordination and decision making of the Corps. Access to the profession of qualified accountant or authorized accountant. Exercising the profession. The quality audit of the work done by professional accountants. The liability of professional accountants. The principles applicable to any verification and accounting expertise. Verification and expertise of accounting accounts. Critical control and analysis of annual accounts. Accounting expertise report. Valuation of accounting expertise. Legal framework for the organization and exercise of tax consultancy activity. Tax Consultants Chamber – Professional Public Benefit Organization. Assigning the quality of tax consultant. Tax consultancy services. Tax legislation. Elements of financial and fiscal law. Relationships and incidences between taxation and the entity's accounting. Case studies on capital account expertise. Capital issues. Case studies on expertise in asset accounts. Tax assets on immobilizations. Case studies on stock account expertise. Fiscal Stock Aspects. Case studies on third party account expertise. Tax issues regarding third party transactions. Case studies on treasury accounts expertise. Domestic Discipline. Case studies on the examination of income and expenditure accounts. Taxation of revenue and expenditure. Practical work for the preparation of the Accountancy Report.</p>	4
<p style="text-align: center;">Methodology for preparing the graduation thesis/ 3rd Year / II</p> <p>It familiarizes students with the accounting concepts and develops students' abilities in academic writing. Students' ability to carry out independent research-research work and generate analyzes and conclusions of originality. Appropriate choice and correct application of the methods and techniques learned during the studies. Students' capacity to analyze, process and interpret economic and financial data provided by organizations. The ability to draw conclusions and to propose decisions based on the results of the analyze carried out, in accordance with the economic theory of the economic field of interest. Establishing the thematic universe of scientific works. Establishing the title, structure and bibliography of the paper as a result of the study of the specialized literature. Preparing the detailed research plan. Preparation of the literature review based on the specialized academic sources recommended by the scientific guide and sources considered relevant by the student. Elaboration of the research methodology in order to achieve the proposed objectives. Data collection and analysis. Editing the paper. Preparation of presentations for the public support of the bachelor thesis. Presentation of the study results / support of the bachelor thesis.</p>	2
<p style="text-align: center;">Accounting Policies and Options / 3rd Year / I</p> <p>This course explores accounting policies of the enterprise. Develop professional judgment. Knowledge of methodological milestones on accounting policies and options for recognizing, measuring and evaluating financial statement structures to ensure the provision of relevant and credible accounting information that meets the qualitative features formulated in the conceptual accounting framework of the IASB. Main topics: Content and layout of the Accounting Policies Manual. Develop and substantiate enterprise accounting policies and options. General evaluation rules. Assessment at the time of joining. Inventory evaluation. Assessment at the end of the financial year. Evaluate when leaving the company. Accounting policies on tangible and intangible assets. Policies and accounting options for depreciation of tangible and intangible assets. Policies and accounting options regarding the treatment of asset depreciation. Policies and options on borrowing costs. Policies and accounting options for inventories and construction contracts. Policies and accounting options on receivables and debts. Policies and accounting options for evaluating and calculating the result. Review. Elaboration of the Entity Accounting Policy Manual. Methods of evaluating patrimonial items. Accounting treatment on the recognition and valuation of fixed assets. Policies and accounting options for depreciation of tangible and intangible assets. Policies and accounting options regarding the treatment of asset depreciation. Policies and options on borrowing costs. Policies and accounting options for inventories and construction contracts. Policies and accounting options on receivables and debts. Policies and accounting options for evaluating and calculating the result.</p>	4



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<p style="text-align: center;">International Accounting / 3rd Year / I</p> <p>This course provides the framework for a real scientific basis in the field of international accounting. Ability to analyze, interpret and optimize a financial-accounting information system. Sizing the role and importance of financial reporting in the process of communicating information provided by accounting systems. The ability to analyze and solve various accounting situations, based on international accounting standards. The ability to apply professional reasoning in the analysis of economic operations at economic entity level. Ability and ability to prepare, present and analyze the financial statements of economic entities. Main topics: Conceptual accounting framework (Financial Accounting Theories, IASC / IASB conceptual framework, composition and structure of financial statements, financial reporting elements included in the conceptual framework). Accounting standards on intangible and tangible assets (intangible assets, tangible assets, recognition and valuation). Leasing accounting standards (financial leasing, operating leases, leasing benefits and limits). Accounting standards for inventories, construction contracts, provisions, debts and contingent assets (inventories, construction contracts, debts, contingent assets). Particulars of the entity's financial position (post-balance sheet events, borrowing costs, government grants). Accounting standards for the result of the period, fundamental errors and changes in accounting policies (result of the period, earnings per share, fundamental errors, and changes in accounting policies). Accounting Standards on Income from Current Activity (Income from current activity, income valuation and recognition, transaction identification, sale of goods, provision of services, interest, royalties and dividends). Particularities of entity performance (entity performance, price variation, currency exchange effects, discontinued operations). Conceptual accounting framework (Financial Accounting Theories, IASC / IASB conceptual framework, composition and structure of financial statements, financial reporting elements included in the conceptual framework). Accounting standards on intangible and tangible assets (intangible assets, tangible assets, recognition and valuation). Case Studies – Applicability of accounting regulations on intangible and tangible assets. Case studies – Applicability of accounting regulations on leasing. Case studies – Applicability of accounting regulations for inventories, construction contracts, provisions, debts and contingent assets. Case studies – Applicability of accounting regulations for the period's result, fundamental errors and changes in accounting policies.</p>	4
<p style="text-align: center;">Pricing and Competition/ 3rd Year / I</p> <p>This course explores policies and pricing strategies to develop students' skills to identify the types of competition and their impact on the company. Knowing the analytical tools specific to price policies. Understanding the role and impact of prices and competition on organizations. Students' ability to draw up plans to increase the reputation of organizations. The correct and efficient use of price-specific instruments. Main topics: The strategic role of the price. Price and buying behavior. Competitors' reactions and price strategies. Dilemma of the prisoner. Methods of price sizing. The notion of experience curve and its strategic implications. The phenomenon of experience and price strategies. Impact of price differentiation on potential output. Criteria for price differentiation. Market segmentation and price strategy. Pricing strategies based on the phenomenon of experience. Pricing methods. Design of fundamental price strategic options. Purchase price and behaviour. Competitor reactions and price strategies. Applications. Price sizing methods: Cost pricing method based on total costs and profit. Pricing method based on variable costs and margin. Applications. The method of setting the price taking into account the use of production capacity. Pricing method taking into account the recovery of the invested money resources. Applications. Cost calculation. Procedures for calculating costs. Methods of calculating costs. Performance costs. Applications. Monopoly: definition and forms. The paths for the emergence of the monopoly. Balance of monopoly. Discriminatory monopoly. Applications. Monopolistic competition. Concept and features. Applications. Short-term manufacturer's balance. Long-term balance. Applications.</p>	4
<p style="text-align: center;">Computer Programming/ 3rd Year / II</p> <p>The main objective of this discipline is to provide relevant knowledge about basic concepts in programming theory, methods of problem analysis in order to solve them with the computer. Main topics: The logic of structured and modularized algorithms. Software development in the C language. To acquire the practical skills to develop algorithms and to design complex applications, it is necessary to understand and create an algorithmic thinking that will allow the student to translate into a executable code a requirement to be realized. Getting started in computer programming. Establishing the correctness and effectiveness of solving the problem solved, Algorithm, Description of algorithms, Program. Introduction to C language – basics – Basic data types, constants and variables in C language. Retrieving keyboard data, Pre-processing and including source text files. Arithmetic Operators Incremental and Decrement Operators, Relational Operators and Logic Operators, Conversions in C, Cast Operator. Program control instructions. Vacuum instruction and expression statement, If statement, Switch statement, Repetitive instructions, Instruction for. Repetitive instructions – The while statement, Do-while statement, Break statement and continuous instruction. Standard input / output functions – getch and getche functions, printf function, scanf function. Functions in C. Defining a Function, Function Prototype, Function Call, Local Variables and Global Variables. Organizational lab, familiarization with the work environment; algorithms and logic schemes – examples. Algorithms and logic schemes – examples. Algorithms and logic schemes – examples. Elaboration of programs in C language using standard input / output functions: getch (), getche (), printf () and scanf (), display formats – examples. Entering into C language: creating a C program, using data types, using operators. Programming in C using the expression statement and the if-else conditional statement. Programming in C using for, while and do while repetitive instructions and the break, continue and switch instructions. Programming in C using for, while and do while repetitive instructions and the break, continue and switch instructions. Using Functions. Using functions – allocating memory to the function call. Programming in C using recursive functions. Programming using pointers. Using Files in C. Final Test.</p>	5
<p style="text-align: center;">Company Assessment/ 3rd Year / II</p> <p>This course emphasizes concepts, principles and theories needed to understand and acquire the knowledge necessary to create the company's valuation reports for sale / purchase or for financial reporting in accordance with international valuation standards. Ability to use various evaluation methods and identifying the most appropriate context. Familiarize yourself with business valuation methods and tools. Knowing the importance of business evaluation in the current economic context and understanding the principles of economic and financial diagnosis in contrast to those of financial analysis. Understanding the specifics of the profession of evaluator and its connections with the accounting activity and the formation of a scientifically and technically correct attitude towards the use of methods and techniques specific to the science of economic evaluation and diagnosis. Knowing the specificity of the three approaches specific to the assessment and understanding the concept of reconciling values and estimating the final value. The ability to use various methods specific to the economic and financial diagnosis and the development of such a diagnosis. The ability to calculate and analyze indicators required for managerial configuration changes. The ability to develop managerial strategies based on financial- accounting actions. Ability to make a complete diagnosis of a business. The ability to correctly interpret a business diagnosis. Introduction to the company evaluation. General evaluation diagnosis. Enterprise valuation methods. Comparative analysis of assessment methods. Evaluation report. Enterprise evaluation process. Approaches and methods used in enterprise evaluation. Income-based approach to enterprise evaluation. Comparative approach to enterprise evaluation. The asset-based approach to enterprise valuation.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Introduction to Research/ 3rd Year / I</p> <p>This course provides knowledge on the conceptual research frameworks in the economic sciences. Main topics: Harmonization of economic scientific research with European and international requirements. Knowledge of norms and requirements in contemporary economic scientific research. The Role of the Methodology of Economic Scientific Research in the Universe of Knowledge and Economic Activity. The formation, evolution and development of the economics system. Stages and dynamics of scientific research. Development of scientific research work in the economic field. Options and directions of research in contemporary science. Reports, case studies, analysis, economic and financial expertise. European requirements and models. Individual and team operational scientific techniques and strategies. The role of bachelor, master and doctoral studies. Elaboration of the scientific text. The constitutive elements of the scientific text. Intellectual property and copyright. European and international regulations. Romanian and European Union Legislation in the Field of Intellectual Precepts. Foundation and support of scientific papers and reports. Argumentation of scientific discourse in economic research. Formulation of the problem to be researched within the research project. Documentation is scientific. Setting the purpose and objectives. The theoretical framework. Knowledge of databases. Formulation of the problem to be researched within the research project. Documentation is scientific. Setting the purpose and objectives. The theoretical framework. Knowledge of databases. Field and experimental study. Analysis and interpretation. Highlighting results and conclusions. Editing the text of the paper.</p>	3
<p>DOMAIN OF STUDY: ECONOMICS AND INTERNATIONAL BUSINESS/ Study Programme: International Business</p>	
<p style="text-align: center;">Economics I (Microeconomics)/ 1st Year/ I</p> <p>The purpose of the course is to give students an in-depth understanding of the principles of economics in application to individual decision makers, both consumers and firms. Students will learn about demand, supply and equilibrium in goods and factor markets, the efficiency of the market economy and the potential role of government intervention in the economy. Main topics: Consumer behavioural analysis: study of budget constraints and consumer preferences. The model of optimal consumption choices and the determination of demand for goods functions at individual level. Factors influencing demand for goods and classification of goods subject to consumer option. Slutsky's identity and the influence of price changes on demand for goods. Applications of Optimal Consumer Model: Determining gross and net demand for goods; intertemporal choice. Determining aggregate demand at the level of the market for a good / service; the elasticity of demand for goods and its influence on producers' income. Analysis of the manufacturer's behaviour: the production function and the technical sub-factor of the factors of production. Maximizing a business's profit and determining the demand for input factors. Minimizing a company's costs; global cost and unitary cost functions. Market - complex and dynamic reality: demand and supply, various types of competition; price typology and functions. Firm offer decision under perfect competition; overall balance on the market with perfect competition. The firm's offer decision under monopoly conditions; the causes of the emergence of monopolies. The firm's offer decision under the conditions of oligopoly and monopolistic competition.</p>	5
<p style="text-align: center;">Applied Mathematics for Economics)/ 1st Year/ I</p> <p>Applied Mathematics involves the process of applying mathematical models in order to design and analyze economic problems. Using applied mathematics models, students can solve real life economic problems. This might be, for example, a practical problem that exists in private firms. And as students often collaborate with specialists from other fields, they will also need the ability to look beyond their own specialization. They will gain knowledge about: Vector spaces. Base and dimension of a vector space. Forms of presentation of a linear programming problem. Types of solutions to a linear programming problem. The SIMPLEX algorithm for solving a linear programming problem. Functions of multiple variables, partial and extreme derivatives functions. Applications. Elements of probability theory. Fields of events and probabilities. Conditional probabilities. Schematic and classical probability laws. Random variables. Characteristics of a random variable. Classical distributions.</p>	5
<p style="text-align: center;">Informatics/ 1st Year/ I</p> <p>This course deals with basic Informatics concepts such as Information, Knowledge, Modeling, and Uncertainty. There will be outlined all the conceptual building blocks necessary to understand the basics of Information Theory and tools in various human domains, and discuss their implications for the practice of science, engineering, art, and society in general. Students will be introduced to fundamental topics in Informatics while developing a basic understanding of Information Theory. They will build up their proficiency in Information Technology as detailed in the course syllabus, emphasizing its use in the modeling of nature and technology.</p>	5
<p style="text-align: center;">Accounting/ 1st Year / I</p> <p>This course highlights methods for recording transactions, keeping financial records, performing internal audits, reporting and analyzing financial information to management, and advising on tax matters. Accounting is a systematic process of identifying, recording, measuring, classifying, verifying, summarizing, interpreting and communicating financial information. It discloses the profit or loss for a given period and the value and nature of its assets, liabilities and owners' equity. Main topics: The means of financing the resources and the results achieved through the use of the resources shall be those provided by the accounting officer. The subject of accounting. Accounting Method (Accounting Principles, Methods of Accounting Methodology). Financial situations. Accounting Balance Sheet - Financial Position Assessment (Accounting Balance Sheet, Balance Sheet Accounting Models, Balance Sheet Items, Limits and Definitions on Components of Balance Sheet and Balance Sheet Balance Sheet) Profit and loss account of the financial performance of the enterprise (Account structure Profit and Loss, Income, Expenses, Outturn of the financial year) Cash Flow Statement Changes in the Balance Sheet Account and Double Entry (Concepts, Account Functions, Account Form and Structure, Accounts Rules, Double Record and Account Correspondence) The accounting analysis of the economic and financial operations and the record mechanism in the accounts The accounting formula (The structure and description of the accounting formula, the classification of the accounting formulas) The accounting plan and the classification of the accounts and content of documents. Classification of documents. Accounting books. Preparation, processing, verification and correction of documents. Circuit and storage of documents. Accounting for the main operations on the funding cycle (Concept and forms of financing manifestation, Equity accounting, risk and expense provisions and sources attracted by funding). Accounting for the main operations of the operating cycle (operations with stocks, value added tax, settlements with third parties debtors and commercial creditors, debts and debts, settlements with employees). Accounting for investment operations (Organization of fixed assets documentation, Asset Recognition and Measurement, Impairment of Fixed Assets, Fixed Assets Accounts, Treasury Accounts Accounting, Determination of the Financial Year Result, Concept and Contents of the Verification Balance, Verification Balance Functions, Classification check balances. Verification balance sheet Identification of accounting errors Establishment of financial statements based on the verification balance Description of the inventory notion. Organizing and performing the inventory.</p>	6



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Foreign Language A I, II/ 1st Year / I, II</p> <p>Students can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment), communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters, describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.</p>	3
<p align="center">Physical Education I, II/ 1st Year / I, II</p> <p>This course provides a foundation for building an effective Physical Education program. Students acquire concepts and techniques for assessing health factors, such as blood pressure, heart rate, body mass, strength, flexibility and endurance. Assessment techniques include skin fold and circumference measurements, heart rate monitoring, bioelectric impedance and bike tests. The results of the fitness evaluation help define the goals of Physical Education programs and provide a basis from which the trainer and client can communicate about the best strategies for meeting the client's goals. This course provides a theoretical understanding of why a variety of exercises help or hinder in reaching their fitness goals. Students learn to adapt exercises to alter the body's physiological responses. Additional topics include biomechanics, kinesiology and motor learning. Coursework in basic anatomy and physiology are a prerequisite for understanding the concepts of exercise science.</p>	2+2
<p align="center">Economics II (Macroeconomics) / 1st Year / II</p> <p>Students will study aggregated indicators such as unemployment rates, GDP and price indices, and then they will analyze how different sectors of the economy relate to one another to understand how the economy functions. Macroeconomists develop models explaining relationships between a variety of factors such as consumption, inflation, savings, investments, international trade and finance, national income and output. Such macroeconomic models, and what the models forecast, are used by government entities to aid in the construction and evaluation of economic policy. Macroeconomics is a rather broad field, but two specific areas of research are representative of this discipline. One area involves the process of understanding the causation and consequences of short-term fluctuations in national income, also known as the business cycle. The other area involves the process by which macroeconomics attempts to understand the factors that determine long-term economic growth or increases in the national income. Main topics: Introduction to macroeconomics. Income and consumption. Savings and investments. Cycles and economic crises Growth and economic development. The money market. Labour market. Financial footprint. Foreign exchange market. Inflation. Unemployment.</p>	4
<p align="center">Finance/ 1st Year / II</p> <p>The main outcomes of this course are: Identifying and acquiring basic knowledge and understanding of the involvement of finance micro and macro level in public and private organizations. Knowledge understanding and proper use of terms and techniques in the field of public and private finance. Main topics: The acquisition and use of language, to enable the student to communicate in writing and orally. The interpretation of economic information, financial, social and other national and international media. Development of the ability to select and use the methods and tools of financial activities; the acquisition of the capacity to understand the flows of financial resources and their allocation. Public finances - introductory notions. Functions of public finances. Structure of the financial and coordinated public policy mechanism. The system of public financial resources. Tax system - doctrinal-theoretical fundamentals. Direct taxes. Indirect taxes. State loans. Public debt. Public expenditure system. State social insurance. Public Budget System.</p>	6
<p align="center">Statistics/ 1st Year / II</p> <p>Students will discover the science of collecting, analyzing, presenting, and interpreting data. Governmental needs for census data as well as information about a variety of economic activities provided much of the early impetus for the field of statistics. Currently the need to turn the large amounts of data available in many applied fields into useful information has stimulated both theoretical and practical developments in statistics. Data are the facts and figures that are collected, analyzed, and summarized for presentation and interpretation. Data may be classified as either quantitative or qualitative. Quantitative data measure either how much or how many of something, and qualitative data provide labels, or names, for categories of like items. The area of descriptive statistics is concerned primarily with methods of presenting and interpreting data using graphs, tables, and numerical summaries. Whenever statisticians use data from a sample—<i>i.e.</i>, a subset of the population—to make statements about a population, they are performing statistical inference. Estimation and hypothesis testing are procedures used to make statistical inferences. Fields such as business and economics make extensive use of statistical inference, as we present in this course.</p>	6
<p align="center">European Economics/ 1st Year / II</p> <p>This course completes the education of the economical students with the formation of a scientific concept necessary for the understanding of the phenomena and processes taking place within the European Union. Main concepts: Presentation of the conceptual framework of the European economy system; knowledge of the historical process of European economic integration; presenting the microeconomic and macroeconomic aspects of the European economy and how to base and implement common policies. Conceptual approaches to European integration. The historical foundations of European integration. The Treaties of the European Union. The institutions of the European Union. Single Market. Community policies. Monetary policy. The European System of Central Banks and the European Central Bank. European structural funds and economic growth.</p>	6
<p align="center">Business Communication/ 1st Year / II</p> <p>This course explores business communication concepts, especially those defining the communication process, which establish the optimal relationship between what the internal and external communication of the organization represents. Explaining and interpreting some notions that have a bearing on the communication process; the processes underlying the written oral communication or the one that supports gesture, mimics, etc. Explaining all those techniques, strategies that underpin economic business negotiation and the form of business communication. Experimenting and interpreting the various possibilities of communication in general or business communication as well as negotiation as a form of communication. Applying the principles, norms and values of professional ethics in their rigorous, efficient and responsible work strategy. Identifying roles and responsibilities in a multidisciplinary team and applying relationship techniques and effective work within the team. Identifying opportunities for continuous training and efficient use of learning resources and techniques for their own development.</p>	4
<p align="center">Second Foreign Language/ 1st Year / II</p> <p>Students will be able to understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, to deal with most situations likely to arise whilst travelling in an area where the language is spoken, to produce simple connected text on topics which are familiar or of personal interest, to describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans, to understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialization, to interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party, to produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.</p>	2



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Humanities and Social Sciences Disciplines/Geography/ 1st Year / I</p> <p>Students will understand the need and importance of concentrating natural and human resources, economic needs, global exchanges, environmental quality, causes that lead to environmental degradation and environmental protection and conservation measures. The correlation between the territorial distribution of production and consumption (raw materials and finished products) and the major factors influencing the regional differences (natural, economic, social, political, demographic, etc.); knowing the major characteristics of each major economic activity by a unique analysis algorithm (definition, history, structure, production situation and product marketing). Identifying and using the main notions and concepts specific to economic geography. Explanation and interpretation of quantitative and qualitative data and information related to economic geography for the formulation of specific arguments and decisions associated with international business. Fundamental studies and analyzes, organizational and efficiency of firms' activities to provide advice and assistance related to the content of economic geography. Critical-constructive analysis of relations between consumers and suppliers specific to the field of economy and international business from different spaces in terms of geographical / geopolitical position, population characteristics, environment, etc. Collection and processing of data from alternative documentary sources and from current activity to assess the factors that influence the company's good course.</p>	4
<p align="center">Foreign Language C/ 1st Year / I</p> <p>Students will be able to understand a wide range of demanding, longer texts, and recognize implicit meaning, to express fluently and spontaneously without much obvious searching for expressions, to use language flexibly and effectively for social, academic and professional purposes, to produce clear, well-structured, detailed text on complex subjects, showing a controlled use of organizational patterns, connectors and cohesive devices, to understand with ease virtually everything heard or read, to summarize information from different spoken and written sources, reconstructing arguments and accounts in a coherent presentation, to express spontaneously, very fluently and precisely, differentiating finer shades of meaning even in more complex situations.</p>	2
<p align="center">Office Automation/ 1st Year / I</p> <p>Students will learn about concepts, principles, theories, methodologies and advanced tools of work and research in dynamic professional environments specific to financial and banking sectors. They will perform analyzes and estimations useful in the evaluation process and developing assessment reports of financial and / or banking enterprises and actors. Main topics: Integrated use of concepts, principles, theories and advanced specialist practices in incompletely defined situations, generated by dynamic professional environments specific to financial and banking, to solve new theoretical and practical problems. Develop a professional or research project on issues specific to financial and banking. Using the concepts, principles, theories, methodologies and advanced tools of work and research in the elaboration of professional and / or research projects on issues specific to the financial and banking field.</p>	2
2nd YEAR	
<p align="center">Business Statistics/ 2nd Year / I</p> <p>Students will acquire knowledge about synthetic indicators for assessing the efficiency of business (turnover, commodity production, gross output, fixed capital depreciation, indirect taxes, gross value added, net added value, gross operating surplus, net operating surplus, presentation of Indirect and Term Indices long-term economic activity as well as the financial standing of firms). Main topics: External trade activity statistics (notions, concepts, import coverage index by export, gross exchange index, net exchange rate index, price scissors). The statistics of the internal trade and catering activity (statistical indicators of the internal and public trade activity: stock rate, day-to-day stock, day-out stock, speed of movement of goods, average stock turnover goods). Statistics on tourism activity and tourism services (statistical indicators of tourism and tourism services: indicators of the technical and material base of tourism: indicators of the structure of fixed assets, labor force indicators in tourism, tourism traffic indicators). Transport activity statistics (indicators of the technical potential in railway, naval, air and road transport, statistical indicators of freight transport activity in the railway, auto, naval and air sectors, statistical indicators of passenger transport in traffic: railway, naval, air and car). Reliability and product life-testing (reliability, reliability indicators: Relative frequency of failures, Cumulative failure rate, Relative frequency of specimens in operation, Average failure frequency, Average operating time). The "t" test (verifying the equation hypothesis of two average levels corresponding to two normally distributed populations with the same unknown dispersion; verifying the equation of two averages corresponding to two normally distributed collectives that do not have the same dispersion, in addition being unknown). Determination of bankruptcy risk of companies through the Cönan-Hodler model and the B.C.R. (presentation of the Cönan-Hodler model and the B.C.R. model with their statistical indicators, as well as the grids assessing the bankruptcy risk of the firms analyzed). Analysis of the economic efficiency at a company level regarding the use of its economic potential (synthetic indicators of labor efficiency, synthetic indicators of the efficiency of the use of fixed assets and synthetic indicators of the efficiency of the use of circulating material assets). Use of statistical indicators of results in macroeconomic analyzes (indicators to analyze the structure of the national economy, the efficiency of the use of production factors, the main macroeconomic correlations and the macroeconomic indicators used in international comparisons). Estimating the parameters of a linear function by using the matrix method (presenting the matrix model through which the parameters of any linear function are estimated). Statistical methods of economic analysis used at the level of companies (chain substitution method, non-computed residue method). Statistical analysis of profitability at the level of companies by calculating the profitability indicators (economic profitability rate, financial return rate, profitability rate, advanced return on capital ratio, commercial rate of return, advanced and consumed profitability rate). Indicators of natural resources, the environment and spiritual resources (presentation of indicators of natural resources, environment and spiritual resources).</p>	4
<p align="center">Marketing/ 2nd Year / I</p> <p>This course familiarizes students with specific marketing language and improve students' skills to design and develop marketing plans. Main topics: Knowledge of marketing analytics tools. Understanding the role of marketing specialist in public catering companies. The ability of students to develop marketing plans to increase the reputation of public catering establishments. Proper and effective use of marketing-specific tools to launch new services. Basically, Marketing is a management process through which products and services move from concept to the customer. It includes identification of a product, determining demand, deciding on its price, selecting distribution channels and promoting among target customers. Market research. Market segmentation. Marketing research. Marketing mix - concepts, structure, functions. Product policy - concepts, functions. Marketing strategy. Pricing policy - concepts, functions. Price typology on different types of markets. Distribution policy. Methods of evaluation of distribution activities. Promotion policy - concepts, functions. Communication mix - tools, promotion techniques. Advertising - promotion tool. Promotion campaigns.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Management/ 2nd Year / I</p> <p>Students will acquire and develop skills to create a management plan. Main topics: Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system. Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system.</p>	5
<p style="text-align: center;">Global Economics/ 2nd Year / I</p> <p>This course emphasizes insights regarding the creation and evolution of the European business environment. Main topics: Developing analytical thinking by using the structural and comparative analysis of the levels of development of the types of business environment in the European economy. Knowledge, understanding, explanation and interpretation: studying and explaining the system of terms and economic concepts specific to the business environment, defining these notions and how to manifest in the practical activity, characterizing the international business environment from the perspective of the fiscal system, removing administrative barriers, modes of communication, etc.; the permanent relationship between theory and practice within the European market. Instrumental-applicative: application of basic principles and methods for problem-solving / well-defined situations typical of the field; adequate use of standard criteria and methods of assessment to assess the quality, merits and limits of processes, programs, projects, concepts, methods and theories. Attitudinal: respect for the opinions of others; promoting a system of cultural, moral and civic values at European level, involving in the preparation of projects; involvement in participation in certain scientific sessions according to their own research directions. European Business Environment - Macromedia. European business environment - the micro-environment. Recent changes in Europe. Entering European markets. Euro marketing. Business Development Strategies. Business Financing. Competitiveness of the European business environment.</p>	4
<p style="text-align: center;">Business Law/ 2nd Year / I</p> <p>Students will acquire and develop skills for understanding, interpreting and implementing legal notions and language in business, and applying theoretical knowledge in practice. Main topics: Developing the capacity to understand the implications of legislation in the field of business law on economic issues. Developing analytical and interpretative skills in the field of business law. Acquiring the necessary knowledge for the establishment of a company, an individual or family enterprise. Acquiring knowledge for conducting activities of company directors, censors or auditors, liquidators, etc. News brought by the new civil code in the field of commercial law. Introduction to business law: concept, definition and subject matter of regulation, sources and correlation with other branches. Business facts: the notion and characteristics of trade deeds, their classification and the analysis of the main trading facts regulated in Article 3 of the Commercial Code. Trader-specific institutions: Chambers of Commerce and Industry, Trade Registry. Traders physical persons: the notion of trader, acquiring the status of trader as a natural person, the conditions of exercising commercial activity and the termination of the quality of trader. Trader's professional obligations: general notions, registration in the Trade Registry, registers kept by traders, exercise of trade within the limits of legitimate competition, obligation to pay taxes and duties. Businesses: general business concepts, their legal definition and regulation, their classification, key elements of identification. Business operations: the duties of general meetings of directors and auditors. Dissolution and liquidation of commercial companies. Fund of Trade: notion, elements and analysis of the intangible elements of the trade fund (clients, trade witness, trade mark and services).</p>	4
<p style="text-align: center;">Business Communication in English/ 2nd Year / I.</p> <p>This course enables students to understand the importance of business communication in English and the impact of cultural contexts on communication. To assimilate vocabulary and grammar elements in English, specific to business language for professional communication. Apply methods of effective organization in oral and written communication. To develop essential skills of oral and written communication in business in English. To effectively use vocabulary and grammar elements specific to business language for professional communication. Communicate effectively in a business environment that requires a modern language. Understand different types of written and oral messages that are issued in English. Draw relevant information from a study. Identify attitudes, opinions in a message. Confirm the understanding of the message you hear. Start and participate in conversations on every day and professional themes. Express appropriately oral and written attitudes and opinions. Adapt speech to the particularities of the audience / interlocutor (formal / informal style). To detach the relevant information from a text using different reading techniques. Summarize in writing the information read or heard. Introduction to communication. Professional Communication. Main topics: Types of communication: oral / written / nonverbal. Communication styles: formal / informal. Effective listening / adaptation to the audience. Avoiding Discrimination in Communication. Communication in recruiting staff. Drawing up resumes and letters of intent. Participation in the selection interview. Business correspondence. Correspondence inside the business: service note, minutes, reports. Correspondence with partners: call for tenders, order letters, complaints, etc. Business reports; report types; statistical data in reports. Culture and civilization.</p>	3
<p style="text-align: center;">Business Communication in the Second Foreign Language/ 2nd Year / II</p> <p>This course aims to strengthen communication skills in French and apply to specialized discourse. Main topics: Knowledge of the morpho syntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text of the specialized field. Learning French language skills in the specialized field. Increased oral and written communication skills in everyday and professional life.</p>	3
<p style="text-align: center;">Technique of Foreign Trade Operations/ 2nd Year / II</p> <p>This course familiarizes students with the practices, methods and tools used to assess the economic and social activity of regional and international organizations. Apply the principles, norms and values of professional ethics in its rigorous, efficient and responsible work strategy for developing detailed analyzes of regional firms. Cultivating a scientific environment centred on values and democratic relationships; promoting a system of cultural, moral and civic values. Main topics: Management of international business. Organization of international trade activities. Promoting international business. Negotiation in international business. Foreign trade contracts. Techniques of payment and financing of foreign trade operations. Risks in export- import business. Counterparty operations. International combined transactions. Leasing and Franchising. International transfer of creativity, scholarship and international auctions.</p>	5



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<p style="text-align: center;">Taxation/ 2nd Year / II</p> <p>This course aims to analyze tax issues and accounting regulations. Main topics: The theoretical and practical accounting fundamentals, combined with the requirements of tax legislation, provide students with solutions for determining and reflecting in accounting the company's obligations towards the state budget and social security. It is essential to debate the main aspects of taxation in our country, because many questions arise about the Romanian tax legislation, which is so extensive and constantly changing. The theoretical and methodological aspects regarding the general notions of taxation are approached in order to understand the importance of the taxation field in the long run of the process of collecting the resources at the state's disposal, the methods and principles of taxation, as well as the accountability of the future economists towards the correct application of a procedure for obtaining information on tax activity in Romania. A priority objective of the course is to determine students to define and describe the main economic and financial indicators used in the analysis of budgetary resources, respectively direct taxes and indirect taxes for an efficient analysis and pertinent interpretation of economic phenomena and processes in fiscal terms. Familiarization of future specialists with the notion of representative in the field of taxation at the level of economic entities and individuals, an area in continuous legislative change, highlighting, on the one hand, the fiscal system through which the state performs the budgetary function, and on the other hand all taxpayers' rights and obligations. Provide the knowledge base needed for students to understand and use the basic concepts of taxation; developing the capacity to understand the phenomena, processes and applications in this vast field. Presentation of basic notions and processes related to the fiscal system, its features and functions; the structure of taxes and duties of the tax system; the correct determination of fiscal indicators in order to interpret the correct tax behaviour of taxpayers towards society. Students acquire the compulsory knowledge regarding the fulfilment of all the obligations contained in the fiscal laws, emphasizing the way of evidencing, calculating, declaring and paying the taxes and duties owed to the consolidated state budget and local budgets. Taxation - concept, functions, principles and theories on taxes. Romanian tax system - European harmonization. Tax Inspection and Tax Control. Social contributions and special funds. Taxes and local taxes. Profit tax. Tax on wages and other income. Value Added Tax. Excise. Customs duties. The intra-Community and international tax regime.</p>	5
<p style="text-align: center;">International Trade Law / 2nd Year / II</p> <p>This course provides knowledge for understanding, interpretation and implementation of legal notions and language in general business and international business, as well as the application of theoretical knowledge in practice. Developing the capacity to understand the implications of international law on economic issues. Develop skills for analyzing and interpreting Community and international law in the field of international trade law. Obtaining the necessary knowledge to set up a company, an individual or family enterprise, etc. Main topics: Definition, subject matter, legal relationship of international business, sources and correlation with other branches. The objectives of international trade law and its principles. Topics of international business law: Transnational companies: definition, legal regime; Subjects of national law, commercial companies, legal regime, definition, establishment, organization and functioning, international activities; Traders individuals; Groups of commercial companies. International Commercial Arbitration. International Trade Agreement: concept, legal characters, classification, conditions of validity. Content of the international trade contract: legal clauses, insurer's clauses designed to avoid or reduce risks, collateralization of risks. Effects of the International Trade Agreement and its Termination. Extinction of commercial bonds. License agreements, know-how. International sale - purchase contract. Commercial Competition - Community Regulations and Romanian Legislation.</p>	4
<p style="text-align: center;">International Trade / 2nd Year / II</p> <p>This course familiarizes students with conceptual approaches, types of actions in the field of international trade. Understanding and acquiring the concepts specific to the theoretical analysis of international trade. Knowledge of the criteria for substantiating the types of international specialization. Familiarize students with the content and mechanisms of functioning and evolution of economic relations between countries, within the system of international relations. Developing students' skills to use concepts and indicators specific to international trade knowledge and understanding of international trade developments in interdependence with economic dynamics at national, regional and international level. Main topics: International trade – the main flow of the world economic circuit. The factors influencing the evolution of international trade. Specific International Trade Indicators. Classical theories of international trade. Neoclassical theories on international trade. Contemporary theories on international trade. The theory of competitive advantage – the valences and limits of this theory from the point of view of zonal integration and globalization. Typology and components of trade policies. Tariff policy (customs). Non-tariff policy. Regional economic integration processes and their influences on the dynamics and structure of international trade flows.</p>	5
<p style="text-align: center;">Internship/ 2nd Year / II</p> <p>It develops students' abilities to perform independent research-research work and to generate 64nalyse64 and conclusions with originality character. Managing the concepts, principles and rules specific to the operation of the international business field. Apply econometric methods, techniques and tools to economic activity. Ability to collect, verify, 64nalyse, synthesize and interpret information and make effective use of methods and analysis tools specific to international business. Ability to study literature in the field and to formulate own views. Fundamental and creative application of methods of analysis, research, synthesis and design in the field of international business, regarding the risk and performance management, implications of the legislative and normative framework on the company's activity, management of the client / products portfolio.</p>	3
<p style="text-align: center;">International Insurance / 2nd Year / I</p> <p>This course explores conceptual approaches and types of insurance. Awareness of the insurance role as a way to protect against risks. Knowledge of the general elements of insurance. Knowledge of the main insurance products. Knowing how to compensate for damages. Developing students' skills to use concepts and insurance-specific indicators. Main topics: Theoretical approaches to insurance and reinsurance (Origin and evolution of insurance, Need for protection, Insurance functions, Classification of insurance). International Insurance Market (Developments in International Trade in Insurance and Reinsurance, Insurance and Reinsurance in Europe, Features, Dynamics, Structure, Representative Markets, Lloyd's Market, Central and Eastern Europe Insurance Market). Technical elements of insurance. Insurance contract. Marine insurance (Marine insurance purpose, International maritime insurance market, Marine insurance risks, Maritime insurance contract, Insurance conditions in international sales and purchase contracts, Mutual insurance of liability). Aviation Insurance (Aviation Insurance Characteristics, International Aviation Insurance Agreements and Organizations, Aircraft Insurance, Third Party Liability Insurance for Aviation Insurance). International Financial Assurance (Financial Risk Assurance, Loyalty Assurance, Political Risk Assurance, Risk Assessment, Concluding and Carrying out the Credit Insurance Contract). Assurance of Goods (Damage in Assurance of Goods, International Practice of Goods Insurance, Natural Disasters from the Insurance Assets). Reinsurance – a way to mitigate risks (Insurance Risk Management, Forms and Reinsurance Methods Used in International Practice).</p>	5



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<p style="text-align: center;">International Policy/ 2nd Year / I</p> <p>This course familiarizes students with the international environment in the current economic context by detailing the mechanisms of competition and its links with international economic competition. Understanding the current international economic context by analyzing the phenomena and economic processes that influence the way international competitiveness determines the internationalization of activities. Main topics: International trade and economic growth. International trade and economic integration. International trade and technology. Productivity - a determinant of international trade. The Heckscher and Ohlin theory. Relative abundance of production factors. Balance of payments model. Theories on exchange rate formation. Customs duties and international trade.</p>	5
<p style="text-align: center;">Intelligent Information Systems for Decision Support in International Economics/ 2nd Year / II</p> <p>This course explores the decision-making process in the global economy. Main topics: Knowledge of the main intelligent information technologies used in the development of international business based on intelligent decisions. Knowledge of the types of existing IT systems that serve the decision making process: DSS Decision Support Systems, office automation systems, intelligent information systems, e-commerce systems, agent-based integrated systems business management, customer relationship management, and vendors. Intelligent Information Systems (IIS). Introduction. Distributed systems. Defining a distributed business platform. SAP solution. Assisting decisions. Decisions. Decision makers. Decision making processes. Modeling of decision-making processes. Artificial Intelligence in the Economy. General. Types of problems. Definitions of business intelligence. Categories of intelligent systems. Knowledge vs Data and information. Electronic commerce. Advantages and disadvantages. Electronic commerce models. The architecture of an Electronic Payment System. Devices used. ERP and e-commerce. Data warehouse technology - centralizing, consolidating, reorganizing and storing large volumes of data. Exploitation of data from data warehouses. Example: Online analytical processing technology - aggregation of data stored in multidimensional warehouses. Data mining technology - mining data stored. Extracting information from data warehouses. Examples of data mining methods and techniques. Clustering - multidimensional data grouping technique. Intelligent Information Systems and their role in intelligent enterprise. Implications for management. Intelligent Enterprise Structure and Related Decision-Making Model. Expert systems. Characteristics and architecture of expert systems. Applications of expert systems. Their impact on decision-making processes. Example prototype expert system for an economic classification process. . Agents based systems. Multi-agent systems. Definitions. Characteristics. Types of agents. Platforms oriented to multi-agent systems. Standards FIPA, Cougaar, Jade. Computational Intelligence Techniques. Multi-agent trading system using computational intelligence techniques.</p>	5
<p style="text-align: center;">International Capital Markets / 2nd Year / II</p> <p>This course contributes to the training of future specialists in the field of international capital markets by outlining the main issues regarding the role of international peaks, market functions. Main topics: The types of contracts existing on the international capital market, stock market techniques and price analysis. The deepening of the specialized knowledge in the field of international relations governed by the international economic organizations and institutions. Student orientation in the process of substantiating theoretical knowledge on international economic organizations and institutions and developing economic thinking. Student understanding of the circumstances that have prompted the emergence of international capital markets. Characteristics of stock exchanges. Financial derivatives. The futures market. Options. Ways of profitable use of Options. Elements of stock market analysis.</p>	5
<p style="text-align: center;">Academic Ethics and Integrity/ 2nd Year / II</p> <p>It familiarizes students with the methodology and tools of the system and tools to ensure ethics and integrity academics. Developing skills to use methods and techniques for assessing the integrity phenomenon in the university environment; Student knowledge of ethics and academic integrity issues in scientific research and the dissemination of the results of their professional work. Integrity - fundamental moral value. Main topics: Characteristics of the integrity concept – Personal integrity / publicity. Principles and Standards of Integrity in the Public Environment. Integrity in Romania – the legal framework. Ethics and professional deontology – the phenomenon of corruption: concept, prevention, combat; corruption risk management. Standards of integrity in the field of didactic and research activity in higher education. Code of Ethics – general standards of academic integrity. Teaching process – approach from the perspective of integrity. Research activity – specific integrity standards. Forms of university fraud in didactic and research work. Promoting a “culture of integrity” in all areas of academic and administrative activity in universities. Transparency and accountability of Romanian higher education institutions. Recommendations for developing a culture of academic integrity.</p>	5
<p style="text-align: center;">Foreign Language C/ 2nd Year / I</p> <p>This course aims to strengthen general English knowledge and apply it to specialized discourse. Knowledge of the morpho syntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text in the specialized field Learning the ability to document in English in the specialized field. Increasing the oral communication capacity in everyday and professional life.</p>	2
<p style="text-align: center;">Financial Accounting / 2nd Year / II</p> <p>This course aims at developing the students' abilities to record the main economic operations in the company's accounting and to prepare the monthly and annual financial statements. Main topics: Chronological record of operations relating to capital, fixed assets, stocks, receivables, debts, treasury, expenses, income and results; Systematic registration in accounts and completion of accounting records. Preparing the Verification Balance. Preparation of Annual Financial Statements. Introduction to Financial Accounting-Object and Study Method. Accounting for equity and provisions. Accounting for borrowed capital. Accounting for fixed assets. Stock Accounting. Accounting for commercial debts and debts. Accounting for personnel settlements, debts and tax receivables and debts and receivables within the group. Treasury Accounting. Accounting for expenditures and revenues. Accounting work to close the financial year. Capital Applications. Immobilization applications. Stock applications. Debt and Debt Applications. Treasury applications. Applications on spending, revenue and results. Synthesis application on closure accounting.</p>	3



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
3rd YEAR	
<p style="text-align: center;">International Business Negotiation / 3rd Year / I</p> <p>This course is addressed to students for the acquisition and improvement of negotiation skills in international business arena. Main topics: Participation in the negotiation, contracting and running of international business. Identifying opportunities and risks specific to international businesses and their management. Design and management of correspondence documents and external contracts. Providing specialized consultancy in the field of international economic relations to the Romanian and / or foreign trade companies as well as the decision makers in the administration. The negotiation process. The three crucial variables of negotiation. The negotiation process in negotiation. Influencing your partner through communication. Negotiation planning. Organization of negotiation. The stages of the negotiation itself. Negotiation strategies. Tactics of negotiation. International negotiations. Ethics in negotiations. Characteristics of a negotiation situation. The general course of a negotiation. The characteristics of a good deal. Principles of negotiation. The power of negotiation. Defining power. Basic principles of power. Power sources. Perception of power. The role of negotiation time. Hurriedly traded transactions. Suspension of negotiations. Time limit. Information in negotiation. Human communication - the key to negotiation. Verbal communication. Linguistics and the role of language. Nonverbal communication. Components of non-verbal language. Barriers to communication. Methods of assessing the intent of the negotiating partner. Using the questions. Listening to your partner. Interpretation of gestures. Adoption of affective-positivist components. Reversing the role. The Role of Presumptions and Motivations in Completing Negotiations. Six tactics useful in supporting the arguments. Discover why the negotiator is ignored. Keys of positive conviction. Defining influence. Styles of influence. Analytical style. Authoritarian style. Conservative style. Catalyst style. Strategic style. The idealist style. The negotiation team. Team size and structure. Selection of the negotiation team. The most common roles of team members. Qualities for a Negotiator. Preparing the team. Behaviour of the negotiating team. Agent role. The place of negotiation. Steps to be made for a successful negotiation. Arranging seats at the negotiating table. Breaks during the negotiation sessions. Communications and security. Communications. Security. Using codes. Mandate of the negotiating team. Consideration of the negotiation strategy unilaterally. Interactive consideration of the negotiation strategy. Choosing the negotiation strategy. Monitoring and re-evaluating strategies. Attitudinal tactics. Attitudinal tactics in the opening phase. Attitudinal tactics used in later phases. Changing the opponent's view of his / her final win. Changing the opponent's view of the chances of his success. Tactics of situation. Offensive tactics. Defensive tactics. Factors that influence the international negotiation process. Identification of relevant environmental factors for negotiation. Obtain information on relevant factors. Culture - an important factor in international negotiations. Understanding different cultures. Implications of Cultural Differences on Negotiations. The Influence of Cultural Differences on International Negotiations. Negotiation strategies induced by cultural differences. Familiarity low. Moderate familiarity. High familiarity. What is ethics and why is it applied to negotiation? What motivates unethical behaviour? Consequences of Unethical Behaviour. Factors that create a predisposition to choose unethical tactics. Demographic factors. Characteristics of personality, motivational orientation and moral development. Situational influences on unethical behaviour.</p>	5
<p style="text-align: center;">International Transport / 3rd Year / I</p> <p>This course familiarizes students with conceptual approaches, the types of actions in the field of international transport, the evolution, the current stage and the role of international transport, the content and mechanisms of operation and evolution of international conventions governing the international transport system. Develop students' skills to use concepts and indicators specific to international transport. Developing students' skills to develop professional projects, in particular the strategy of internationalization of companies in the field of international transport. Main topics: Importance, role and particularities of the transport system. Transport market. International road transport. International rail transport. International air transport. Multimodal transport. Maritime Transport Contract. Freight. Factors that influence the size of the ship. The bill of lading. Carriage of goods in international fluvial traffic. Transport insurance. Efficiency and cost-effectiveness of freight forwarding and international freight transport. The activity of expedition houses. Importance of the transport system in economic activity. Transport market: analysis, comparison with other types of markets. International road transport. International comparisons. International rail transport. Comparative statistical analyzes. Types of international shipping contracts. International conventions and regulations. Statistical analysis. International air transport and multimodal transport. Drawing up and presenting a portfolio of analysis of the international transport systems of a geographic area that students will choose.</p>	5
<p style="text-align: center;">Economic and Financial Analysis/ 3rd Year / I</p> <p>This course explores methods used for economic diagnosis of an economic agent and develops students' assessment capacity and decision to improve its profitability. To be able to identify by calculation the level of the main economic indicators of the firm. To determine the influence of each factor on the level of economic indicators. To be able to base decisions on increasing the company's profitability. Main topics: Theoretical and Methodological Basics of Economic Analysis. Types of economic analysis. Content and functions of economic analysis. Study factors that explain the results of economic activity. Methodology of economic analysis. The information system required to conduct the Economic analysis. Diagnostic analysis related to production and marketing activity. Analysis of the general situation on the basis of value indicators. Diagnostic analysis of turnover and value added. Analysis of product / service quality. Diagnostic analysis of enterprise expenses. Analysis of revenue related expenditures. Analysis of operating expenses. Cost analysis at 1000 lei turnover. Fixed expenditure analysis. Analysis of variable costs. Analysis of labor costs. Diagnostic analysis of profit.</p>	5
<p style="text-align: center;">Economic Globalization/ 3rd Year / I</p> <p>This course explores insights about existing and future global issues. Developing analytical thinking by using structural and comparative analysis of the levels of development of different countries and regions. Advances in communication and transportation technology, combined with free-market ideology, have given goods, services, and capital unprecedented mobility. Northern countries want to open world markets to their goods and take advantage of abundant, cheap labour in the South, policies often supported by Southern elites. They use international financial institutions and regional trade agreements to compel poor countries to "integrate" by reducing tariffs, privatizing state enterprises, and relaxing environmental and labour standards. The results have enlarged profits for investors but offered pittances to labourers, provoking a strong backlash from civil society. This course analyses economic globalization, and examines how it might be resisted or regulated in order to promote sustainable development. Main topics: Globalization. Globalization and the state. Theories of globalization. Developed and developing economies in the context of globalization. Financial globalization. Terrorism - a problem with planetary dimensions. The crises in the world economy. The institutional framework of international economic relations. Globalization and the new economy - case study. Trends in population evolution worldwide - case study Romania. The situation of world agriculture - case study agriculture of Romania. Energy Policy of the European Union. World crime, global tensions. Power Centers and Spheres of Influence - Case Study: USA, Japan, EU. World Trade Organization.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Business Correspondence in English / 3rd Year / I</p> <p>After completion of this course, students will know how to create a business correspondence in English. Knowledge and appropriate use of specialized terminology, as well as grammar structures applied and applicable to the specialized language. Acquiring language skills involved in interpreting and translating the text in the economic field. Acquiring documentation skills in English in the specialized field. Define and specify the methods, techniques and procedures for translating a specialized text. Main topics: Structuring documents. Letter of Complaint. Letter of Inquiry. Letter of Application. Letter of Recommendation. Follow-up Letter. Order Letter. Sales Letter. Writing Abstracts. Types of Abstracts. Informational Abstracts. Descriptive Abstracts. Steps for Writing Effective Report Abstracts. Writing Memos. Test.</p>	3
<p align="center">Business Correspondence in the Second Foreign Language/ 3rd Year / I</p> <p>This course aims to consolidate the knowledge related to business correspondence in French, applicable to the specialized discourse. Main topics: Knowledge of the morpho syntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text of the specialized field. Ability to correspond in French in the specialized field. Increased oral and written communication skills in everyday and professional life.</p>	2
<p align="center">International Tourism/ 3rd Year / II</p> <p>This course explores conceptual approaches, types of actions and organizations in the field of international tourism, techniques and tools frequently used by international tourism companies. Developing students' skills to use concepts and indicators specific to international tourism. Developing the students' skills to develop professional projects, especially the strategy of internationalization of the tourism companies. Main topics: Tourism in the global economic circuit. The size of tourism and its impact. The International Tourism Indicators System. International tourist traffic. Determinants of international tourism. Typology of tourists and the characteristics of the tourist environment. Offer as a determinant of international tourism. Tour operators. Contractual relations in international tourism. Consumer safety and protection in international tourism. Representative tourist products. Tools and payment methods in tourism. Trends in world and European tourism. Participation of Romanian tourism in international tourism. Analysis of the economic dimension of a country's international tourism. Analysis of the main international tourist flows. The economic impact of international tourism. Analysis of the main pools of tourism demand and supply at international level. Analyzing the international tourism potential of a country. Applications with international tourism indicators. An analysis of competitiveness in the tourism and travel (T & C) sector of a country in an international context. T & C sector operating and organization framework. Economy and infrastructure of the T & C sector. The natural, cultural and human resources involved in the T & C sector. Drawing up and presenting a portfolio of the country's tourist monograph that students choose from the world tourist map, 67nalyzing the country's tourism competitiveness.</p>	4
<p align="center">Comparative Economic Policies/ 3rd Year / II</p> <p>After completion of this course, students will be able to understand the factors influencing the evolution of GDP and their mode of action in order to implement appropriate economic policies to mitigate the negative impacts manifested at the macroeconomic level and to ensure sustained economic growth. Understand how the economic system operates in a closed or open economy. Identifying interdependencies between different factors and phenomena at macroeconomic level. Drawing on and analyzing the distinction between the role of the government and the role of the central bank in an economy. Describe how the economy can evolve through fiscal, monetary and commercial policies. Analyze macroeconomic stabilization efforts and achieve the indicators for the adoption of the euro. Main topics: Fundamental principles of macroeconomic theory. Growth and economic development. Tax Policy and State Budget. Transition economies. The effectiveness of macroeconomic policies in the closed economy. The defining elements of the open economy. Economic Policies Compared to the Open Economy - Fixed Exchange Scheme. Comparative economic policies in the open economy - flexible exchange regime. The optimal combination of conjunctural instruments of economic policy - comparative analysis. Inflation and anti-inflationary policies. Labour market and anti-unemployment policies. Euro adoption and monetary policy to target inflation. Macroeconomic Policies in Transition Economies - Comparative Analysis. Introduction to macroeconomic analysis. National Accounts System and Material Production System. Macroeconomic instability. The aggregate demand and the role of the state in regulating it. Open economy and international trade. The effects of economic policies in the economy with fixed exchange rates. Effects of economic policies in the economy with flexible exchange rates.</p>	5
<p align="center">Risk Management in International Trade / 3rd Year / II</p> <p>This course explores insights related to negotiation, contracting and running of regional and international business. Identifying opportunities and risks specific to international businesses and their management. Elaboration and management of correspondence documents and external contracts. Providing specialized consultancy in the field of international economic relations to the Romanian commercial companies from Republic of Moldova or foreign and decision-makers in the administration. Main topics: Certainty, risk, uncertainty. Risk classification criteria. Functions of risk. International trade a vital function of the body called the world economy. Country risk. Contractual risk in international commercial sales. Price risk. Ways to Cover Price Risk. The risk in currency operations. Ways to prevent and mitigate exchange rate risks. Other ways to manifest the risk in international trade. Specific techniques for covering them. International trade a vital function of the body called the world economy. Country risk. Models of appreciation (assessment) of country risk. Contractual risk in international commercial sales. Ways to Cover Price Risk. Ways to prevent and mitigate exchange rate risks. Ways of manifesting risk in international trade. Specific techniques for covering them.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Payment and Financing Technique in International Transactions/ 3rd Year / II</p> <p>This discipline contributes to the theoretical and practical deepening of the main concepts operating on the international financial market, the way in which each of its components functions and the details of the specific mechanisms and instruments for mobilizing financial resources from a country's perspective development, deficient in resources. The discipline is mainly addressed to students in the economic profile but also to specialists from other fields engaged in financing projects of small or large scale. Student acquiring theoretical and practical problems related to international business financing. Students' acquaintance with the practical issues of international payment techniques. Understand how to conclude and run the international leasing contract. Understanding the issuance of bonds and shares on international markets as a means of financing. Main topics: International Financial System. Evolution of the International Financial System. Globalization of international financial markets. Financial crisis contagion at international level. Risks of international funding. Intermediation in international financial markets. Advantages of financial intermediation on international markets. Typology of financial institutions. The international credit market. The architecture of the international currency market. External balance of payments. International payment techniques. Payment without payment instruments. Payment by payment instruments. International payment methods. Issuance of bonds and shares on international markets. The main types of bonds traded on international financial markets. Stages of bond issuance on international financial markets through public offering. The cost of bond issuance in international markets. Issuance of shares on international markets through public offering. Issuance of shares on international markets through stock certificates on shares. Securitization on international financial markets. Special forms of leasing. Globalization of international financial markets. Intermediation in international financial markets. Risks of international funding. The international credit market. The architecture of the international currency market. External balance of payments. International payment techniques. Issuance of bonds and shares on international markets. Special forms of leasing.</p>	4
<p align="center">Contemporary Economic Thought/ 3rd Year / II</p> <p>This course is part of the socio-human disciplines and contributes to the development of students' economic thinking. By employing them to operate with ideas, theories, doctrines, and currents of economic thought, this course provides the scientific foundation to the deeper knowledge of reality, understanding of applied economic policies, results and failures in the economy the evolution and the factors that influence it, as well as the support of their pertinent involvement in the mechanisms and systems of political and social organization. There will be a series of general knowledge in economic science, knowledge that is necessary for the training of economists with appropriate studies in the field. The method of effective teaching and discussion based on the acquired knowledge will be used. Introductory notions - the need to study economic thinking, theories and doctrines. Criteria for analyzing and appreciating economic theories and doctrines. Commercialism. Classical English School. Karl Marx. Neoclassic. German Historical School and American Institutionalism. Socialism. Keynesianism. Neoliberalism. Theories and models of economic growth.</p>	5
<p align="center">Methodology for preparing the graduation thesis/ 3rd Year / II</p> <p>It familiarizes students with the language and concepts for academic writing. Students' ability to carry out independent research-research work and generate analyzes and conclusions of originality. Appropriate choice and correct application of the methods and techniques learned during the studies. Students' capacity to analyze, process and interpret economic and financial data provided by organizations. The ability to draw conclusions and to propose decisions based on the results of the analyze carried out, in accordance with the economic theory of the economic field of interest. Establishing the thematic universe of scientific works. Establishing the title, structure and bibliography of the paper as a result of the study of the specialized literature. Preparing the detailed research plan. Preparation of the literature review based on the specialized academic sources recommended by the scientific guide and sources considered relevant by the student. Elaboration of the research methodology in order to achieve the proposed objectives. Data collection and analysis. Editing the paper. Preparation of presentations for the public support of the bachelor thesis. Presentation of the study results / support of the bachelor thesis.</p>	2
<p align="center">International Investment/ 3rd Year / I</p> <p>This course develops students' analysis and synthesis capacity by acquiring methods and techniques of investigation, quantification and interpretation of economic phenomena and processes that reflect international investment activity. To identify and to know a system of indicators used to determine the economic efficiency of investments. To know the information sources related to the investment activity. Define and describe the defining elements that influence the efficiency of the investment activity. Explain and interpret correctly the complex of causes that influence the results of the investment activity and propose measures to increase performance. To know the methodology of determining the economic efficiency, the influence of time and risk in the investment activity. Use critical analysis models to interpret the underlying indicators of the economic efficiency of investments. To use the specific methods of analyzing the efficiency of investments to substantiate the decision-making process. To develop sound and properly grounded scientific reasoning to interpret and synthesize the results of the investment activity. Main topics: Complex investment projects (Investment concept, Investment classification, Investments and company strategy, Investment characteristics, Complex investment projects). Investment Financing (External Financing Sources, International Financial Institutions, Special Financing Techniques). Economic efficiency of investment projects (Efficiency concept, Investment project selection procedure, Investment project evaluation and analysis). Static indicators for assessing the economic efficiency of investments (General indicators, Basic indicators). Influence of the time factor on the investment process (Influence of the time factor on investments during the building of the objective, the technique of discounting. Calculation of the main dynamic indicators of the economic efficiency of investments, Update moments of the update). World Bank Indicators (Capital Commitment, Reported Total Revenues and Current Total Costs, Net Updated Income, Internal Revenue Rate of an Investment Project, Net Refurbishment Rate). Risk and Investment Decision (Risk Concept, Risk Assessment). Complex investment projects. Sources of investment financing. Economic efficiency and investment decision. Static indicators for assessing the economic efficiency of investments. Financial methods for the evaluation of investment projects. The influence of the time factor on the investment process. World Bank Methodology. Risk and investment decision.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">International Economic Organizations / 3rd Year / I</p> <p>This course aims at familiarizing students with the role, functions, structure and activity of the main international organizations and their appropriation and use in analyzing and explaining the activity of international organizations of the main theoretical study subjects specific to the discipline. Using fundamental concepts to describe and explain the role of international organizations in dynamics, trends and events in international politics. Acquisition and understanding of the concepts of international organization, international institution, international regime, international / world order, international society, international system. Familiarizing students with members, structure, and classification and functioning of international organizations. Use of methodology specific to the international relations theories in the analysis of international organizations, institutions and regimes. Main topics: The notion of international organization. The system of international organizations. Classification of international organizations. Establishment of international organizations. Members, structure and functioning of international organizations. The right of international organizations. Legal personality of international governmental organizations. The international competence and accountability of international governmental organizations. Constitution, goals and principles, members, organs, specialized institutions. Main directions of activity. UN reform. World Trade Organization (WTO). Organization for Economic Cooperation and Development (OECD). International Monetary Fund. World Bank. International Organization for Migration (IOM). G-20. BRIC / BRICS. - E-7. - N-11. Council of Europe - constitution and evolution, provisions of statute, organs, international legal status, and activity. The Organization for Security and Cooperation in Europe (OSCE) - CSCE and its main documents, the institutionalization of the CSCE and its transformation into the OSCE, the redefinition of the OSCE role. Constitution, composition, objectives, principles, organizational structure, post-Cold War strategic concepts. Partnership for Peace, enlargement to the East. The Mediterranean Dialogue. Relations with the Russian Federation and Ukraine. Actions in the main theatres of operations. - Objectives and evolution. - Community policies. CFSP, ESDP and ENP. - NATO-EU cooperation in the field of security. European Free Trade Association (EFTA). European Bank for Reconstruction and Development (EBRD). Organization of the Black Sea Economic Cooperation (BSEC). Organization for Democracy and Economic Development - GUAM. Black Sea Commission. - The Danube Commission. Organization of American States (OSA). Mercosur. The Andean Community of the Nations. Caribbean Community (CARICOM) and the Organization of the Eastern Caribbean States. - The Rio Group. North American Free Trade Agreement (NAFTA). Organization of Petroleum Exporting Countries (OPEC). Arab League. African Union Organization (OAU). Shanghai Cooperation Organization. The Commonwealth of Independent States (CIS), the Eurasian Customs Union and the future Eurasian Union. The Collective Security Treaty Organization (OTSC). Central Asia Cooperation Organization. The Association of South East Asian Nations (ASEAN) and the South Asian Association for Regional Cooperation. The Gulf Cooperation Council. The emergence and development of the nongovernmental system. Definitions, typology, functions. The relationship between non-governmental international organizations and governmental organizations. Examples of international NGOs. Central European Initiative. The Visegrad Group. Central European Free Trade Agreement. The Southeast European Cooperation Process and the South East Europe Initiative. South East European Cooperation Initiative. SECI Regional Center for Combating Cross-Border Crime / SELEC Regional Center. The Stability Pact for South Eastern Europe / the Regional Cooperation Council. Civil-Military Emergency Planning Council in Southeast Europe and Multinational Peace Force in Southeast Europe / Southeast European Brigade. Black Sea Naval Cooperation Group. Adriatic and Ionian Initiative. The Black Sea Synergy, the Black Sea Forum for Dialogue and Partnership, the Black Sea Euro region and the Black Sea Cooperation Platform. Eastern Partnership. Community of Democratic Choice.</p>	5
<p style="text-align: center;">Comparative Economic Systems / 3rd Year / II</p> <p>This course discipline attempts to develop and deepen the students' knowledge related to concepts studied in economic thought, microeconomics, macroeconomics, which have an important influence in establishing the criteria for assessing economic systems. Deepening and detailing the mechanisms of competition between economic systems over different periods of time. The ability to create a parallel between theoretical and contemporary models. Economic Systems in the Contemporary World. Main topics: Definitions and classifications of economic systems. Evaluation of economic results. Economic Reform in Capitalism and Socialism. The theory of capitalism. Market economy system. Evolution of the capitalist economic system in the light of Marxist-Leninist critique and analysis. The theory of socialism. Economical command system. The socialist market economy system. Trends and developments in economic systems. Economic systems: concepts, attributes and classifications. Assessment of economic / social outcomes of economic systems. Economic Systems in Practice: American Economy, French Economic System, Economic System in the UK, German Economic System, Japanese Economic System. Specific aspects of economic systems in transition from the planned economy to the market economy (Russia, China, other Eastern and Central European countries).</p>	5
<p style="text-align: center;">Commercial Policies / 3rd Year / II</p> <p>This course explores issues related to creation and evolution of commercial policies. Developing analytical thinking by using structural and comparative analysis between the levels of development of the comet in various countries of the world economy system. Commercial policies protect your business or other commercial property. Citizens offers several types of coverage tailored to meet the needs of business owners, homeowner associations and condominium building owners who cannot find coverage in the private market and meet Citizens underwriting eligibility criteria. In modern times, the commercial policy of every country is generally based on the encouragement of exports and discouragement of imports. The exports are encouraged by giving preferential freight rates on exports, consular establishments subsidized merchant marines etc., etc. The imports are hindered by erecting the tariff walls, exchange controls, quota system, buy at home campaign etc. Main topics: Definition, objectives and typology of the foreign trade policy of the states. Tools used in foreign trade policy (customs tariff), non-tariff, promotional and export incentives). GATT - General Agreement on Tariffs (Customs) and Trade (Negotiation Rounds, Negotiating Mechanism, Results of the Tokyo Round and the Uruguay Round). WTO - World Trade Organization. WTO Ministerial Conference in Doha (Qatar) - 2001. Benefits of the WTO Business Community System (Provisions in the WTO Agreements on Special and Differential Treatment for Developing Countries). UNCTAD - United Nations Conference on Trade and Development. Main tasks of the UNCTAD session. Important issues addressed, GSP. The Generalized System of Preferences, EU Trade Policy, Foreign Trade Policy of Romania (Tariff, Non-Tariff, Promotional and Export Stimulation) Comparison of US and German Trade Policy Case Study. in the current evolution of the Romanian trade Comparison between the commercial policies of Germany and France Comparison of the commercial policies of Spain and Portugal Comparison of the trade policies of Belgium, the Netherlands and Luxembourg Comparison of the trade policies of Sweden and Finland Comparison of the trade policies of Russia's trade policy, oil trade, trade of transnational companies, power centers and spheres of influence - case study: USA, Japan, EU, Romania's commercial policy between 1980 and 1998. Romania's trade policy between 1998-2013. Offshore companies.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
DOMAIN OF STUDY: BUSINESS ADMINISTRATION/ Study Programme: Business Administration in the Public Food Service	
<p style="text-align: center;">Economics I (Microeconomics)/ 1st Year/ I</p> <p>The purpose of this course is to give students an in-depth understanding of the principles of economics in application to individual decision makers, both consumers and firms. Students will learn about demand, supply and equilibrium in goods and factor markets, the efficiency of the market economy and the potential role of government intervention in the economy. Consumer behavioural analysis: study of budget constraints and consumer preferences. The model of optimal consumption choices and the determination of demand for goods functions at individual level. Factors influencing demand for goods and classification of goods subject to consumer option. Slutsky's identity and the influence of price changes on demand for goods. Applications of Optimal Consumer Model: Determining gross and net demand for goods; intertemporal choice. Determining aggregate demand at the level of the market for a good / service; the elasticity of demand for goods and its influence on producers' income. Analysis of the manufacturer's behaviour: the production function and the technical sub-factor of the factors of production. Maximizing a business's profit and determining the demand for input factors. Minimizing a company's costs; global cost and unitary cost functions. Market - complex and dynamic reality: demand and supply, various types of competition; price typology and functions. Firm offer decision under perfect competition; overall balance on the market with perfect competition. The firm's offer decision under monopoly conditions; the causes of the emergence of monopolies. The firm's offer decision under the conditions of oligopoly and monopolistic competition.</p>	5
<p style="text-align: center;">Applied Mathematics for Economics)/ 1st Year/ I</p> <p>Applied Mathematics involves the process of applying mathematical models in order to design and analyze economic problems. Using applied mathematics models, students can solve real life economic problems. This might be, for example, a practical problem that exists in private firms. And as students often collaborate with specialists from other fields, they will also need the ability to look beyond their own specialization. They will gain knowledge about: Vector spaces. Base and dimension of a vector space. Forms of presentation of a linear programming problem. Types of solutions to a linear programming problem. The SIMPLEX algorithm for solving a linear programming problem. Functions of multiple variables, partial and extreme derivatives functions. Applications. Elements of probability theory. Fields of events and probabilities. Conditional probabilities. Schematic and classical probability laws. Random variables. Characteristics of a random variable. Classical distributions.</p>	5
<p style="text-align: center;">Informatics/ 1st Year/ I</p> <p>This course deals with basic Informatics concepts such as Information, Knowledge, Modeling, and Uncertainty. There will be outlined all the conceptual building blocks necessary to understand the basics of Information Theory and tools in various human domains, and discuss their implications for the practice of science, engineering, art, and society in general. Students will be introduced to fundamental topics in Informatics while developing a basic understanding of Information Theory. They will build up their proficiency in Information Technology as detailed in the course syllabus, emphasizing its use in the modeling of nature and technology.</p>	5
<p style="text-align: center;">Accounting/ 1st Year / I</p> <p>This course highlights methods for recording transactions, keeping financial records, performing internal audits, reporting and analyzing financial information to management, and advising on tax matters. Accounting is a systematic process of identifying, recording, measuring, classifying, verifying, summarizing, interpreting and communicating financial information. It discloses the profit or loss for a given period and the value and nature of its assets, liabilities and owners' equity. Main topics: The means of financing the resources and the results achieved through the use of the resources shall be those provided by the accounting officer. The subject of accounting. Accounting Method (Accounting Principles, Methods of Accounting Methodology). Financial situations. Accounting Balance Sheet - Financial Position Assessment (Accounting Balance Sheet, Balance Sheet Accounting Models, Balance Sheet Items, Limits and Definitions on Components of Balance Sheet and Balance Sheet Balance Sheet) Profit and loss account of the financial performance of the enterprise (Account structure Profit and Loss, Income, Expenses, Outturn of the financial year) Cash Flow Statement Changes in the Balance Sheet Account and Double Entry (Concepts, Account Functions, Account Form and Structure, Accounts Rules, Double Record and Account Correspondence) The accounting analysis of the economic and financial operations and the record mechanism in the accounts The accounting formula (The structure and description of the accounting formula, the classification of the accounting formulas) The accounting plan and the classification of the accounts and content of documents. Classification of documents. Accounting books. Preparation, processing, verification and correction of documents. Circuit and storage of documents. Accounting for the main operations on the funding cycle (Concept and forms of financing manifestation, Equity accounting, risk and expense provisions and sources attracted by funding). Accounting for the main operations of the operating cycle (operations with stocks, value added tax, settlements with third parties' debtors and commercial creditors, debts and debts, settlements with employees). Accounting for investment operations (Organization of fixed assets documentation, Asset Recognition and Measurement, Impairment of Fixed Assets, Fixed Assets Accounts, Treasury Accounts Accounting, Determination of the Financial Year Result, Concept and Contents of the Verification Balance, Verification Balance Functions, Classification check balances. Verification balance sheet Identification of accounting errors Establishment of financial statements based on the verification balance Description of the inventory notion. Organizing and performing the inventory.</p>	6
<p style="text-align: center;">Foreign Language A I, II/ 1st Year / I, II</p> <p>Students can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment), communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters, describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.</p>	3



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Fundamentals of Food Chemistry / 1st Year / I</p> <p>Food chemistry is the study of chemical processes and interactions of all biological and non-biological components of foods. The biological substances include such items as meat, poultry, lettuce, beer, and milk as examples. It is like biochemistry in its main components such as carbohydrates, lipids, and protein, but it also includes areas such as water, vitamins, minerals, enzymes, food additives, flavours, and colours. This discipline reveals how products change under certain food processing techniques and ways either to enhance or to prevent them from happening. An example of enhancing a process would be to encourage fermentation of dairy products with microorganisms that convert lactose to lactic acid; an example of preventing a process would be stopping the browning on the surface of freshly cut apples using lemon juice or other acidulated water. Main topics: Introduction: definition, composition, function and characterization of food. Water in food: structure, water activity and phase transformations in food. Minerality of food and human organism; redaction processes; pH and rH. Food Fats: Classifications and Structures. Non-essential and essential fatty acids, sensory properties, chemical changes of fatty acids and acyl residues in food. Mono-, di- and triacylglycerides. Fat: composition and physical and chemical characteristics of edible fats. Chemical processing of fats Heads and diolipides. Complex lipids. Isoprenoid lipids: vitamins with phytolins, sterols, carotenoids and their functions in food. Lipoproteins. Autooxidation of lipids: primary and secondary products, flavor changes. Amino acids, peptides and proteins. Classifications, biological and functional value. Separations. ofminoacids from protein hydrolysates. Peptide structures and chemical modifications thereof. Sensory properties of peptides. Proteins: primary, secondary, tertiary and quaternary structure, functional properties. Distortion and chemical modification of proteins. Isolated and protein concentrates. Enzymes. EC classification and structure: active centers. Michaelis-Menten equation. Representative mono-, oligo- and polysaccharides in food. Glycosides. Ascorbic acid and erosorbate. Food scraping. Pectin. Dietary fiber. Flavors: separations and flavor identifiers. Formation of flavors. Foreign substances in food. Food Additives.</p>	4
<p style="text-align: center;">Physical Education I, II/ 1st Year / I, II</p> <p>This course provides a foundation for building an effective Physical Education program. Students acquire concepts and techniques for assessing health factors, such as blood pressure, heart rate, body mass, strength, flexibility and endurance. Assessment techniques include skin fold and circumference measurements, heart rate monitoring, bioelectric impedance and bike tests. The results of the fitness evaluation help define the goals of Physical Education programs and provide a basis from which the trainer and client can communicate about the best strategies for meeting the client's goals. This course provides a theoretical understanding of why a variety of exercises help or hinder in reaching their fitness goals. Students learn to adapt exercises to alter the body's physiological responses. Additional topics include biomechanics, kinesiology and motor learning. Coursework in basic anatomy and physiology are a prerequisite for understanding the concepts of exercise science.</p>	2+2
<p style="text-align: center;">Economics II (Macroeconomics) / 1st Year / II</p> <p>Students will study aggregated indicators such as unemployment rates, GDP and price indices, and then they will analyze how different sectors of the economy relate to one another to understand how the economy functions. Macroeconomists develop models explaining relationships between a variety of factors such as consumption, inflation, savings, investments, international trade and finance, national income and output. Such macroeconomic models, and what the models forecast, are used by government entities to aid in the construction and evaluation of economic policy. Macroeconomics is a rather broad field, but two specific areas of research are representative of this discipline. One area involves the process of understanding the causation and consequences of short-term fluctuations in national income, also known as the business cycle. The other area involves the process by which macroeconomics attempts to understand the factors that determine long-term economic growth or increases in the national income. Introduction to macroeconomics. Income and consumption. Savings and investments. Cycles and economic crises Growth and economic development. The money market. Labour market. Financial footprint. Foreign exchange market. Inflation. Unemployment.</p>	4
<p style="text-align: center;">Finance/ 1st Year / II</p> <p>The main outcomes of this course are: Identifying and acquiring basic knowledge and understanding of the involvement of finance micro and macro level in public and private organizations. Knowledge understanding and proper use of terms and techniques in the field of public and private finance. The acquisition and use of language, to enable the student to communicate in writing and orally. The interpretation of economic information, financial, social and other national and international media. Development of the ability to select and use the methods and tools of financial activities; the acquisition of the capacity to understand the flows of financial resources and their allocation. Main topics: Public finances - introductory notions. Functions of public finances. Structure of the financial and coordinated public policy mechanism. The system of public financial resources. Tax system - doctrinal-theoretical fundamentals. Direct taxes. Indirect taxes. State loans. Public debt. Public expenditure system. State social insurance. Public Budget System.</p>	6
<p style="text-align: center;">Statistics/ 1st Year / II</p> <p>Students will discover the science of collecting, analyzing, presenting, and interpreting data. Governmental needs for census data as well as information about a variety of economic activities provided much of the early impetus for the field of statistics. Currently the need to turn the large amounts of data available in many applied fields into useful information has stimulated both theoretical and practical developments in statistics. Data are the facts and figures that are collected, analyzed, and summarized for presentation and interpretation. Data may be classified as either quantitative or qualitative. Quantitative data measure either how much or how many of something, and qualitative data provide labels, or names, for categories of like items. The area of descriptive statistics is concerned primarily with methods of presenting and interpreting data using graphs, tables, and numerical summaries. Whenever statisticians use data from a sample—<i>i.e.</i>, a subset of the population—to make statements about a population, they are performing statistical inference. Estimation and hypothesis testing are procedures used to make statistical inferences. Fields such as business and economics make extensive use of statistical inference, as we present in this course.</p>	6
<p style="text-align: center;">European Economics/ 1st Year / II</p> <p>This course completes the education of the economical students with the formation of a scientific concept necessary for the understanding of the phenomena and processes taking place within the European Union. Main concepts: Presentation of the conceptual framework of the European economy system; knowledge of the historical process of European economic integration; presenting the microeconomic and macroeconomic aspects of the European economy and how to base and implement common policies. Conceptual approaches to European integration. The historical foundations of European integration. The Treaties of the European Union. The institutions of the European Union. Single Market. Community policies. Monetary policy. The European System of Central Banks and the European Central Bank. European structural funds and economic growth.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Taxation/ 1st Year / II</p> <p>This course aims to analyze tax issues and accounting regulations. Main topics: The theoretical and practical accounting fundamentals, combined with the requirements of tax legislation, provide students with solutions for determining and reflecting in accounting the company's obligations towards the state budget and social security. It is essential to debate the main aspects of taxation in our country, because many questions arise about the Romanian tax legislation, which is so extensive and constantly changing. The theoretical and methodological aspects regarding the general notions of taxation are approached in order to understand the importance of the taxation field in the long run of the process of collecting the resources at the state's disposal, the methods and principles of taxation, as well as the accountability of the future economists towards the correct application of a procedure for obtaining information on tax activity in Romania. A priority objective of the course is to determine students to define and describe the main economic and financial indicators used in the analysis of budgetary resources, respectively direct taxes and indirect taxes for an efficient analysis and pertinent interpretation of economic phenomena and processes in fiscal terms. Familiarization of future specialists with the notion of representative in the field of taxation at the level of economic entities and individuals, an area in continuous legislative change, highlighting, on the one hand, the fiscal system through which the state performs the budgetary function, and on the other hand all taxpayers' rights and obligations; Provide the knowledge base needed for students to understand and use the basic concepts of taxation; developing the capacity to understand the phenomena, processes and applications in this vast field; Presentation of basic notions and processes related to the fiscal system, its features and functions; the structure of taxes and duties of the tax system; the correct determination of the fiscal indicators in order to interpret the correct tax behaviour of the taxpayers towards the society; Students acquire the compulsory knowledge regarding the fulfilment of all the obligations contained in the fiscal laws, emphasizing the way of evidencing, calculating, declaring and paying the taxes and duties owed to the consolidated state budget and local budgets.</p>	3
<p style="text-align: center;">Humanities and Social Sciences Discipline/Psychology of Food Choices/ 1st Year / II</p> <p>Consumption of food is a universal and necessary act, and a variety of factors influence its selective choice. We are commonly tempted to think the reason we choose a particular food is that it is healthy and tastes good. Upon closer examination of our senses, we might better be able to understand why we show a preference for some tastes but not others. How do culture-specific products or flavors exert an influence on our food choice – and how stable are these influences? This course addresses these main topics: Introduction, presentation of psychology. Short anthropology of nutrition. Food requirements and their classification. Physiological and physiological needs. Sensitivity and importance in food messages. Visual, tactile, acoustic, olfactory, gustative sensitivity. Normal states of the hungry cycle - appetite - satiety. Abnormal physiological states of nutrition. Vegetarianism, veganism and veganism. Influence of religion on food consumption. Food Satisfactory and Disadvantaged. How can I convince food? But the manufacturers? Psychology in favour of food service producers.</p>	4
<p style="text-align: center;">Foreign Language B I, II/ 1st Year / I, II</p> <p>Students will understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. They will deal with most situations likely to arise whilst travelling in an area where the language is spoken, produce simple connected text on topics which are familiar or of personal interest, describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans, understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialization, interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party, produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.</p>	2+2
2nd YEAR	
<p style="text-align: center;">Marketing/ 2nd Year / I</p> <p>This course familiarizes students with specific marketing language and improve students' skills to design and develop marketing plans. Main topics: Knowledge of marketing analytics tools. Understanding the role of marketing specialist in public catering companies. The ability of students to develop marketing plans to increase the reputation of public catering establishments. Proper and effective use of marketing-specific tools to launch new services. Basically, Marketing is a management process through which products and services move from concept to the customer. It includes identification of a product, determining demand, deciding on its price, selecting distribution channels and promoting among target customers. Market research. Market segmentation. Marketing research. Marketing mix - concepts, structure, functions. Product policy - concepts, functions. Marketing strategy. Pricing policy - concepts, functions. Price typology on different types of markets. Distribution policy. Methods of evaluation of distribution activities. Promotion policy - concepts, functions. Communication mix - tools, promotion techniques. Advertising - promotion tool. Promotion campaigns.</p>	5
<p style="text-align: center;">Management/ 2nd Year / I</p> <p>Students will acquire and develop skills to create a management plan. Main topics: Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system. Developing an overview of the management and management system of the organization. Knowledge of the emergence and evolution of management. Providing a knowledge base on the efficient use of material, human, financial and informational resources. Knowledge and application of management methods. Developing the ability to design and rationalize a decision system. Developing the capacity to design an organizational structure. Developing the capacity to create and implement an information system.</p>	5
<p style="text-align: center;">Food Quality Control/ 2nd Year / I</p> <p>This course outlines how food safety, quality and safety are defined, planned, realized and evaluated across the food chain. Main topics: Knowing the principles of quality and safety in conjunction with consumers' requirements. Understanding the food safety principles of the HACCP system. Starting, organizing, managing and coordinating specific processes in public nutrition. Planning of technical, economic, financial and socio-cultural fluxes, processes and systems in public catering establishments; control and evaluation of these activities. Marketing of products / services. Managing relationships with customers and suppliers. The ability to exercise the values of critical and creative thinking in the decision-making process in food. Applying the principles, norms and values of professional ethics responsibly in carrying out the professional tasks and identifying the objectives to be achieved, the available resources, the working steps, the execution times, the implementation deadlines and the related risks. Identifying roles and responsibilities in a multidisciplinary team and applying relationship techniques and effective work within the team. Factors that influence the quality of food in production and public nutrition. Food quality flags. Standardization of food products. Food certification. Food quality evaluation. Quality costs. The SR.EN. ISO 9001: 2015. Statistical tools used in the control and quality assurance of food products. HACCP system. Food safety management system SR EN ISO 22000: 2005.</p>	4



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<p style="text-align: center;">Food Hygiene and Safety/ 2nd Year / I</p> <p>This course explores food hygiene and safety principles by developing creative thinking and applying it in the hygiene - food safety - quality relationship. Apply the legislative provisions of the New Hygiene Package to ensure food safety throughout the entire technological flow. Main topics: Knowledge of the mandatory cleansing and disinfection techniques used in food industry units to protect food quality and prevent the spread of pathogenic micro-organisms. Development of decision-making capabilities and their application in critical situations during the implementation of good hygiene and / or manufacturing practices. Hygiene and Food Safety - General presentation of the legislative framework for activities in the food industry - "The new Hygiene Package". Food industry enterprises - design and location according to hygiene rules. The design and construction of the equipment respecting the principles of hygiene. Surfaces in food industry enterprises - used materials, biofilm formation, disinfectants and disinfection techniques. Air hygiene- contaminants, decontamination techniques. Maintenance and Hygiene. Waste management. Pest control program. Packing food and transporting it under hygienic conditions. Staff hygiene. Staff training. Legal requirements by official controls.</p>	4
<p style="text-align: center;">Management of Public Food Services / 2nd Year / I</p> <p>This course aims to explain the basic phenomena and processes of the food services, providing students with a pool of knowledge that will allow them to understand and decipher specific economic mechanisms. Developing the skills needed to coordinate activities in public nutrition. Main topics: The foundation of the students' scientific base for the formation of a genuine professional judgment. Developing the student's ability to understand the organization and operation of a service provider. Understand the specificity of service providers in terms of organization, decision-making and evaluation. Understand the context of the performance of service delivery units under competitive market conditions. Starting, organizing, managing and coordinating specific processes in public nutrition. Planning of technical, economic, financial and socio-cultural fluxes, processes and systems in public catering establishments; control and evaluation of these activities. Information systems management: software applications - operating and customizing, based on domain-specific indicators. Marketing of products / services. Managing relationships with customers and suppliers. Competencies in strategic planning, human resource management, management techniques, production methods, financial portfolios management. Ability to exercise the values of critical and creative thinking in decision-making in complex situations, optimally managing partnership architecture and practice process management. Organizing waste for recycling. Applying measures to protect the environment and use renewable energies. Using bio products. The content, characteristics and typology of services. General framework for the organization of public catering establishments. Strategies specific to public catering establishments. Offer, demand and tariffs for public catering establishments. Management of public catering establishments. Management of tourism units. Efficiency of businesses in tourism and tourism. Human and material resources in the catering sector.</p>	3
<p style="text-align: center;">Business Law/ 2nd Year / I</p> <p>Students will acquire and develop skills for understanding, interpreting and implementing legal notions and language in business, and applying theoretical knowledge in practice. Main topics: Developing the capacity to understand the implications of legislation in the field of business law on economic issues. Developing analytical and interpretative skills in the field of business law. Acquiring the necessary knowledge for the establishment of a company, an individual or family enterprise. Acquiring knowledge for conducting activities of company directors, censors or auditors, liquidators, etc. News brought by the new civil code in the field of commercial law. Introduction to business law: concept, definition and subject matter of regulation, sources and correlation with other branches. Business facts: the notion and characteristics of trade deeds, their classification and the analysis of the main trading facts regulated in Article 3 of the Commercial Code. Trader-specific institutions: Chambers of Commerce and Industry, Trade Registry. Traders physical persons: the notion of trader, acquiring the status of trader as a natural person, the conditions of exercising commercial activity and the termination of the quality of trader. Trader's professional obligations: general notions, registration in the Trade Registry, registers kept by traders, exercise of trade within the limits of legitimate competition, obligation to pay taxes and duties. Businesses: general business concepts, their legal definition and regulation, their classification, key elements of identification. Business operations: the duties of general meetings of directors and auditors. Dissolution and liquidation of commercial companies. Fund of Trade: notion, elements and analysis of the intangible elements of the trade fund (clients, trade witness, trade mark and services).</p>	4
<p style="text-align: center;">Enterprise Economics/ 2nd Year / II</p> <p>This course improves students' skills to develop a business plan in the field of food services. Describe the characteristics of different types of enterprises, their role in the economy, its activities and its resources. Explaining and interpreting methods of resource allocation and use in terms of results and efficiency. Presenting different types of innovation as prerequisites for business development. Identifying opportunities for continuous training and efficient use of learning resources and techniques for their own development. Main topics: Enterprise and its role in the economy; the business environment. Modern theories of the firm - economic models of management theory (Baumol, Marris, Williamson). Modern theories of the firm - economic models of behavioural theory (Cyert & March, Simon). Typology of businesses and ways of setting up, running and governing. Structural organization of the enterprise - functions and activities. Elements of management of productive activity in the enterprise. Elements of business management of the enterprise. Financial management elements of the enterprise. Strategic diagnosis and strategic choices of the enterprise. Developments. Internationalization. Business plan of the enterprise.</p>	5
<p style="text-align: center;">European Business Environment/ 2nd Year / II</p> <p>This course aims at developing analytical thinking by using the structural and comparative analysis in the European economy. Knowledge, understanding, explanation and interpretation: studying and explaining the system of terms and economic concepts specific to the business environment, defining these notions and how to manifest in the practical activity, characterizing the international business environment from the perspective of the fiscal system, removing administrative barriers, modes of communication, etc.; the permanent relationship between theory and practice within the European market. Instrumental-applicative: application of basic principles and methods for problem-solving / well-defined situations typical of the field; adequate use of standard criteria and methods of assessment to assess the quality, merits and limits of processes, programs, projects, concepts, methods and theories. Attitudinal: respect for the opinions of others; promoting a system of cultural, moral and civic values at European level, involving in the preparation of projects; involvement in participation in certain scientific sessions according to their own research directions. Main topics: European Business Environment - Macromedia. European business environment - the micro-environment. Recent changes in Europe. Entering European markets. Euro marketing. Business Development Strategies. Business Financing. Competitiveness of the European business environment.</p>	4



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Commercial Techniques/ 2nd Year / II</p> <p>This course provides students with the knowledge and information needed to understand and deepen the phenomena and business processes that underlie their initial professional training. Knowledge and understanding of the basic notions used in the commercial and public spheres. Understanding and acquiring commercially specific language. Learning the skills of using the methods and techniques of studying commercial phenomena. Main topics: Modern concepts of commercial activities. Possibilities of organizing business activity. Current strategic trends in commercial activity. New commercial policies in retail. Systems of organization of trade. The sphere of commercial relations. Distribution of goods. Electronic commerce. Retailing and merchandising in the "collaborative economy".</p>	5
<p align="center">Principles of Rational Nutrition/ 2nd Year / II</p> <p>This course offers the premises of understanding the nutritional balance and nutritional needs for all categories of consumers. Knowledge and understanding of the compositional and nutritional characteristics of foods in ensuring proper nutrition. Knowledge and understanding of the nutritional needs of different groups of consumers. Conceiving and analyzing food rations for all categories of consumers. Understanding the influence of processing technologies on the nutritional qualities of foods. Main topics: Current eating problems. Nutritional and food policies. Nutritive and energetic needs of the body: factors of influence; rules on energy requirements. The importance of food balance in maintaining health (under-alimentation, food abuse). Energy value of food. Nutrients and their role in nutrition: carbohydrates. Nutrients and their role in nutrition: proteins. Nutrients and their role in food: lipids. Nutrients and their role in nutrition: vitamins, macro- and microelements. The role of water in food. Balance of water. Nutritional physiology. Digestion and absorption of nutrients. Nutritional characteristics of the main food groups. Food pyramid. Principles of special nutrition: Pregnant women's diet, children, elderly people, athletes. Principles of achieving high nutrition food products. Influence of technological processing on the nutritional characteristics of food.</p>	4
<p align="center">Customer Relationship Management/ 3rd Year/ II</p> <p>This course aims at developing a strategic thinking focused on customer orientation in any organization and exploiting customer databases to substantiate strategic decisions. Expected learning outcomes: Identifying opportunities for differentiated approach of different customer segments based on strategic models established in the literature. Understanding the role of the customer relationship specialist in an organization centred on customer loyalty. Knowledge of customer relationship management analysis tools (CRM Analytics). Using reports provided by CRM IT applications to make decisions about allocating financial resources to customer engagement / upselling / cross-selling. Main topics: Getting started with the Customer Relationship Management (CRM) concept. Strategic approach to customer relationship management. Benefits of implementing an integrated CRM strategy in the mission of an organization. The dimensions of a CRM strategy (strategic, analytical, collaborative, and operational). Customer segmentation based on customer lifetime value. Automating marketing, sales and customer care through CRM IT systems. Operational management of customer relations at every stage of their lifecycle (attracting, loyalty and developing relationships). Analytical CRM – CRM data warehouses, online analytics (OLAP) and data mining. CRM in e-Business: Opportunities and Challenges. Social Media CRM – LARA model, sentiment analysis in customer reviews online. Interpretation of the results of CRM research in different sectors of activity. Designing a CRM campaign for an innovative product / service. Managed the management of a customer relationship management project model using the Microsoft Project software. Simulating CRM Campaign Management. Multi-dimensional OLAP sales analysis. Social CRM.</p>	5
<p align="center">Internship/ 2nd Year / II</p> <p>It enhances students' ability to perform independent documentary work. Developing the ability to correctly apply and use the techniques and terminology specific to operational activities in public nutrition. Developing the student's ability to understand the content and the components of the activity of the main economic units with a public nutrition profile. Develop students' ability to analyze, process and interpret the results of individual research. Increasing the capacity to draw conclusions and make decisions based on the results of the analyzes made in accordance with the literature in the field of public nutrition Knowledge acquisition and the formation of the general skills needed to work with the specific documents used in the public alimentation activity. Developing the skills necessary for efficient management of the main types of economic units with a public nutrition profile in determining the structure of the services offered, the prices, the promotion methods and the techniques for their distribution. Student knowledge of existing norms and exigencies in contemporary economic science research.</p>	3
<p align="center">General Technologies in the Public Food Service / 2nd Year / I</p> <p>This course provides knowledge for understanding the technological processes in public catering establishments. Familiarize students with the terminology specific to the activities in the field and with the organization of specific practical activities; developing practical skills and using specific culinary equipment. Main topics: Defining the technological process. Making Block Schemes and Technological Schemes. Specific operations in public nutrition. Balance sheet material. Energy balance. Specific facilities for the processing of raw materials in public catering establishments. Refrigeration and specific machinery. Utensils, appliances and other tools needed by public catering establishments. Designing production areas in the field of public catering. Organizing a specific technological flow. Ensuring process quality. Design of technological flows. The technology of obtaining the main groups of products specific to public nutrition. Packaging, Marking, Labeling of Products, Preservation and Storage of Products in Public Nourishment Units. Appreciation of pastry-confectionery quality. Modern food processing technologies. Minimum processing. Atmospheric processing. Steam Cooking. Microwave Cooking. Slow Cooking. Cooking Sous-vide. Chilling / Freezing Cooked Food. Cryogenic Cooking. Presentation and marketing techniques specific to products obtained in public catering establishments.</p>	5
<p align="center">Gastronomy/ 2nd Year / I</p> <p>This course explores issues specific to the activities in the field of gastronomy; it aims at developing practical skills and using specific culinary equipment. Gastronomy - art and science. Main topics: The culinary traditions of Europe. European Gastronomy. Italian Gastronomy. Culinary traditions and customs. Romanian Gastronomy. Culinary traditions and customs. Asian Gastronomy (Indian, Chinese, Korean, Japanese, etc.). Gastronomy Halal. The course is developed based on the current needs of the theoretical and applied knowledge necessary for managers of public catering establishments in the field of general technologies. The training needs will be assessed periodically according to the needs of the business environment. Discipline is constantly updated with the latest industry news, standards and practices on food processing. Laboratory work is tailored to the needs of public catering establishments. In order to better adapt to the requirements of the labour market the content of the discipline, regular meetings were held with the professional associations and representative employers from the business environment.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Logistics in the Public Food Service/ 2nd Year / II</p> <p>This course highlights insights regarding the logistics process in the case of commodities for public nutrition. Main topics: Managing relationships with customers and suppliers. Marketing of products / services. Control and evaluation of logistics activities. Planning of technical, economic, and financial processes, processes and systems Logistics management Information systems: logistics software applications. Logistics content and components. Logistics activities. Logistics infrastructure. Means of transport. Stocks of materials, raw materials and finished goods in the supply, distribution and production support. Logistics strategy. Stock management and control. Removal of redundant stocks, scrap and waste reevaluation. Choice of suppliers. Negotiation and conclusion of contracts. Choice of routes and means of transport. Assessing the performance of the logistics sector. Objectives and structure of the logistics department. Supply and Distribution. Distribution centers and warehouses. Materials Handling Tools. Storage, packing and handling of stocks heuristic conversation, explanation, debate, case study, problem-solving, exercise, teamwork in practical work, critical thinking development methods, study of curriculum documents and bibliography. Supply Plan and Distribution Plan. Calculation of storage surface and economic efficiency of storage. Calculation of the need for means of transport.</p>	4
<p align="center">Consumer Protection/ 2nd Year / II</p> <p>This course explores the concepts of consumer protection on national and international level. Main topics: Appropriate knowledge and use of the institutional and legislative framework with responsibilities in the field of consumer protection of food services worldwide, European and national. Understanding the role and importance of consumer protection for food services. Knowledge of the EU's new food regulations. Acquiring national and regional rules specific to the food industry related to the protection of consumer's life, health and safety. General notions of normative legal acts in the food sector. Consumer rights. The conceptual framework of consumer protection. The consumerist movement – historical and evolution in the modern period. Consumer protection worldwide. Principles, rights, international organizations in the field. Consumer protection at EU level. Regulations and European policy in the field. Institutional and Legislative Framework. European bodies and systems for consumer protection. Consumer protection in Romania. National legislative and institutional framework. Consumer protection and competition. Particular aspects of consumer protection. Incorrect practices in the marketing of food products and services. Education and consumer information. Defending consumer rights. Case studies on consumer protection at national and international level.</p>	4
<p align="center">Academic Ethics and Integrity/ 2nd Year / II</p> <p>It familiarizes students with the methodology and tools of the system and tools to ensure ethics and integrity academics. Developing skills to use methods and techniques for assessing the integrity phenomenon in the university environment; Student knowledge of ethics and academic integrity issues in scientific research and the dissemination of the results of their professional work. Main topics: Integrity – fundamental moral value. Characteristics of the integrity concept – Personal integrity / publicity. Principles and Standards of Integrity in the Public Environment. Integrity in Romania – the legal framework. Ethics and professional deontology – the phenomenon of corruption: concept, prevention, combat; corruption risk management. Standards of integrity in the field of didactic and research activity in higher education. Code of Ethics – general standards of academic integrity. Teaching process – approach from the perspective of integrity. Research activity – specific integrity standards. Forms of university fraud in didactic and research work. Promoting a “culture of integrity” in all areas of academic and administrative activity in universities. Transparency and accountability of Romanian higher education institutions. Recommendations for developing a culture of academic integrity.</p>	4
<p align="center">Foreign Language B III, IV/ 2nd Year / I, II</p> <p>This course strengthens general English knowledge and apply to specialized discourse. Knowledge of the morpho syntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text of the specialized field. Acquiring the ability to document in English in the specialty field. Increasing the oral communication capacity in everyday and professional life.</p>	2+2
3rd YEAR	
<p align="center">Business Investment Strategies/ 3rd Year / I</p> <p>The aim of this course is to develop students' analytical and synthesis skills by acquiring methods and techniques of investigation, quantification and interpretation of economic phenomena and processes that reflect the investment activity of public nutrition units. To develop the skills needed to conduct a strategic analysis of the organization, to develop and implement strategies that can achieve the organization's strategic goals. To identify and to know a system of indicators used to determine the economic efficiency of investments. To know the information sources related to the investment activity. Define and describe the defining elements that influence the efficiency of the investment activity. Explain and interpret correctly the complex of causes that influence the results of the investment activity and propose measures to increase performance. To know the methodology of determining the economic efficiency, the influence of time and risk in the investment activity. Use critical analysis models to interpret the underlying indicators of investment efficiency. To use the specific methods of analyzing the efficiency of investments to substantiate the decision-making process. To develop sound and properly grounded scientific reasoning to interpret and synthesize the results of the investment activity. Main topics: Investments and economic and social development (Investment concept, Investment classification, Investments and company strategy, Investment projects and investment programs, Investment characteristics). Entrepreneurial Strategic Management and Innovation Strategies (Strategic Management of SMEs, Business Strategies and Strategy Development Process). Sources of investment financing (Internal sources of financing, external sources of financing, International Financial Institutions, Leasing). Economic efficiency and investment decision. (Efficiency Concept, Investment Project Selection Procedure, Evaluation and Analysis of Investment Projects). Static indicators for assessing the economic efficiency of investments (General indicators, Basic indicators). Financial methods for the evaluation of investment projects. The influence of the time factor on the investment process. Influence of the time factor on investments during the building of the goal, the technique of discounting. Calculation of the main dynamic indicators of the economic efficiency of investments. Update benchmarks, World Bank Indicators, Capital Commitment, Current Actual Income Revenue and Current Total Costs, Net Updated Income, Internal Return Rate of an Investment Project, Net Refurbishment Rate Updated. Elaboration and economic foundation of investment projects based on feasibility studies (Concept, Feasibility Study Methodologies, Main Elements of the Feasibility Study). Risk and Investment Decision (Risk Concept, Risk Assessment). Investments and economic and social development. Business strategies and strategy development process. Sources of investment financing. Economic efficiency and investment decision. Static indicators for assessing the economic efficiency of investments. Financial methods for the evaluation of investment projects. The influence of the time factor on the investment process. Elaboration and economic foundation of investment projects based on feasibility studies. Risk and investment decision.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Hotel and Restaurant Technology/ 3rd Year / I</p> <p>This course deals with issues related to organizing, managing and coordinating specific processes in accommodation and catering establishments, as well as in public nutrition. Planning of technical, economic, financial and socio-cultural fluxes, processes and systems in public catering establishments; control and evaluation of these activities. Main topics: Information systems management: software applications - operating and customizing, based on domain-specific indicators. Marketing of products / services. Managing relationships with customers and suppliers. Competencies in strategic planning, human resource management, management techniques, production methods, financial portfolios management. Ability to exercise the values of critical and creative thinking in decision-making in complex situations, optimally managing partnership architecture and practice process management. Organizing waste for recycling. Applying measures to protect the environment and use renewable energies. Using bio products. Competencies in strategic planning, human resource management, management techniques, production methods, financial portfolios management. Ability to exercise the values of critical and creative thinking in decision-making in complex situations, optimally managing partnership architecture and practice process management. Organizing waste for recycling. Applying measures to protect the environment and use renewable energies. Accommodation structures. The organizational structure of the hotel. The staff of the hotel departments and its attributions. Organization of hotel business. Marketing of hotel services. Restoration - definition and classification. Technological establishment of a restaurant. Human resources and commercial activities in the restaurant. Rules and techniques for performing restaurant services. Marketing and promotion of restaurant services. Record and management documents in the restaurant. Hygiene and work safety in the restaurant. Organization of hotel business. Schedule working time. Reservation activities. Internal organization of work in a restaurant. Functions and crafts in the restaurant. Main activities in the restaurant. Record and management documents in the restaurant.</p>	5
<p style="text-align: center;">Economic and Financial Analysis/ 3rd Year / I</p> <p>This course familiarizes students with the concepts related to economic diagnosis of an economic agent and develop their assessment capacity and decision to improve its profitability. To be able to identify by calculation the level of the main economic indicators of the firm. To determine the influence of each factor on the level of economic indicators. To be able to base decisions on increasing the company's profitability. Main topics: Theoretical and Methodological Basics of Economic Analysis. Types of economic analysis. Content and functions of economic analysis. Study factors that explain the results of economic activity. Methodology of economic analysis. The information system required to conduct the Economic analysis. Diagnostic analysis related to production and marketing activity. Analysis of the general situation based on value indicators. Diagnostic analysis of turnover and value added. Analysis of product/ service quality. Diagnostic analysis of enterprise expenses. Analysis of revenue related expenditures. Analysis of operating expenses. Cost analysis at 1000 lei turnover. Fixed expenditure analysis. Analysis of variable costs. Analysis of labour costs. Diagnostic analysis of profit.</p>	4
<p style="text-align: center;">Food Products and Consumer Security / 3rd Year / I</p> <p>This course explores the composition and importance of food commodities in human nutrition, proper assessment of food quality, identification of non-compliant products. Consumer food protection. Identifying measures to rationalize consumption and reduce food losses. Knowledge and appropriate use of the notions specific to the subject, Correlation of specific knowledge with the notions of the disciplines aimed at general specialized training. Knowledge and understanding of the main constituents of foods and their specific properties. Understanding and proper management of storage, storage, conservation, and loss reduction processes. Acquiring the necessary information for making new foods. Main topics: The role and importance of food commodities in commerce. Subject of study of the subject. Criteria for classification and systematization of food products. Merceological classification of foodstuffs. Classification of food goods in commercial transactions. International nomenclatures used in food trade. General chemical composition of agri-food raw materials and processed food. Native, embedded and accidental substances in food. Implications of consumption and stability of products on the agro-food line. Food quality. Functions of the food. Food quality assessment and assurance. Standards and quality systems in food trade. Food safety. Guaranteeing the quality of food goods. Labeling and marking of food goods. Ensuring food stability. Preservation, storage and storage of food goods. Factors influencing the keeping of food goods. Processes and changes that occur when preserving and storing food. Methods and techniques for preserving and preserving food goods. Perishability. General Merceological characterization of main groups of food commodities. Cereals, pulses and derivatives. Vegetables, fruits and products resulting from the processing of vegetables and fruits. Food sweeteners. Stimulant foods. Natural spices and seasoning products. Meat and meat products, fish, eggs. Food fats. Milk and milk products. Alcoholic and non-alcoholic beverages. New directions in developing food supply. Food security. Reducing food waste in commerce and public catering. Ensuring food safety. Consumer protection and security of food. Fraud in food trade. Meaning of merceological expertise of food commodities. Presentation of the works General rules for the protection and safety of laboratory work. General presentation of the practical work done in the Merceology Laboratory. General presentation of laboratory methods and techniques used in the discipline. Merceological analysis of milk and dairy products. Merceological analysis of meat and meat products. Merceological analysis of milling - bakery products. Merceological analysis of sweeteners and sugary products. Merceological analysis of beverages marketed in public food establishments. Merceological analysis of spices and stimulants.</p>	4
<p style="text-align: center;">Oenology: Principles, Techniques, Particularities for Presenting Beverage/ 3rd Year / I</p> <p>This course explores the marketing techniques for alcoholic beverages in public catering establishments. Knowing and presenting the range of beverages in public catering establishments (identification, presentation, characterization, association with culinary preparations according to the association rules). Acquiring techniques for serving alcoholic and non-alcoholic beverages, recommending beverages according to the association rules. The proper supply of beverage facilities, the use of specific and appropriate inventory items, the making of blends of mixed beverages by specific methods. Main topics: The Role and Importance of Alcoholic Drinks in Human Nutrition. Alcoholic beverages in public catering establishments. The technology of making white, red and rosé wines. Caring, preserving, rinsing and stabilizing wines. Bottling of wines intended for public catering establishments. Preserving and storing wines in public catering establishments. Technology of distilled beverage production. Packaging, storage and storage of distilled products intended for public catering establishments. Association of alcoholic beverages with food in public catering establishments. The role of sommelier in public catering establishments. Sensory analysis of alcoholic beverages. The role and importance of preparing the tasting. Rating techniques using scoring method. The technique of presenting wine and distilled beverages in public food. Organization of events for the presentation of beverages in public catering establishments. Applicative works in the field of presentation and tasting of alcoholic beverages.</p>	4
<p style="text-align: center;">Commercial Communication and Negotiation / 3rd Year / I</p> <p>This course is among the preoccupations of training and improving students' skills to initiate and / or develop their knowledge in such a fascinating world of business, a world not only captivating but also equally "tough". Participation in the negotiation, contracting and running of regional and international business. Identifying opportunities and risks specific to international businesses and their management. Elaboration and management of correspondence documents and external contracts. Providing specialized consultancy in the field of international economic relations to the Romanian or foreign trade companies as well as the decision makers in the administration.</p>	4



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p align="center">Management of Production Units – Public Food Services/ 3rd Year / I</p> <p>This course familiarizes students with the practices, approaches, methods and tools used by enterprises in the field of production unit management. Understand the specificities of enterprises in the field of public catering services in terms of organization, performance and quality assurance. Understand the context of business activity in the field of public catering services as well as trends in each market. Preparing students for jobs specific to public catering services. To develop students' argumentative abilities. Main topics: Management of production units - services - introductory concepts. Management of strategic resources of production units - services. Management of marketing activity in production units - provision of public catering services. Management of human resources in production units - provision of public catering services. Management of technological resources in production units - provision of public catering services. Resource Management in Production Units. Management of financial-accounting system in production units - provision of public catering services. Managing Material Resources in Production Units. Analysis of change situations in production units - provision of public catering services. Debate on concepts used in business management. Debate on presenting the concept of strategy and the importance of knowing and using the competitive advantage - subject of strategic resource management. Discussing and identifying real situations regarding consumer behavior in relation to food service enterprises; Presentation of marketing strategies in customer relations. Debate and identification of real situations regarding the anticipation of the need for human resources, motivation, remuneration of employees in the enterprises of public catering services. Discussion and identification of real-life situations regarding the impact of technology, the use of R & D in improving the performance of businesses in catering services. Discussion and identification of real situations regarding the impact of the use of information and information technology in food service enterprises. Debate and identification of real situations regarding planning and control within the financial-accounting system, the use of costs in the decision-making process. Debating and identifying real situations regarding material resource planning; the presentation of the components of the material needs planning system. Discussion and identification of actual production situations in service enterprises; presenting the main types of decisions in the production activity. Debate and identification of real deal situations. Organizing a sales department. Strategies for increasing the quality of service serving in food service enterprises. Analysis of business change situations and their impact on them; Establishing and identifying models and methodologies for managing organizational change; Stages of an enterprise's economic restructuring plan.</p>	5
<p align="center">Human Resource Management/ 3rd Year / II</p> <p>This course offers insights on human resource management and develop student skills to develop a human resources plan. Developing an overview of human resource management as a component within the organization's management system. Providing a knowledge base on the effective use of human resources. Knowledge and application of human resource planning, recruitment, selection and evaluation methods. Knowledge and application of methods of analysis and evaluation of the positions. Developing the ability to understand human motivations. Developing the ability to design and implement a reward system. Developing the capacity to create and implement a performance appraisal system. Main topics: Introduction to human resource management. Strategic planning of human resources. Position analysis and description. Motivating human resources. Recruitment of human resources. Selection and integration of human resources. Evaluating your professional performance. Management of rewards. Developing human resources. Career management. Health and safety at Work. The Importance of Human Resources Management. Methods of Human Resources Planning. Inventory of competencies. Replacement charts. Job description, Job analysis questionnaire. Applying motivational theories and motivation techniques. Sources and methods of recruitment: case studies. Required documents in the recruitment and selection process from the candidate's point of view. Selection of human resources. Organization of the selection process. Selection Interview. Methods of assessing professional performance. Sources and methods of recruitment: case studies. Required documents in the recruitment and selection process from the candidate's point of view. Selection of human resources. Organization of the selection process. Selection Interview. Methods of assessing professional performance. Using statistical methods for processing data from professional performance evaluation. Development and evaluation of development assessment programs. Methods for setting rewards. Career management - career guidance. Assessing the risks of work accidents and occupational diseases.</p>	5
<p align="center">Entrepreneurship/ 3rd Year / II</p> <p>This course highlights the principles of creating and scaling a start-up. Developing analytical thinking by using structural and comparative analysis of various types of business, some successful and others bankrupt. Explaining and understanding the theoretical aspects specific to tourism entrepreneurship. Explanation of the entrepreneurial process. Developing specific models of entrepreneurship and entrepreneurship. Applying and transferring skills to identify factors that favour or inhibit the development of entrepreneurship in various fields of activity. Developing the entrepreneurial business leadership skills in tourism using strategic and operational planning formulas. Providing future specialists with theoretical and practical knowledge needed to develop and develop skills to develop an effective business analysis for business substantiation. Main topics: Entrepreneur - the foundation of entrepreneurship. Essential Practices for an Entrepreneur. Self-employment and entrepreneurship. Managerial efficiency in entrepreneurship. Consultancy for an entrepreneurial business in tourism. Business Planning in Tourism. Development and management of a tourism business plan. Stages of an entrepreneurial business in tourism. Promoting an entrepreneurial business in tourism. The risk of new business. Factors influencing the development of tourism entrepreneurship. Methodology of substantiation, elaboration, implementation and evaluation of the entrepreneurial strategy in tourism. Promoting Entrepreneurial Strategies in Romania. Starting a business project in tourism. Components of integration and development of the business tourism project. Project analysis. Criteria for developing a business tourism project.</p>	5
<p align="center">Serving Theory and Technique in the Public Food Service/ 3rd Year / II</p> <p>At the completion of this course, students will know the techniques of serving food and drink. Main topics: Identification of sectors in the food and drink industry. Knowledge of premises and equipment used in the food and drink industry. Description of the methods of serving specific beverages and beverages for breakfast, dinner, dinner and events. Food and beverages industry. Staff in the food and drink industry. Spaces and equipment serving beverages and meals. Preparing the mise-en-place. Knowledge of the menu. Alcoholic and non-alcoholic beverages. Methods of serving food and beverages. Special techniques for serving food and beverages. Modern techniques for serving dishes and drinks. Events. Legal regulations on the technique of serving food and beverages. Make mise-en-place and breakfast service. Make mise-en-place and lunch service. Make mise-en-place and dinner service. Making the dessert service. The technique of serving alcoholic and non-alcoholic beverages. The technique of beverages and preparations. Setting up a room-service menu. Organizing an event.</p>	5



Domain of Study / Study Programme Course title and brief description / Year of study / Semester	Credit units
<p style="text-align: center;">Economic Projects/ 3rd Year / II</p> <p>This course provides knowledge on the design and development of economic projects in public nutrition. Main topics: Theoretical and practical components in the development of business in the field of public catering. Information systems management: software applications - operating and customizing, based on domain-specific indicators. Marketing of products / services. Managing relationships with customers and suppliers. Competencies in strategic planning, human resource management, management techniques, production methods, financial portfolios management. Ability to exercise the values of critical and creative thinking in decision-making in complex situations, optimally managing partnership architecture and practice process management. Organizing waste for recycling. Applying measures to protect the environment and use renewable energies using bio products. Presentation of financing programs, objectives, priorities, management of economic projects, institutions and management authorities. Identifying the problems and priorities proposed for funding. Preparing the general framework for project design. Project identification. Identifying potential project outcomes. Project detail and motivation of proposed actions and selections. Drawing up the matrix of the logical framework of the project. Methodology for drawing up the budget and presenting necessary financial arrangements. Choosing the project financing program. Elaboration of the project. Transpose ideas into the pattern required by specific forms. Finalizing the business plan of the project. Knowledge of contracting and procurement procedures for works, supplies, services necessary for the implementation of the project. Methods and techniques for carrying out cost-benefit analyzes and assessing the economic and financial risks of the project. Drawing up a project application.</p>	3
<p style="text-align: center;">Methodology for preparing the graduation thesis/ 3rd Year / II</p> <p>It familiarizes students with the language and concepts for academic writing. Students' ability to carry out independent research-research work and generate analyzes and conclusions of originality. Appropriate choice and correct application of the methods and techniques learned during the studies. Students' capacity to analyze, process and interpret economic and financial data provided by organizations. The ability to draw conclusions and to propose decisions based on the results of the analyze carried out, in accordance with the economic theory of the economic field of interest. Establishing the thematic universe of scientific works. Establishing the title, structure and bibliography of the paper as a result of the study of the specialized literature. Preparing the detailed research plan. Preparation of the literature review based on the specialized academic sources recommended by the scientific guide and sources considered relevant by the student. Elaboration of the research methodology in order to achieve the proposed objectives. Data collection and analysis. Editing the paper. Preparation of presentations for the public support of the bachelor thesis. Presentation of the study results / support of the bachelor thesis.</p>	2
<p style="text-align: center;">Production and Marketing of Culinary Products/ 3rd Year / I</p> <p>This course explores specific production and marketing processes in public nutrition. Planning of technical, economic, financial and socio-cultural flows, processes and systems in public catering establishments. Control and evaluation of these activities. Managing relationships with customers and suppliers. Competencies in strategic planning, human resource management, management techniques, production methods, financial portfolios management. Ability to exercise the values of critical and creative thinking in decision-making in complex situations, optimally managing partnership architecture and practice process management. Elaboration and implementation of technological or investment projects, based on the use of technical and managerial knowledge associated with the confectionery and pastry industry. Manufacture of natural and organic products. Technology of the main categories of food products (breakfast preparations, liquid food, meat products, fish and by-products, vegetable products, dessert technology). Catering products. Fast food products. Main topics: The role and importance of culinary products in human nutrition. Classification of culinary preparations. Animal raw materials used in public foods (milk and dairy products, meat and meat products, fish and fish products, eggs, honey and apiculture products). Technological spaces for production in public catering establishments. Specific design conditions. Provision of production units in public catering. Basic technological processes for public catering establishments. Good Practice Guides in Culinary Production. Quality systems in culinary production. Primary processing of raw materials (peeling, spreading, debarking, cutting, crushing, grinding, kneading, dosing, etc.). Thermal processing of food (boiling, roasting, baking, blanching, roasting, sinking, sowing etc.). Modern technologies to produce culinary products. Technology of the main categories of food products (breakfast preparations, liquid foods, meat products, fish and by-products, vegetable products, dessert technology). Catering products. Fast food products. Packaging, marking, labeling of food, Storage and storage of products in public catering establishments. Quality assessment of culinary products. Presentation and marketing techniques specific to culinary products in public catering establishments. Protection of work, presentation of the works; laboratory presentation of equipment and utensils; presentation of auxiliary materials used in culinary technology. Presentation and quality analysis of the main categories of raw materials used in public catering establishments. Achieving and evaluating the quality of certain categories of culinary products specific to public catering establishments. Presentation of the results of the practical works. Laboratory colloquium.</p>	4
<p style="text-align: center;">Culinary Techniques and Pastry Products/ 3rd Year / I</p> <p>This course allows students to understand the basic concepts for pastry production process. Practical skills training and the use of specific culinary equipment. Grain processing technology. Obtaining and characterization of the raw materials specific to the confectionery products. Main topics: Pastry products technology (Dough products, Liquid dough products). Confectionery Technology (Tabletop Cakes, Shell Cakes, Shell Cakes, Cakes with Chocolate, Chocolate Cakes, Torture Technology). Packaging, marking, labelling of confectionery – Confectionery, Preservation and storage of products in public catering establishments. Appreciation of pastry-confectionery quality. Presentation and marketing techniques specific to pastry confectionery in public catering establishments. Getting Started. The role and importance of milling products in human nutrition. Processes specific to cereal processing. Grain processing technology. Laboratory presentation of equipment and utensils; presentation of auxiliary materials used in culinary technology. Presentation of raw materials. Appreciation of the freshness of raw materials of plant origin. Applicative work for primary / thermal processing of food. Making breakfast preparations and sensory appreciation. Making liquid food and sensory appreciation. Making assorted meat products and their sensory appreciation.</p>	4
<p style="text-align: center;">Territorial Tourism Planning/ 3rd Year / II</p> <p>Students will understand the complexity of the planning process of a territory, taking into account the relationships between the environment and human collectives, as well as the factors that influence these relationships. To deduce the characteristics of a territory (natural environment, population, activities, functions, needs), exploitation possibilities under conditions of its economic efficiency and sustainable development. To perceive the role of tourism development based on case studies, to find solutions to multiply the effects of tourism in the economy of the area and to integrate tourism development plans into the strategy of economic and social development of the territory.</p>	5



<p style="text-align: center;">Domain of Study / Study Programme Course title and brief description / Year of study / Semester</p>	<p style="text-align: center;">Credit units</p>
<p>Main topics: Tourist landscaping: concepts, definitions, principles. History of tourism development. The initial conditions and premises of the tourist development of the territory. The actors and their implications in the planning and planning of the territory. Tourism planning reflected in programmatic landscaping documents (Territorial Planning Map, National Territory Planning Plan, Regional Territory Planning, etc.) Factors of influence in the planning, planning and development of the territory. Natural frame elements. Geographical location / position of the territory towards the cardinal points, elements of the natural frame and the receiving bases of tourists. Relief and geology - support in planning and planning. The tourist potential of the relief. Climate and meteorological aspects. Climate - a tourist resource for the territorial system. Surface and deep waters in relation to the tourist settlement activity. Area / areas of vegetation and floral elements. Natural and anthropic tourism resources. Distribution, concentration, variety and types, criterion in the size of the arrangement of the tourist reception structures. Demographic Potential and Population Evolution. Accessibility and general transport infrastructure. The technical and municipal infrastructure. Natural hazards - earthquakes, floods, landslides, torrent leaks, erosion. Norms and criteria for tourism development, optimal reception capacity. Sustainable development - a necessity in planning and planning. Investments and Investors. Case studies in the tourist development of the territory. Tourism planning in mountain areas: the tourist potential of an area, tourism planning and arrangement; tourism programs and strategies; comparable situations at national and European level. Tourist development in coastal areas: the tourist potential of the area and its valorization, tourism planning and arrangement; tourism programs and strategies; comparable situations at national and European level. Tourist planning of spa, balneoclimatic and climatic resorts: the tourist potential of an area, tourism planning and arrangement; tourism programs and strategies; comparable situations at national and European level. Tourist development of protected areas: the tourist potential of an area, planning and planning; tourism programs and strategies; comparable situations at national, European, world level. Tourist development of urban and metropolitan areas: the touristic potential of an area, tourism planning and planning; tourism programs and strategies; comparable situations at national, European, world level. Tourist planning of rural areas: the tourist potential of an area and its capitalization, tourism planning and planning; tourism programs and strategies; comparable situations at national, European, world level. Tourist planning of the territory according to traditional occupations (viticulture, fishing, hunting): the touristic potential of an area, tourism planning and arrangement; tourism programs and strategies; comparable situations at national and European level. Tourist development of the territory in the reconversion areas, of old industrial sites: the touristic potential of an area, tourism planning and arrangement; tourism programs and strategies; comparable situations at national and European level. Territorial Arranging: Trends, Perspectives and Challenges. Normative acts that deal with aspects of the touristic arrangement of the territory. Romanian legislation in tourism referring to: attestation of tourist resorts; mining, approval, maintenance and operation of slopes and skiing routes for recreation, etc. The law governing the regime of protected areas, the preservation of natural habitats, flora and fauna, which ensures the management of natural tourism resources. The law governing the protection of monuments and archaeological sites, monuments, architectural ensembles and reserves, monuments and memorial ensembles, technical and artistic monuments, museums and other elements of folk art and folklore that ensure the management of anthropological tourism resources. Analysis / interpretation of some methodologies / norms related to the touristic planning of the territory. Examples: Methodology for endorsement of urban planning documentation regarding tourist areas and resorts and technical documentation for construction in the field of tourism. Uniform technical norms for the elaboration of complex documentation for the attestation of the functioning of spa, climatic and balneoclimatic resorts and for the organization of the entire activity of using the natural factors; Methodology of registration and attestation of the tourist patrimony elements, emphasis on tourism resources; Methodology regarding the limits and conditions of exploitation of tourist heritage (emphasis on tourism resources); Methodology for assessing tourism potential; Methodology for attestation of tourist resorts of national and local interest; Rules on the approval, arrangement, maintenance and operation of slopes and skiing trails for recreation; Methodological norms regarding the development of the nautical leisure activity. Touristic landscapes found in programmatic documents, including identifying the level achieved through strategy implementation. The Romanian rural area in the tourism and territorial development policies. Proposal for tourism planning, development and development in Galati and its surroundings, starting from the existing situation. Analysis of the existing situation, diagnosis of the situation, determination of the objectives, development of a sketch, a project, presentation of each stage.</p>	
<p style="text-align: center;">Processing and Quality of Agricultural Products/ 3rd Year / II</p> <p>This course explores the concepts of processing and quality of agricultural products. Understanding the role and importance of the quality and safety of gross and processed agricultural products. Acquiring the basic notions of processing agri-food raw materials. Developing an attitude towards the achievement of food quality and safety according to environmental protection, consumer requirements and European and international regulations in the field. Knowledge and definition of the main technical and economic issues specific to agri-food production. Acquiring national and regional rules specific to the food industry related to the protection of consumer's life, health and safety. Main topics: Fundamental concepts in the processing of agricultural products. Processes, operations, technological flows. Factors influencing the technological processes in the food industry. Technical and economic indicators specific to food production. General chemical composition of agricultural raw materials and processed products. Native, embedded and accidental substances in food. Quality of agri-food products, raw materials and processed products. Quality systems in the processing of agricultural products. Ensure the stability of agri-food products. Preservation, storage and storage of agricultural products. Processes and changes occurring in the storage and storage of agri-food products. Methods and techniques for preservation and conservation. Perishability. Quality management systems in the processing of agricultural products. Technology of processing the main groups of agricultural and animal products (milk, meat, eggs, fish, food fats, vegetables and fruits, cereals and legumes, technical plants, tobacco etc.). New directions in the processing of agricultural products. Presentation of the works General rules for the protection and safety of laboratory work. General presentation of laboratory work. General presentation of laboratory methods and techniques used in the discipline. Use of sensory analysis techniques in assessing the quality of agri-food products - raw materials and processed, in correlation with the requirements of public nutrition. Applications of statistical control at the reception of lots of agri-food raw materials and finished products in public catering establishments. Analysis of the quality of the main groups of agricultural commodities for processing in public catering establishments (milk, meat, food fats, cereals and cereal products, fruit and vegetables, alcoholic beverages, soft drinks, etc.). Assessing the quality of the main groups of finished agri-food products resulting from processing, intended for public nutrition. Quality systems used in the analysis of agri-food raw materials and finished products. Reconstruction of works. Presentation and interpretation of the results. Verifying the knowledge gained in practical work.</p>	
<p style="text-align: center;">Foreign Language B V/ 3rd Year / I</p> <p>This course strengthens general English knowledge and apply to specialized discourse. Knowledge of the morphosyntactic characteristics of the specialized discourse. Appropriate knowledge and use of specialized terminology as well as grammar structures applied and applicable to the specialized language. Acquiring the language skills involved in interpreting and translating the text of the specialized field. Acquiring the ability to document in English in the speciality field. Increasing the oral communication capacity in everyday and professional life.</p>	2



MASTER'S DEGREES

Domain of Study/ Study Programme Course title and brief description/ Year of study/ Semester	Credit units
DOMAIN OF STUDY: BUSINESS ADMINISTRATION/ Study Programme: Administration and Development of Tourism Business	
<p style="text-align: center;">Hotel Structures and Properties/ 1st Year / I</p> <p>This course emphasizes hotel property types in line with classification systems and geographic location. Main topics: Presentation of the hotel property typology and trends in the 21st century. Presentation of hotel classification systems, with their advantages and disadvantages. Highlighting the correlation between the arrangement of hotel properties, the type of hotel property, the main customer service niche and the location of hotel property. Evolution of hotel properties. Developing the hotel industry in the 19th and 20th centuries. Types of hotel properties. Classification of hotel properties. Typology of accommodation. Forms and conditions of hotel property operation. Management contract and franchise contract. The importance of locating hotel properties. Design of hotel property - exterior design. Room design. Thematic design. Hotel properties with special features - distinct features.</p>	7
<p style="text-align: center;">International Business Strategies/ 1st Year / I</p> <p>This course focuses on the development of Master students' skills to understand the issues that managers from tourism sector face while operating in international markets. Master students will acquire knowledge regarding the conceptual frameworks that clarify the relationships between tourism policies confronted with global strategies. They will also have the opportunity to be involved in teams to develop an international business strategy proposal that focuses on a decision facing management involved in entering a tourism market for the first time. Main topics: Understanding of the constraints and advantages in developing an international tourism business strategy. Multinational hotel and food chains and their capabilities and competencies to create competitive advantages in global tourism markets. Foreign tourism markets attractiveness. Analysis of legal, socio-cultural, political, technological and economic impact when evaluating international risks. Global networks and alliances in tourism.</p>	7
<p style="text-align: center;">Development Strategies for Tertiary Sector/ 1st Year / I</p> <p>After the completion of this course, Master students enrolled in this study programme will understand the conceptual framework regarding the grounding of tertiary sector development strategies. Main topics: Diagnosis and analysis of the Romanian and international services sector. Developing students' practical and arguing abilities, as well as analyzing the content of the development and importance of development strategies in the contemporary economy. Fundamental development strategies for the tertiary actor. Macro environment analysis. Services and development strategy. Local development strategies and their impact on services. Transport development strategies. Tourism development strategies. Marketing strategies in services. Sustainable development of services.</p>	6
<p style="text-align: center;">Tourism Investment Projects/ 2nd Year / II</p> <p>This course offers insights on tourism investment projects. Main topics: Design of specific indicators of an investment project. Financing the realization of a tourism investment project. Applying the principles, norms and values of professional ethics in their rigorous, efficient and responsible work strategy. Identifying roles and responsibilities in a multidisciplinary team and applying relationship techniques and effective work within the team. Identifying opportunities for continuous training and efficient use of learning resources and techniques for their own development.</p>	7
<p style="text-align: center;">Academic Ethics and Integrity/ 1st Year / I</p> <p>This course provides knowledge related to ethics and academic integrity issues in scientific research and the dissemination of Master students' research results. Expected outcomes: Developing skills to use methods and techniques to evaluate the integrity phenomenon in the academic environment. Familiarizing students with the methodology and academic writing tools to ensure ethics and academic integrity.</p>	3
<p style="text-align: center;">E-Tourism/ 1st Year / II</p> <p>This course explores Information and Communication Technologies (ICTs) in tourism activities. Master students will learn how to manage the electronic packages and platforms in the tourism, acquire digital business skills in the field of tourism with a focus on new technologies for the semantic Web and models data / related knowledge. Main topics: Presentation of the main features of e-Tourism. Familiarize students with the basic concepts of e-services packages and e-tourism platforms. Student understanding of trends in ICTs and their role in decision making and online collaboration (cloud computing, mobile agents). Assessing the economic impact of cloud computing technologies. Managing e-tourism demand and supply. Student understanding of the tourism market at national, European and global level. Training of the main operational knowledge regarding the use of e-business information technologies with applicability in the specific field of the course, namely mobile devices, mobile Internet, cloud computing, semantic Web. E-commerce is part of e-commerce and unites some of the fastest growing technologies, such as communications and information technology, the hospitality industry, and strategic management / marketing / planning. Information and communications technology development and Internet developments have revolutionized the entire tourism industry, generating new business models, changing the structure of tourism-specific distribution channels, and redesigning all the processes involved in this industry, and last but not least, influencing suppliers of tourist packages, destinations and stakeholders. Activities specific to e-tourism imply the existence of tour operators, travel agencies and other entities with tourism-related interests in the virtual space through a specialized portal. The phenomenon itself has implications for both the tourist services consumer and those listed above.</p>	8
<p style="text-align: center;">Business and Event Tourism/ 1st Year / II</p> <p>This course aims at outlining the role of business tourism in the hospitality industry. Main topics: Knowledge and understanding of the role of organizing events in the hotel and restaurant sector. The pragmatic approach to the activities of providing services in the field of business tourism and organizing events. Knowledge, understanding and operation with specific methods to achieve the objectives. Knowledge and understanding of different concepts specific to business tourism and event organization. Identifying concepts related to planning, organizing, coordinating and controlling event organizing activities. Business associations in tourism and organizing events. Compliance with professional deontology rules based on explicit value options, specific to the hospitality industry specialist. Theoretical and practical training of students in the field of business tourism and in organizing events in accordance with the European standards imposed in this field in order to be competitive on the labour market in the tourism sector in Romania and abroad.</p>	8



Domain of Study/ Study Programme Course title and brief description/ Year of study/ Semester	Credit units
<p align="center">Prospecting and Assessing Tourism Potential/ 1st Year / I</p> <p>Master students will gain knowledge on the methodology for assessing and exploring the tourism potential; thus, the future tourism specialists will be able to develop tourism development strategies for specific regions / tourist centers, useful for local / central public / private authorities. Main topics: Prospecting the tourist potential through the complexity of the tourist phenomenon and the social economic phenomena, conditioned by its capitalization. Students' learning with methods and tools for assessing tourism potential (tourism indicators). Identifying concrete situations of application of the theories and principles specific to the discipline. Collection and processing of data from alternative documentary sources and current activity, for the assessment and prospecting of tourism potential. Developing the skills of using statistical tools in the evaluation of the tourism market.</p>	7
<p align="center">The tourist centers and regions of the globe/ 1st Year / I</p> <p>At the completion of this course, Master students will be able to contribute to the growth and continuous improvement of the international tourism industry by understanding the role of tourist centers in different regions. This course provides knowledge in business, communication, tourism, culture in different regions of the globe. A passion for travel, culture and recreation is essential for Master students who attend this course. They will gain a deeper understanding of international business and get exposed to emerging trends in tourist centers across the world.</p>	7
<p align="center">Territorial Tourism Planning/ 1st Year / II</p> <p>This course allows Master students to understand the complexity of the planning process of a territory, taking into account the relationships between the environment and human collectives, as well as the factors that influence these relationships, to perceive the role of tourism development in the development of tourism in general on the basis of case studies, to find solutions to multiply the effects of tourism in the economy of the area and to integrate tourism development plans into the strategy of economic and social development of the territory. Main topics: Properly defining the notions and concepts of planning and planning a territory from a touristic point of view. Explaining and interpreting quantitative and qualitative data and information on the tourism planning of a territory for the formulation of specific arguments and decisions related to tourism. Explaining and interpreting economic phenomena and processes based on the concepts of touristic landscaping. Problem solving with reference to tourism planning in well-defined contexts related to the conception, planning and execution of activities in tourism companies / institutions / institutes, etc. Fundamental studies and analyzes, organizational and efficiency of firms' activities to provide counselling and assistance in the area of touristic landscaping. Collection and processing of data from alternative documentary sources and current activity, for the assessment of factors influencing the achievement of benefits in tourism organizations.</p>	7
<p align="center">Tourism Collaboration and Partnerships / 1st Year / II</p> <p>This course provides students with a basic understanding of tourism partnerships as a form of collaborative economy. The curriculum is designed in such a way that basic concepts and information are combined with activities that focus the Master students on their own collaborative projects in tourism. There are many opportunities for partnerships in the tourism industry, but they take focus, planning and collaborative work. Main topics: Benefits of tourism partnerships. Co-opetition in tourism. Roles and responsibilities of partners in tourism collaborative work. Communication within partnerships. Mechanisms to evaluate the success and benefits of the tourism partnership.</p>	7
2nd YEAR	
<p align="center">Tourism Communication Techniques/ 2nd Year / I</p> <p>This course provides insights on relevant tourism communication techniques. Main topics: Using and analyzing communication techniques in tourism. Developing documentation and synthesis skills. Detailed knowledge of the main theories, concepts, techniques and communication tools in tourism. Correct understanding of laboratory activities. The ability to properly use and analyze the documents discussed in the laboratories. Ability to propose arguments in the context of studied theories.</p>	7
<p align="center">Entrepreneurship in the Hospitality Sector/ 1st Year / II</p> <p>This course familiarizes Master students with the main issues that need to be managed to better capitalize on business opportunities. Developing entrepreneurial skills in the hospitality industry. Main topics: Presentation of the hotel property typology and trends in the 21st century. Presentation of hotel classification systems used today, with their advantages and disadvantages. Highlighting the correlation between the arrangement of hotel properties, the type of hotel property, the main customer service niche and the location of hotel property. Knowledge and understanding of specialist terminology. Explaining and interpreting the phenomena and economic processes specific to the hospitality industry. Developing the capacity to synthesize, evaluate and coordinate the various practical situations. Critical constructive research of the business environment to substantiate the business decision. Involvement in research, documentation, synthesis and specialist articles. Participation in scientific projects and debates. Demonstrating the ability to identify opportunities for their own vocational training. Developing the ability to work in a team, to make decisions and to formulate measures related to problematic situations in the hospitality industry. Generate, design and implement ideas and business development strategies in hospitality industry organizations. Specialized counselling and assistance in human resource management in the hospitality industry.</p>	7
<p align="center">Management of Tourism Services Packages / 2nd Year / I</p> <p>Master students will understand the way in which the management of service packages can be organized. Main topics: Highlighting the structure of the travel agency and its relationship with the tourism industry. Communicating the components of travel agencies. Presenting the ticketing activities, procedures and regulations of the tourism agency's field of activity. Presentation of the discipline, objectives, scheduling and organization of activities and presentation of the final evaluation methods and during the semester. Types of travel agencies and their evolution in Romania. Analysis of the evolution of the activity of mediation of tourist services in Romania. Practical applications - transport order; booking systems. Practical apps - ordering tourist benefits; international travel contract. Case studies - organization and development of travel agencies. Case studies - motivating staff to provide tourist services. Practical applications and case studies - analysis and pricing of tourist products and packages. Case studies - programs and touristic arrangements offered in Romania; Practical applications - development of tourism programs and arrangements. Case studies - strategies for the development of tour operators. Case studies - analyze the evolution and development of tour operators in the world and national and discuss the determinants in the development of these businesses. Project presentations. Case study and practical applications. Calculation of the rate and profitability threshold of the intermediation service for tourist services; the economic profitability of the intermediation of tourist services. Project presentations. Drawing up and presenting a portfolio including the establishment of a travel agency, description of the activities of the tour operator, type of management and other notions discussed in the course.</p>	8



Domain of Study/ Study Programme Course title and brief description/ Year of study/ Semester	Credit units
<p align="center">Tourism Business Ethics/ 2nd Year / I</p> <p>This course aim to develop Master students' skills to recognize unethical situations in business practice and apply the appropriate tools to solve them. Knowing the specific ethical and moral issues faced by tourism business organizations in the contemporary economy. Developing moral reasoning skills. Promoting a system of cultural, moral and civic values in the business environment. Awareness of the need for individual and organizational social responsibility. Applying basic principles and methods for solving well-defined issues / situations typical of the field. Applying basic principles and methods for solving well-defined issues / situations typical of the field. Main topics: Overview of Ethics in Tourism Business. Ethical and moral concepts. Defining ethics in business. Moral rules. Structure of rules. Moral rules and religious commandments. Moral rules and legal prescriptions. Moral rules and technical prescriptions. Moral values. Definitions. Formation of moral conscience. Steps of Ethical Judgment in Business. Factors of influence of ethical behavior. Analysis of ethical issues in business. Principles of tourism business ethics. Causes of non-compliance with ethics. The main features and dilemmas of business ethics. Practical Principles of Business Ethics. Ethics of Employer-Employee Relations I. Ethical Challenges in Human Resources Management. Ethics of production abroad. Dilemmas for professionals in human resources: compliance or diplomacy. Relativism versus absolutism in ethics. Ethics of Employer-Employee Relations II. Confidentiality of personal information. Ethical issues in the recruitment and selection of human resources. Ethics issues in employee training. Fairness of evaluation systems. Fairness of reward distribution. Nepotism: Pros and Cons. Employee rights. Ethics of producer-consumer relations. General considerations. Production and marketing of health-conscious products. Consumer's protection. Ethics of marketing. Ethical consumer empowerment. Regulating business ethics. Institutionalize an ethical climate in organizations. Codes of Ethics. Ethics Committees. Ethics Audit. Examples of good practice.</p>	8
<p align="center">International Taxation/ 1st Year / I</p> <p>This course aims to analyze international tax issues. Main topics: Fundamentals of theoretical and practical international taxation, combined with the requirements of international tax legislation, provide students with solutions for determining and reflecting in accounting the obligations of international companies. The theoretical and methodological aspects regarding the general notions of international taxation are approached in order to understand the importance of the taxation field in the long run of the process of collecting the financial resources of the international companies, their taxation, methods and principles of taxation, as well as the accountability of the future economists as compared to the correct application of a procedure for analysing the fiscal activity information in Romania, compared to the rules of international taxation. A primary objective of the course is to determine students to define and describe the basic issues that international tax rules have in mind, namely to prevent cross-border "double taxation". Familiarize the future specialists with the notions of international taxation, at the level of international companies, in a constantly changing legislative field, highlighting, on the one hand, the fiscal system used by which the respective state performs the function of collecting the income from direct inputs and indirect, and on the other hand, all taxpayers' rights and obligations. Provide the knowledge base needed for understanding and use by students of basic concepts in the field of international taxation; developing the capacity to understand the phenomena, processes and applications in this vast field. The presentation of basic notions and processes related to the international tax system, its features and functions; the structure of direct and indirect taxes and duties; the correct determination of fiscal indicators in order to interpret the correct tax behaviour of taxpayers towards society. Students acquire the compulsory knowledge of the fulfilment of all obligations contained in international tax laws, international conventions, focusing on how to highlight, calculate, declare and pay direct and indirect taxes and duties due to the budget of the state or states where the companies are operating.</p>	8
<p align="center">Scientific Research/ 2nd Year / II</p> <p>It familiarizes students with the practices, methods and tools used to develop a research work and / or a research project on issues specific to the tourism field. To adopt the rules for drawing up a scientific paper and to use them for the elaboration of a research paper on tourism issues. To adopt the rules for drawing up a scientific paper and to use them for the elaboration of a paper on tourism issues. The practical work is completed with a project that will be presented and supported at the practical colloquium. The work can be individual or group, but the elaboration and support of the research report will be individual. The research report will reflect the following: documentary (description of the practice entity); (preparation of documents, collection of financial data, data processing, analysis and interpretation, etc.).</p>	14
<p align="center">Internship/ 2nd Year / II</p> <p>It aims at applying the knowledge gained in the first and second-year disciplines. Developing the capacity to solve practical issues in the vast field of finance, financial management, taxation, banking and insurance. Developing the ability to: teamwork, design project ideas. Preparing and managing projects. Project development and management, identification and solution of projects, preparation of documents specific to operations carried out at the level of private and public organizations. The practical work is completed with a project that will be presented and supported at the practical colloquium. The practice can be individual or group, but the elaboration and support of the practice report will be individual. The project / practice report will reflect the following: documentary (description of the company which host the internship); (preparation of documents, collection of financial data, data processing, analysis and interpretation, etc.). Content of the practice activity: Study of the financial balance of the tourism firm; Survey of company financial results; Analysis of tourism company HR strategy; Analysis of tourism company marketing strategy; Comparative aspects of the sources of financing used by firms; Comparative study on financing by leasing and bank credit; Comparative study on own financing and loan financing; Fundamental to the optimal financing decision; Study of financial performance in multinational companies; Study of the investment decision of the tourism company.</p>	3
<p align="center">Traineeship for preparing the dissertation paper/ 2nd Year / II</p> <p>It familiarizes Master students with the practices, methods and tools used to prepare a dissertation paper on tourism issues. They will acquire skills for writing a dissertation paper and use them to develop the work in the tourism field.</p>	13



Domain of Study/ Study Programme Course title and brief description/ Year of study/ Semester	Credit units
DOMAIN OF STUDY: ACCOUNTING/ Study Programme: Accounting and Audit	
<p style="text-align: center;">Accounting in line with the European Directives and the IFRS Standards/ 1st Year / I</p> <p>This course aims at providing knowledge on the application of accounting principles for recognizing, classifying or presenting an item for reporting purposes, disclosing events after the balance sheet date, both favourable and unfavourable, when income and expenses can be recognized, etc. Ability to analyze, interpret and optimize a financial-accounting information system. Sizing the role and importance of financial reporting in the process of communicating information provided by accounting systems. Ability to analyze and address various accounting situations based on international accounting standards. The ability to apply professional reasoning in the analysis of economic operations at economic entity level. Ability and ability to prepare, present and analyze the financial statements of economic entities. Knowledge of conceptual and practical interference between financial reporting and corporate governance. The ability to position and delineate the role of professional accountant in the context of a global dimension of economic processes. Main topics: Coordinates of the Europeanization and Internationalization of the Romanian Accounting System: The need for financial statements to comply with the directives of the European Economic Community. Qualitative characteristics of the accounting information reflected in the financial statements. Financial Regulation regarding the Recognition, Evaluation and Registration of Components. Presentation of financial statements in accordance with International Accounting Reporting (IAS 1 and IAS 7). Accounting for property, plant and equipment IAS 16. Accounting for intangible assets IAS 38 Accounting for depreciation of assets IAS 36 Accounting for fixed assets held for sale and discontinued operations IFRS 5. Accounting for investment property IAS 40 Accounting for borrowing costs IAS 23. Accounting for construction contracts IAS 11. Accounting government grants IAS 20. IAS 18 Income Accounting.</p>	7
<p style="text-align: center;">Commercial Law/ 1st Year / I</p> <p>This course aims to develop Master students' skills on understanding, interpreting and implementing the notions and legal language in the field of business as well as applying theoretical knowledge in practice. Developing the capacity to understand the implications of trade law legislation on economic issues. Developing analytical and interpretative skills in the field of commercial law. Acquiring knowledge to conduct company manager, censor or auditor, liquidator, etc. Ability to collaborate with experts from other fields including working in an international context. Ability to have ethical behaviour and compliance with rules of professional ethics. Main topics: The concept and evolution of commercial law. Changes brought by the New Commercial Code. Introductory notions on commercial law: definition and subject matter of regulation, sources and correlation with other branches. The professional and the enterprise: the concept of trading facts in the New Civil Code, the analysis of the main business facts. Trader-specific institutions: Chambers of Commerce and Industry, Trade Registry. Traders as physical persons: the notion of trader, acquiring the status of trader as a natural person, the conditions of exercising commercial activity and the termination of the quality of trader. Trader's professional obligations: general notions, registration in the Trade Registry, registers kept by traders, exercise of trade within the limits of legitimate competition, obligation to pay taxes and duties. Businesses: general business concepts, their legal definition and regulation, their classification, key elements of identification. Business operations: the duties of general meetings of directors and auditors. Business operations: attributions of general meetings of directors and auditors – 1 hour. Dissolution and liquidation of companies based on Law 31/1990 republished and with subsequent amendments. Fund of Trade: notion, elements and analysis of the intangible elements of the trade fund (clients, trade witness, trade mark and services). Commercial insolvency: amendments brought by Law 85/2014, parties to insolvency proceedings and their duties, reorganization and bankruptcy.</p>	6
<p style="text-align: center;">Accounting, Taxation and Fiscal Procedures/ 1st Year / I</p> <p>The general objective of the discipline is to give students the possibility to acquire in-depth knowledge in the field of accounting and tax management. Know and apply tax legislation in Romania to optimize tax costs. Knowing the concepts, principles and fiscal policy in Romania. Apply financial-accounting legislation to economic entities. Main topics: Tax and Fee Charges, Tax Functions, Principles of Taxes and Criteria for Taxation in International Economic Relations. Tax conventions, Technical elements of taxes, Classification of taxes and duties, Tax evasion, General principles of the Romanian Tax Code, Accounting-tax relation. Accounting Principles and Tax Regime. Taxable persons and income tax categories. General principles of taxation of natural persons in Romania, Tax on income from salaries, Tax on income from self-employment, Taxation of income obtained by unauthorized natural persons on the basis of civil contracts, Taxation of income from agricultural activities. Categories of Payers, Tax Quotas, Determination of Taxable Profit, Statement and Payment of Profit Tax, Tax Inspection, Corporate Account Tax Treatment, Global Accounts and Taxes on Depreciation and Revaluation of Fixed Assets, Transfer Pricing and Transaction with affiliated parties. Taxes and taxes on buildings, Taxes and fees on land, Tax on means of transport, Fee for issuing certificates, permits and permits, Fees for using advertising and advertising means, Taxes on shows, Hotel tax, Special taxes, Other local taxes. General VAT Principles. Territoriality. Taxable persons and economic activity; Operations in the sphere of VAT; The place of the operation; Special arrangements; The generating act and the chargeability of the value added tax; The basis for value added tax; Tax rates and value added tax calculation; Deduction of VAT; Special VAT simplification measures – Reverse taxation; Accounting records for companies registered for T.V.A. Scope of application, generating circumstance and chargeability, Warehouse arrangements, Obligations of excise tax payers, Tax regime for other excisable products, Method of calculation of excise duties. Definition and classification of customs duties; Customs tariff. Tariff classification of goods. Origin of goods and customs value of goods; Classification of customs regimes. The free zones and free warehouses regime.</p>	7
<p style="text-align: center;">Corporate Governance and Internal Audit/ 1st Year / I</p> <p>After completion of this course, Master students will understand the current state of implementation of internal audit, how it is deployed, new corporate governance requirements to enhance the quality of internal audit reports, and to implement and streamline internal audit functions in organizations' lives. Training of future internal auditors to a good understanding of internal work in the life of economic and public entities. Students' training on internal control, corporate governance, risk understanding and auditing – a source of analysis of the efficiency and effectiveness of the work as well as the quality of the tasks assigned to each employee. Acquiring the tools and methods of optimizing the management and management of an organization's operations. Main topics: Corporate Governance – Conceptual clarifications. Ethical codes of good practice. Cadbury Code. The Nolan Principles. Combined Code. Principles of Corporate Governance. Models of corporate governance. Internal control – features and responsibilities. Control frames: COSO model, COCO model, other models (Basel and others). Risk management. Concepts. Risk policy and risk strategy. Risk management process – identification, evaluation, control, analysis and reporting. Professional framework of internal audit – evolution, features, definition of concepts. Parallels and relationships between internal audit and other concepts (external audit, inspection, control, banking supervision). Standardization of internal audit – organization, standards, principles and responsibilities. Audit Committee. Internal audit planning. The relationship between fraud, fraud risk and internal audit. Implementation of the internal audit mission: mission preparation, on-site intervention, internal audit report, follow-up of recommendations – phases, procedures and documents. Case Study.</p>	7



Domain of Study/ Study Programme Course title and brief description/ Year of study/ Semester	Credit units
<p align="center">Financial Management/ 1st Year / I</p> <p>This course enables the competent use of advanced concepts, principles, theories and advanced professional practices in the professional dynamic environments specific to the Financial Management. Effective use of quantitative methods and calculation techniques to study the financial performance of the enterprise, to make financial decisions within it and interpret the results. Integrated use of the conceptual and methodological apparatus under incomplete information to solve new theoretical and practical problems. Use tangible and relevant criteria and evaluation methods to formulate value judgments and substantiate constructive decisions. Developing professional and / or research projects, using innovatory a wide range of quantitative and qualitative methods. Inventory management: inventory definition and management, inventory sizing methods, stock utilization efficiency, inventory optimization, inventory management under uncertainty, inventory ABC method. Commercial Credit Management: Customer and Provider Management. Determining the need to finance the operating cycle: Synthetic and analytical method for determining the standard bearing stock. Financing of the operating cycle: own sources, attracted sources, and borrowed sources. Main topics: Enterprise budget – financial planning tool: the role of the budget in financial management, substantiation principles, budgeting and budgeting, types of budgets and their interdependence, and simulation of financial planning. Enterprise budgets: general business budget, sales budget, production budget, investment budget, general expenses budget. Treasury management: Treasury budgeting, treasury budget balancing, financial statements forecasting. Financial structure of the enterprise: the evolution of the financial structure theory, the factors that determine the financial structure, business risk and financial risk, the optimal structure of the capital, the influence of the financial structure on the cost of capital and the value of the enterprise. Cost of capital: general aspects of capital cost, equity cost, cost of debt. Dividend policy: Basis, content and characteristics, Factors underpinning dividend policy, Typology of dividend policies, Dividend forms, Dividend performance indicators, Dividend models, Dividend policy and Enterprise value, Various approaches of the dividend policy.</p>	7
<p align="center">Management Accounting/ 1st Year / II</p> <p>This course develops Master students' skills to use accounting information in making management decisions. Main topics: Developing skills to exercise control over activity through costs in industry. Acquiring the way of calculating the indicators that reflect the price-cost-volume relationship. Developing the skills of using analytical accounting in adopting strategies in commercial, food and tourism, agriculture, construction. Ability to develop accounting and audit studies and projects for economic and public entities. Ability to diagnose economic, financial economic and public entities and to base investment decisions, financing and exploitation. Value judgments on economic and financial analysis and diagnosis for economic and public entities and financial audit of annual accounts. Innovative mood in the field of accounting and financial audit, control and financial-accounting expertise. The ability to substantiate decisions based on accounting information. Developing skills in the field of accounting and tax consultancy. Capacity for cognitive and professional application of concepts, theories and methods of investigation in the field of accounting, audit and internal control.</p>	8
<p align="center">Assessment and Diagnosis of Organizations/ 1st Year / II</p> <p>This course facilitates the assimilation of the concepts, notions, principles and theoretical fundamentals needed in the process of understanding and acquiring the knowledge necessary for the preparation of the evaluation reports of the enterprise for sale / purchase or for the financial reporting according to the international evaluation standards. Ability to use various assessment methods and identify the timely context-based approach. Familiarizing with business valuation methods and tools. Main topics: Organisational assessment and evaluator. Who evaluates enterprises? Who and when needs enterprise appraisal services, Legal framework and business appraisal rules. Possible remedy over the evaluator's opinion, Professional evaluation framework. Professional organizations in the field of evaluation. Defining the assignment, Validation acceptance conditions, Quality and review of evaluation reports, Accuracy and accuracy of evaluations, Value reporting. About Uncertainty in Evaluation, Common Errors in Evaluation Reports. Brief History of Value Theory. Evaluation Theory, Basic Concepts in Evaluation, Basics of Evaluation. The main types of value, Fundamental evaluation principles. Enterprise Valuation Principles. Problem definition, Enterprise diagnosis. Applying the three approaches to enterprise evaluation, Reconciliation of value and estimation of final value. Approaches to enterprise valuation, Company valuation methods, Shareholder capital and invested capital, Advantages and disadvantages of valuation methods. Introduction, Defining the Cost of Capital, Time Value of Money, Future Value, Current Value (Present). Current value of an annuity series, Perpetual annuities, Nominal cost and effective cost of capital, Determination of capital cost, Methods of estimating the discount rate. Income-based approach logic, income capitalization method, Discounted Cash Flow Method (DCF). The Logic of Comparison Approach, Comparative Elements, Sources of Information, Common Methods. Asset-Based Approach Logic, Intangible Asset Valuation, Land and Buildings Assessment, Machine and Equipment Assessment, Net Asset Liquidation. The logic of applying the control premium and discounts in the Enterprise evaluation, the controlling package - the minority package. First check Estimate of a minority package, Discount for lack of liquidity. Other discounts applied in the enterprise evaluation.</p>	7
<p align="center">Comparative Accounting Systems/ 1st Year / II</p> <p>This course aims to develop and deepen the Master students' skills needed to understand and justify the opportunity to study comparative accounting systems in the context of accounting harmonization and understanding of financial reporting in different accounting systems applicable today in the world. The need to study comparative accounting systems. Studying the main causes of international differences in accounting. Main topics: Description of current trends in accounting systems, general regulatory framework, presentation of standardization processes, normalization, harmonization and accounting convergence. Presentation of financial statements in the view of the main accounting systems in the world.</p>	7
<p align="center">Project Assessment and Financing/ 1st Year / II</p> <p>This course enables Master students' specialization for the financial evaluation of a development project. Identify companies that can implement project management. Developing skills for financial evaluation of a development project. Knowing the organizational structure of a company that is suitable for organizing by projects. Main topics: Calculation of static and updated indicators of an investment, Programming of investment works, Determination of financial losses due to immobilizations during investment period, Calculation of economic indicators for investment evaluation, Calculation of financial indicators for evaluation investment. To carry out in-depth studies and to develop research projects on financial investments and portfolio management in national and international contexts. Explaining the financial decisions, interpreting and deepening the elements of their substantiation in order to successfully adapt the financial decisions to various situations associated with the financial and banking field. Develop a methodology for tracking and analyzing the process of implementing financial decisions and assuming accountability using specific indicators. Development of professional and / or research projects on financial and policy issues.</p>	7



Domain of Study/ Study Programme Course title and brief description/ Year of study/ Semester	Credit units
<p align="center">Creative Accounting/ 1st Year / II</p> <p>This course aims to develop and deepen the knowledge, skills and attitudes needed to understand, identify and analyze the concept and techniques of creative accounting so that management decisions can be better made. Main topics: Taxonomy of unscientific accounting. Creative accounting techniques and economic implications. Elements of ethics, corporate governance, doctrine and deontology in the creative accounting arena. General Creative Accounting Aspects (Creative Accounting – Conceptual Approaches; Determinants of Using Creative Accounting; Faithful Relationship – Creative Accounting – Fraud; Accountancy and Creative Accounting). Tax havens and creative accounting (Tax Paradise – Concept and Characteristics; Double Tax Avoidance Conventions – A Factor for Increasing the Attractiveness of Tax Havens; Comparative Analysis of Tax Havens). Classification of creative accounting practices. Profit and loss account Modelling techniques: Linking some exercise expenses to future earnings. Linking future expenses to revenue for the year. Integrating dormant profits as a result of the exercise. Ignoring latent losses. Creative accounting practices stemming from accounting policies. Outcomes management practices. Balancing Modelling techniques. Case studies on accounting scandals and the role of creative accounting in triggering them (General Aspects of Accounting Scandals; Disturbing Accounting Scandals; Role of Financial Audit in Declaring Accounting Scandals and Using Creative Accounting).</p>	8
<p align="center">Academic Ethics and Integrity/ 1st Year / I</p> <p>Master students will gain knowledge on ethics and academic integrity issues in scientific research and they will be able to disseminate the results of their professional work. Developing skills to use methods and techniques to evaluate the integrity phenomenon in the university environment. Familiarizing students with the methodology and working tools of the system and tools to ensure ethics and academic integrity.</p>	3
2nd YEAR	
<p align="center">Audit of Public Procurement and European funded Projects/ 2nd Year / I</p> <p>This course aims at developing skills for conducting an audit mission in the field of public procurement and / or projects with non-repayable funding. Knowledge of applicable legislation specific to public procurement and grant projects. Proper interpretation of legislation in the field and its application in practice. Ability to plan and carry out an audit mission in the field of public procurement / European funded projects. Student awareness related to the necessity and importance of financial audit at micro and macroeconomic level. Scope, exceptions. Main topics: Public Procurement Process, Planning, Attribution documentation, framework agreement. Advertising of public procurement contracts. Rules for communication and data transmission. Requesting award documentation and clarifications. Working procedure of the evaluation committee. Communicating the results. Signing the contract. Settlement of disputes. Public Procurement File. Purchasing Instructions for Private Beneficiaries. Settlement of disputes. Conceptual delimitation of public procurement audits: Audit risks. The threshold of significance. Public Procurement Audit Mission. Public Procurement Audit Report Auditable Activities, Organization of Public Procurement, Organization of the Public Procurement Information System, Annual Procurement Program (Funding of the Annual Procurement Program, Selection of Award Procedure, Award Documentation, etc.), Auditable Activities, Analysis Risks, Centralizing List of Auditable Activities, Establishing Risk Factors, Weighting and Assessing Risk Levels, Determining the level of risk and total risk score. Ranking of risks based on total scores, ranking of risk points strengths and weaknesses. Project Audit Concept – Necessity and Opportunity; Conceptual delimitations of project auditing. General regulations applicable to the financial audit of projects funded by European Community funds covered by the acquis 85communautaire. Identification of the regulations governing the audit of projects in the context of the general financial provisions of the Financial Regulation applicable to the general budget of the European Community. Statute of the audit before the European Commission. Availability of information for auditing by the European Commission. Financial control, internal audit and external audit at different levels of funding provided. The interrelated approach of the control assessment model. Tools for capitalizing on audit results. Audit tools for project performance and dimensioning the role of the information obtained in the course of a project. Correct management of Community funds. Eligibility of costs included in Payments Financial Reports. Audit report on cost eligibility. Guaranteeing eligibility of costs based on the audit report. Documentation supporting the audit report on cost eligibility. Auditing public procurement. Audit of Purchase Cycle – Payments.</p>	6
<p align="center">Control and Accounting Expertise/ 2nd Year / I</p> <p>Master students will gain appropriate knowledge and use of the notions specific to the accounting expertise, types of accounting expertise, characteristics of the accounting expertise. Explaining and interpreting accounting expertise, organizing and carrying out the activity of accounting expertise, judicial accounting expertise, extrajudicial or amiable accounting expertise, the subject of research of accounting expertise. Explaining and interpreting the terrestrial and practical concepts of accounting expertise. Concept of control and accounting expertise, classifications, methods and mission. Main topics: The concept of financial control, Classification of control, Concept of accounting expertise, Classification of accounting expertise, Method and regulation regarding the activity of expertise. The mission of accounting expertise. Exercise of the mission and control activity the methodology of exercising the financial accounting control, the stage of programming the activity of financial accounting control, the control action, the drawing up of the control documents, the capitalization of the inscriptions inscribed in the control act. Exercise of the profession of expert accountant and authorized accountant, Accounting expertise in civil, criminal and commercial matters. Regulation and deregulation. Professional behavior norms specific to accounting expertise missions. Work rules specific to accounting expertise missions. Layout of court accounting expertise and appointment of accounting experts. Contracting and programming of accounting expertise. Delegating and supervising expert works. Documentation of accounting expertise. The amicable - extrajudicial accounting expertise. The amicable - judicial accounting expertise. The extrajudicial accounting - contracting, documentary material, the establishment of the fee, the methodology of the extrajudicial expert report. Judicial accounting expertise - attribute of the free accounting profession. The relationship between judicial accounting expertise, internal financial control and financial audit. The reference framework of missions on judicial accounting expertise in criminal cases. Methodology of conducting accounting expertise in criminal cases, elaboration of accounting expertise in a criminal case. Reporting rules within accounting expertise missions. Documents to be drawn up by accountants as a result of expertise. The structure of the accounting expertise report, the signing and submission of the accounting expertise report. Quality control over accounting expertise. Particularities specific to missions of accounting expertise. Accounting expertise, financial control and financial audit - comparative study. Case studies on the preparation, compilation and presentation of reports of judicial and extrajudicial expertise. Quality audit in the field of accounting services. Objectives, principles and methodology of auditing in the field of quality of accounting services, organization of quality audit, performance of quality audit, special provisions regarding the audit of accounting expertise, Statute of auditors in the field of accounting services and judicial accounting expertise, drawing up the report by the quality auditor.</p>	7



Domain of Study/ Study Programme Course title and brief description/ Year of study/ Semester	Credit units
<p align="center">Financial-Accounting Audit in line with ISA/ 2nd Year / I</p> <p>The general objective of this discipline is to offer Master students the possibility to acquire knowledge on International Standards on Auditing. The ability to design and report the audit opinion by the independent auditor. Correct interpretation of audit standards and their application in practice. The ability to plan and run a financial audit mission. Developing the ability to identify and calculate the risks associated with a financial audit mission. Student awareness related to the necessity and importance of financial audit at micro and macroeconomic level. Main topics: Coordinates of monetary policy management; objectives; instruments; makers; external factors; channels for the transmission of monetary policy. Elements of a monetary policy strategy: discretionary strategies; monetary policy rules; the role of expectations; macroeconomic variables used as nominal anchors; monetary policy objectives. Monetary policy strategies based on monetary aggregation targeting. Monetary policy strategies based on foreign exchange targeting. Monetary policy strategies based on inflation targeting. The Impact of the Financial Crisis 2007-2008 on Monetary Policy Strategies. Particularities of monetary policy strategies in emerging economies.</p>	6
<p align="center">Accounting Thought and Ethics/ 2nd Year / I</p> <p>This course introduces Master students in Accounting Thought and Ethics and develop their ability to understand the importance and role of the accounting profession in the development of the economy. Main topics: Presentation of the main concepts of accounting thought and ethics. Fundamentals of the master's scientific base, for the formation of an accounting reasoning, etc. Involvement of master students in the scientific research activity of doctrine and accounting ethics. Responsible carrying out of professional tasks under restricted conditions and qualified assistance. Promoting a system of values based on ethics and professional deontology. Publication of scientific materials, participation in symposiums, scientific sessions. Awareness of the need for continuous training, efficient use of resources and learning techniques for personal and professional development. Identifying and developing partnerships with commercial companies in order to participate in their own professional development. The manifestation of a positive and responsible attitude towards the scientific field by encouraging the master students to circles and sessions of scientific manifestations. Growing permanent concerns for lifelong learning and professional development.</p>	4
<p align="center">Performance Audit in Public and Private Entities/ 2nd Year / I</p> <p>This course outlines the general principles and professional rules of performance audit, definition, objectives, regulations; the conceptual framework of performance audit engagements, auditor ethics principles, audit performance planning missions, audit evidence and their collection methodology, steps to perform a performance audit mission, documentation of audit work, auditor's conclusions, issuing opinions and developing a separate performance audit report for each type of public / private entity. The course is addressed to future professionals both theoretically - conceptually and practically - applicative, and its aim is to provide them with efficient ways of understanding the aspects related to performance audit, to form a logical thinking, a professional approach, independent in practicing this profession. A primary objective of the course is to determine students to define and measure the resource economy, cost, efficiency, effectiveness, and quality of results obtained in public and private entities in relation to economic performance. Familiarizes the future specialists with the representative notions in the field of performance audit, at the level of the public entities as well as at the level of the private entities, a field in continuous legislative change. It highlights, on the one hand, the performance of the public system, through which the state achieves its prerogatives of revenue collection, distribution and the way of spending, and on the other hand the performance of the management of private companies and the consideration of the issues that may arise in the process of producing or performing services, namely the distinction between the means used, the internal processes, the resulting product / service, results and effects. Provide the knowledge base needed for understanding and use by students of core concepts in the field of performance audit; developing the capacity to understand the phenomena, processes and applications in this vast field.</p>	7
<p align="center">Accounting of Reorganization Operations/ 2nd Year / I</p> <p>This course explores strategies and techniques used in reorganization process of a troubled business intended to restore it to profitability. Master students will gain knowledge regarding how to interpret in accounting reports shutting down or selling divisions, replacing management, cutting budgets, and laying off workers. Main topics: The reorganization plan. Steps to reduce costs and increase revenue. Accounting of operations to design a different organizational structure. Firm's capital structure during reorganization process. Restructuring of debt agreements or the conversion of debt into equity. Delayed payment terms. Accounting related to bankruptcy issues.</p>	
<p align="center">Scientific Research/ 2nd Year / II</p> <p>Familiarize students with the practices, methods and tools used to develop a research work and / or a research project on issues specific to the accounting field. To adopt the rules for drawing up a scientific paper and to use them for the elaboration of a paper on accounting issues. To adopt the rules for drawing up a scientific paper and to use them for the elaboration of a paper on accounting issues. The practical work is completed with a project that will be presented and supported at the practical colloquium. The research project can be individual or in group, but the elaboration and support of the practice report will be individual. The research report will reflect the following: documentary (description of the practice entity); (preparation of documents, collection of financial data, data processing, analysis and interpretation, etc.).</p>	14
<p align="center">Internship/ 2nd Year / II</p> <p>Master students will know to apply the knowledge gained in the first and second year disciplines. Developing the capacity to solve practical issues in the vast field of accounting, financial management, taxation, banking and insurance. Developing the ability to: teamwork, design project ideas. Preparing and managing projects. Project development and management, identification and solution of projects, preparation of documents specific to operations carried out at the level of private and public organizations. The practical work is completed with a project that will be presented and supported at the practical colloquium. The practice can be individual or group, but the elaboration and support of the practice report will be individual. The project / practice report will reflect the following: documentary (description of the practice entity); (preparation of documents, collection of financial data, data processing, analysis and interpretation, etc.). Content of the practice activity: Study of the financial balance of the firm; Survey of company financial results; Analysis of company viability and bankruptcy risk; Comparative aspects of the sources of financing used by firms; Comparative study on financing by leasing and bank credit; Comparative study on own financing and loan financing; Fundamental to the optimal financing decision; Study of financial performance in multinational companies; Study of the investment decision of the firm; Study of company expansion motivation at international level; Study of operational and financial risk in the multinational company; Company stock management; Debt management of the company; Management of the company's working capital; The company's cash flow survey; The role of budgets in company management; Financial statement forecasts; Management of the investment process.</p>	3
<p align="center">Traineeship for preparing the dissertation paper/ 2nd Year / II</p> <p>It familiarizes students with the practices, methods and tools used to prepare a dissertation paper on accounting issues. Acquire the rules of writing a dissertation paper and use them to develop the work in the accounting field.</p>	13



Domain of Study/ Study Programme Course title and brief description/ Year of study/ Semester	Credit units
DOMAIN OF STUDY: MARKETING/ Study Programme: Marketing and Business Communication	
<p style="text-align: center;">Corporate Social Responsibility / 1st Year / I</p> <p>This course aims to develop Master students' knowledge and skills needed to approach the concept of CSR at the level of organizations in the context of business strategy dynamics to enhance image, prevent communication and image crises, and manage them. Acquisition and proper use of specific terms and principles of CSR processes at corporate level to improve the clarity of organizations' messages. Main topics:: Presentation of CSR methods and techniques for better adaptation of future master graduates to the requirements of the social environment, community. Learners' acquisition of techniques for managing economic information and market types according to the nature of the information. Training of analysts and rationalists specialized in CSR and communication. Building and maintaining quality relationships with the organization's relevant audience.</p>	7
<p style="text-align: center;">Internet Marketing/ 1st Year / I</p> <p>This course offers insights for understanding the interdependencies and causality relationships of online marketing methods. Main topics: Knowing the online marketing methods and applying them to the challenges of a company. Developing students' ability to analyze the results of online marketing campaigns. Develop teamwork skills and stimulate the spirit of competition between teams participating in online marketing simulations. Developing the skills to design web sites that meet the requirements of visitors. Fostering the Master students' interest for Paid Search Engine Marketing, offering them the opportunity to work with a Digital Marketing simulation game – Simbound.</p>	7
<p style="text-align: center;">Business Information and Communication Technology/ 1st Year / I</p> <p>This discipline aims at highlighting that enterprises must be receptive to the signals of the environment and integrate Information Technologies and new tools for Business Communication; companies have a great capacity to adapt to the new changes, to demonstrate their flexibility in the operating mechanism, so that their whole activity is conceived and carried out in a new vision, that of digitizing the entire economic and social life. The main aspects related to the methodology of designing computer systems with applications in the economic field are also observed. There are presented the ways of using the various software packages and computer systems to assist the decision and the basic concepts of organizing data in databases and in a database management system. It describes the architecture of databases and database management systems, focusing on the relational model. The features of the relational databases and the related design methodology are also presented. Examples of actions related to the definition and use of databases are described and exemplified.</p>	7
<p style="text-align: center;">Tourism Marketing Strategies/ 1st Year / I</p> <p>Master students will gain knowledge and acquire skills required for an effective strategy at level in the context of marketing strategy dynamics for the effective consolidation and development of the tourism organization. Highlighting trends, strategic evolution and barriers to its application. Highlighting the role and importance of the strategy both within the departments and the lobbying policy of the organization. Highlighting tourism specific issues. Main topics: Knowledge of history, directions of development and trends in tourism. Forming a systemic view of the tourism domain. Knowledge, analysis, interpretation and adaptation of the strategies used in the tourism organization. Awareness of the importance of methods, techniques and tactics used in strategic thinking.</p>	6
<p style="text-align: center;">Services Global Strategies/ 1st Year / I</p> <p>Master students will acquire skills and knowledge for an effective strategy in the context of global strategy dynamics. Main topics: Highlighting trends, strategic evolution and barriers to services management at global level. Highlighting the role and importance of the strategy both within the departments and in the lobby's policy of the analysis. Highlighting service-specific issues. Knowledge of history, directions of development and trends in services. Creating a systemic view of services. Knowledge, analysis, interpretation and adaptation of the strategies used in the field of services. Awareness of the importance of methods, techniques and tactics used in strategic thinking.</p>	6
<p style="text-align: center;">International Marketing Strategies/ 1st Year / II</p> <p>This course explores the dynamics of international marketing strategies. Main topics: Presentation of traditional and modern international marketing methods and techniques for better adaptation of future graduates to the labour market. Learners' acquisition of techniques for managing economic information and market types according to the nature of the information. Training of analysts and relational specialists specialized in international marketing. Building and maintaining quality relationships with the market. Identifying the main aspects of international marketing strategies. Redefining marketing actions through new international strategies. Organization and operationalization of marketing programs. Managing responsible attitudes towards organizing and managing international marketing activities.</p>	8
<p style="text-align: center;">Integrated Marketing Communication/ 1st Year / II</p> <p>Master students will acquire the knowledge and skills required for effective communication at the level of organizations in the context of marketing strategy dynamics to enhance image, prevent communication and image crises, and manage them. Acquisition and proper use of specific terms and principles of corporate communication to improve the clarity of organizations' messages. Main topics: Presentation of traditional and modern communication methods and techniques for better adaptation of future graduates to the labour market. Students acquire techniques for managing economic information and market types according to the nature of the information. Training of analysts and communication specialists. Building and maintaining quality relationships with major audiences.</p>	8
<p style="text-align: center;">Advertising Design and Production/ 1st Year / II</p> <p>This course highlights effective communication strategies at the level of organizations in the context of marketing dynamics to enhance image and deliver effective communication campaigns. Main topics: Highlighting the trends, the evolution of advertising and the barriers imposed in its application. Emphasizing the role and importance of advertising creation both within the communication policy and in the organization's overall policy. Highlighting specific creative issues. Knowledge of history, directions of development and trends in advertising design. Creating a systemic concept of style and creative design. Knowledge, analysis, interpretation and adaptation of strategies used in advertising design. Awareness of the importance of methods, techniques and tactics used in advertising design.</p>	7
<p style="text-align: center;">Academic Ethics and Integrity/ 1st Year / I</p> <p>Master students will acknowledge the ethics and academic integrity issues in scientific research and the dissemination of the results of their professional work. Developing skills to use methods and techniques to evaluate the integrity phenomenon in the academic environment. Familiarizing students with the methodology and working tools of the system and tools to ensure ethics and academic integrity.</p>	3



Domain of Study/ Study Programme Course title and brief description/ Year of study/ Semester	Credit units
<p align="center">Entrepreneurial Marketing Strategies / 1st Year / II</p> <p>This course highlights marketing strategies from an entrepreneurial perspective, focusing on the different approaches of value creation. Master students will be able to understand entrepreneurship and the challenges of creating a start-up, the role innovation in developing a marketing strategy, and how marketing can guide the development of new products and services. Main topics: Marketing and Entrepreneurship. Identifying Market Opportunities. Market Strategy Development in an Entrepreneurial Approach. Entrepreneurial Communication Strategy. Entrepreneurial Pricing Strategy. Entrepreneurial Distribution Strategy. Building Customer Relationships</p>	7
<p align="center">Business Models/ 1st Year / II</p> <p>This course aims at developing strategic thinking focused on designing innovative business models based on Business Model Canvas, Lean Start-up and Design Thinking. Understand the interactions between the building blocks of a business model based on the Business Model Canvas methodology. Main topics: Analysis of some innovative business models. Designing business models using company-driven challenges in the project. Evaluating business models. Business Model Canvas Components. Typology of business models: sale of products / services, subsistence to a service, sale of advertising, crowdfunding, freemium. Typology of strategies associated with innovative business models. Lean Start-up Principles. Hypotheses and experiments in Lean Start-up. The minimal viable product. Steps of the Thinking Design process. Creative thinking techniques for developing business models.</p>	7
2nd YEAR	
<p align="center">Sales Force Management/ 2nd Year / I</p> <p>This course familiarizes Master students with sales force management concepts and develops their abilities to design sales force teams by setting goals, structure, size and way of rewarding its members. Main topics: Developing an overview of sales force management as a component within the organization's management system. Providing a knowledge base on efficient use of sales force. Knowledge of methods of planning, recruitment, selection and evaluation of sales force. Developing the ability to identify sales agent motivations. Developing the ability to design and implement a performance evaluation system and a reward system for sales agents. Increase managers' ability to improve sales team performance. Promoting the attitudinal and aptitude qualities of the sales manager career.</p>	7
<p align="center">Territorial Marketing/ 2nd Year / I</p> <p>This course aims at increasing knowledge about the role of Master students in the integrated approach to territorial marketing and enhancement. It focuses on the local / regional communities and offers insights on territorial branding, capturing the value of the territorial identity, the communication of visual identity. Emphasis is placed on interpreting and combining previous knowledge from Bachelor studies by presenting new approaches to the role of territorial marketing. The discipline aims at reconsidering the role of the specialists' competencies in marketing and provides complementary interpretations to the previous disciplines of the field, regarding the identity- territorial positioning and its capitalization. The discipline ensures a relevant and beneficial interdependence between related research fields: the methodology of analysis and interpretation of the influence factors at the territorial level, the territorial segmentation through the reconfiguration of the communities - the target, the process approach of the territorial design and the design of the territorial marketing mix, understand and anticipate interdependencies between resources and territorial capitalization positioning adding value foreshadowed the design and formalization of different types of adaptation policies territorial marketing through modeling tools specific resources, design information system integrated territorial marketing and efficient use of procedures and information technology communications, monitoring the media coverage of community territorial values, designing territorial communication campaigns to raise public awareness of the import target the value of community values and their capitalization on institutional policies, the design of a territorial system for visual identity.</p>	7
<p align="center">Teamwork Management/ 2nd Year / I</p> <p>This course aims at developing Master students' skills to use teamwork tools in concrete situations. Main topics: Understanding the role of teamwork management. Developing the skills needed to form a team. Recognize desirable and undesirable behaviours within the team. Knowing the directions of development and the peculiarities of this field in the current context of economic development. Forming a systemic concept on teamwork management. Knowledge, analysis, interpretation and adaptation of management knowledge acquired in previous years. Applying the principles, norms and values of professional ethics responsibly in carrying out the professional tasks and identifying the objectives to be achieved, the available resources, the working steps, the execution times, the implementation deadlines and the related risks. Identifying roles and responsibilities in a multidisciplinary team and applying relationship techniques and effective work within the team. Identification of opportunities for continuous training and effective use of information sources and communication resources and assisted training resources (Internet portals, specialized software applications, databases, on-line courses, etc.) in their own language, for their own development, as well as in an international language. Digital competences.</p>	8
<p align="center">Political Marketing Strategies/ 2nd Year / I</p> <p>After completion of this course, Master students will acquire the necessary knowledge and skills in the context of the dynamics of political marketing strategies. Main topics: Identify and use the main concepts of the field of political PR and specialized terminology in multiple situations. Use basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated with the field of PR. Presentation of the international, traditional and modern methods and techniques for better adaptation of future graduates to the labour market. Learners' acquisition of techniques for managing economic information and market types according to the nature of the information. Training of analysts and rationalists specialized in political marketing. Building and maintaining quality relationships with the market. Identify the main aspects of policy marketing strategies. Redefining marketing actions through new political strategies. Organization and operationalization of marketing programs. Managing responsible attitudes towards the organization and management of political marketing activities.</p>	8
<p align="center">Methods and Models in Marketing/ 2nd Year / I</p> <p>This course focuses on various marketing strategies, including innovative approaches to segmentation, targeting, positioning, and marketing mix (product, price, place and promotion) strategies and explores how those strategies contribute to the company's competitive advantage in the new economy. The course provides Master students with managerial guides on the quantitative and qualitative methods in Marketing and frameworks for developing marketing models. Besides an overview of marketing methods and models, the course covers research design, including qualitative comparative analysis(QCA), and quantitative methods used for analyzing research data to make decisions.</p>	8



Domain of Study/ Study Programme Course title and brief description/ Year of study/ Semester	Credit units
<p align="center">Scientific Research/ 2nd Year / II</p> <p>This course familiarizes students with the practices, methods and tools used to develop a research work and / or a research project on issues specific to the marketing field. To adopt the rules for drawing up a scientific paper and to use them for the elaboration of a paper on marketing issues. To adopt the rules for drawing up a scientific paper and to use them for the elaboration of a paper on marketing issues. The practical work is completed with a project that will be presented and supported at the practical colloquium. The research project can be individual or approached in groups, but the elaboration and support of the practice report will be individual.</p>	14
<p align="center">Internship/ 2nd Year / II</p> <p>Applying the knowledge gained in the first and second year disciplines. Developing the capacity to solve practical issues in the vast field of marketing. Developing the ability to: teamwork, design project ideas. Preparing and managing marketing projects. Project development and management, identification and solution of projects, preparation of documents specific to operations carried out at the level of private and public organizations. The practical work is completed with a project that will be presented and supported at the practical colloquium. The practice can be individual or group, but the elaboration and support of the practice report will be individual. The internship project report will reflect the following: documentary (description of the practice entity); (preparation of documents, collection of financial data, data processing, analysis and interpretation, etc.). Content of the practice activity: Study of the marketing strategy of the firm; Survey of company marketing results; SWOT and Porter Analysis; Comparative aspects of advertising techniques. Internet marketing strategies.</p>	3
<p align="center">Traineeship for preparing the dissertation paper/ 2nd Year / II</p> <p>It familiarizes Master students with the practices, methods and tools used to prepare a dissertation paper on marketing issues. Acquire the rules of writing a dissertation paper and use them to develop the work in the marketing field.</p>	13
<p>DOMAIN OF STUDY: FINANCE / Study Programme: Financial and Banking Management</p>	
<p align="center">Fiscal Methods and Techniques/ 1st Year / I</p> <p>This course explores specialized concepts, principles, theories and practices in dynamic financial environments, generating diverse situations, in wider contexts in the financial and fiscal sphere. Main concepts: Critical and pertinent evaluation of advanced specialized knowledge in order to formulate value judgments and substantiate constructive managerial decisions in dynamic professional environments specific to the financial and fiscal field. To capitalize on concepts, principles, theories, methodologies and advanced tools of work and research in the elaboration of professional and / or research projects on issues specific to the financial and fiscal field. Development of professional and / or research projects on financial and fiscal policy and financial, financial and financial actors. Elaboration, analysis of budgetary indicators and the influence of fiscal resources on the establishment of these indicators. Identifying financial, fiscal and financial policies and strategies in the theoretical, methodological and practical aspects of enterprises and financial actors. In-depth interpretation of policies and financial strategies promoted by domestic and international strategic financial management. Integrative-innovative use of advanced theoretical and practical knowledge for developing a financial strategy at the level of enterprises and financial and fiscal actors, using various methods and techniques of fiscal pressure analysis. Performing analyzes and estimations useful in the evaluation process and developing evaluation reports for businesses and financial actors. Identifying and defining classical and modern concepts, principles and models for the valuation of financial and / or banking companies and actors, and of real estate. Integrated application of analysis techniques and estimation of useful valuation values, for the correct application of valuation methods according to certain features of the tax system by activity sectors. Developing an assessment report using innovative integrative approaches and valuation methods for businesses and financial, fiscal actors.</p>	6
<p align="center">Bank Credit/ 1st Year / I</p> <p>This discipline aims at making aware the Master students with the specifics of the credit activity. It contributes to the development of economic thinking, acquiring knowledge and practical skills in making and adopting decisions, acquiring economic methods for substantiating the credit decision, developing strategies and tactics in relation to credit institutions with authorized enterprises and individuals. Promote and implement credit principles by using techniques and instruments specific to credit methodologies in credit institutions in compliance with current legislation. The ability to detect the risks, costs and benefits of free movement of financial funds. Main concepts: Credit analysis and evaluation: loan application analysis – for production and investment activity; credit valuation – for production and investment activity; business plan for current business; feasibility study for investment activity. Methodology – regarding the determination of the creditworthiness of legal entities with legal personality: financial indicators and calculation formulas; the sources from which the data are extracted; indicator score; grouping on creditworthiness groups; corrections of bonuses; the interpretation of bonuses and crediting decisions.</p>	8
<p align="center">Credit and Placement Insurance/ 1st Year / I</p> <p>This course familiarizes Master students with the essential aspects of securing credits and placements. Learning of the theoretical and practical problems related to financial insurance. Understanding the way the insurance premium is calculated in the case of credit insurance. Understand how to close and run the credit insurance contract. Appropriate use of concepts, principles, theories, methodologies and advanced tools of work and research in dynamic professional environments specific to financial and banking. Integrated application of analytical techniques and estimation of useful valuation values for the correct application of valuation methods based on features of the activity sectors. Main concepts: Integrated use of concepts, principles, theories and advanced specialist practices in incompletely defined situations, generated by dynamic professional environments specific to financial and banking, to solve new theoretical and practical problems. Innovative use of classic financial analysis methods and models combined with quantitative analysis techniques to substantiate new strategies to increase the competitiveness of enterprises and financial and banking actors. Carry out studies and complex analyzes and assessments of the performance of enterprises and financial and / or banking actors, direct investments and their financing. Performing analyzes and estimations useful in the evaluation process and developing assessment reports of financial and / or banking enterprises and actors. Performing in-depth studies and developing research projects on financial and portfolio management in national and international contexts.</p>	6
<p align="center">Financial and Banking Portfolio Assessment/ 1st Year / I</p> <p>This course familiarizes Master students with the main quantitative methods and techniques for the management of financial asset portfolios. Main concepts: The profitability and risk of investing in financial assets. Understand the notion of diversifying risk in a portfolio and how it decomposes. To know the main theories of price formation on the capital market, namely: informational efficiency of capital markets, behavioural finances and hypotheses of an adaptive market. Know the main models for assessing financial assets at equilibrium. Know the stages of the formation and management of a portfolio of financial assets. Know the main measures for assessing the performance of a management.</p>	7



Domain of Study/ Study Programme Course title and brief description/ Year of study/ Semester	Credit units
<p align="center">Financial Management/ 1st Year / II</p> <p>This course allows the competent use of advanced concepts, principles, theories and advanced professional practices in the professional dynamic environments specific to the financial field. Effective use of quantitative methods and calculation techniques to study the financial performance of the enterprise, to make financial decisions within it and interpret the results. Integrated use of the conceptual and methodological apparatus under incomplete information to solve new theoretical and practical problems. Use tangible and relevant criteria and evaluation methods to formulate value judgments and substantiate constructive decisions. Developing professional and / or research projects, using innovatory a wide range of quantitative and qualitative methods. Main concepts: Inventory management: inventory definition and management, inventory sizing methods, stock utilization efficiency, inventory optimization, inventory management under uncertainty, inventory ABC method. Commercial Credit Management: Customer and Provider Management. Determining the need to finance the operating cycle: Synthetic and analytical method for determining the standard bearing stock. Financing of the operating cycle: own sources, attracted sources, and borrowed sources. Enterprise budget - financial planning tool: the role of the budget in financial management, substantiation principles, budgeting and budgeting, types of budgets and their interdependence, and simulation of financial planning. Enterprise budgets: general business budget, sales budget, production budget, investment budget, general expenses budget. Treasury management: Treasury budgeting, treasury budget balancing, financial statements forecasting. Financial structure of the enterprise: the evolution of the financial structure theory, the factors that determine the financial structure, business risk and financial risk, the optimal structure of the capital, the influence of the financial structure on the cost of capital and the value of the enterprise. Cost of capital: general aspects of capital cost, equity cost, cost of debt. Dividend policy: Basis, content and characteristics, Factors underpinning dividend policy, Typology of dividend policies, Dividend forms, Dividend performance indicators, Dividend models, Dividend policy and Enterprise value, Various approaches of the dividend policy.</p>	8
<p align="center">Project Assessment and Financing/ 1st Year / II</p> <p>This course enables Master students' specialization in the financial evaluation of a development project. Main concepts: Identify companies that can implement project management. Developing skills for financial evaluation of a development project. Knowing the organizational structure of a company that is suitable for organizing by projects: Calculation of static and updated indicators of an investment, Programming of investment works, Determination of financial losses due to immobilizations during investment period, Calculation of economic indicators for investment evaluation, Calculation of financial indicators for evaluation investment. To carry out in-depth studies and to develop research projects on financial investments and portfolio management in national and international contexts. Explaining the financial decisions, interpreting and deepening the elements of their substantiation in order to successfully adapt the financial decisions to various situations associated with the financial and banking field. Develop a methodology for tracking and analyzing the process of implementing financial decisions and assuming accountability using specific indicators. Development of professional and / or research projects on financial and policy issues.</p>	7
<p align="center">Behavioural Finance / 1st Year / II</p> <p>This course familiarizes students with the basic concepts of behavioural finance. Understanding psychological approaches to financial decisions. Learning with some ways of identifying financial anomalies. Developing abilities to exploit financial anomalies. Main concepts: The object of behavioural finance: irrational dimensions of financial decisions; heuristic methods applied in financial decisions; emotional and cognitive deviations from rational behaviour; mental processes associated with investments; macro and micro finance behaviour; Behavioural Finance vs. traditional finance. Psychological approaches to the risks of financial decisions: the concept of risk; risk and profitability in financial decisions; toxic financial products; attitudes towards risk; Prospectus theory; deviations from rational behaviours associated with financial risks. Relevant features of the personality of a financial decision-maker: extraverted and introverted personalities; intuition and reason; passive and active roles of investors; judgment and perception. Irrational behaviours specific to personal finances: factors favouring financial illusions; the Ponzi scheme; credit fever. Irrational behaviours associated with the financial management of companies: the overwhelming confidence of financial managers; excessive indebtedness. Financial market inefficiency: the behavioural position towards the efficient markets hypothesis; fundamental, technical and financial anomalies of financial markets; the herd behaviour of investors; financial market reactions in the event of shocks.</p>	8
<p align="center">Economic and Financial Diagnosis/ 1st Year / II</p> <p>Master students will gain abilities to use concepts, principles, theories, methodologies and advanced tools of work and research to substantiate economic-financial decisions. Calculation of financial indicators and analysis of their values. Diagnosis of an enterprise's economic and financial activity. Objectives, methods, and instruments of economic and financial diagnosis. Analysis of the results and performance of the enterprise. Analysis of profitability.</p>	7
<p align="center">Academic Ethics and Integrity/ 1st Year / I</p> <p>This course provides knowledge on ethics and academic integrity issues in scientific research and the dissemination of the results of their professional work. Developing skills to use methods and techniques to evaluate the integrity phenomenon in the university environment. Familiarizing students with the methodology and working tools of the system and tools to ensure ethics and academic integrity.</p>	3
<p align="center">Fiscal Control and Inspection/ 1st Year / I</p> <p>This course provides theoretical, methodological and operational knowledge and information in the field of fiscal control and investment. Main topics: Presentation of the fiscal control activity, exercise of the profession of financial inspector, preparation of the control activity. Explanation of the methodology for the exercise of the financial contingent, of the financial control procedures and techniques. Presentation and explanation of financial control documents. Identification and recording of economic transactions in entity / organization accounting. Explaining the concepts, procedures and methods used in entity / organization accounting. Performing operations specific to financial and accounting control. Applying financial control methods, techniques and procedures - Developing a financial- accounting control plan - Critical evaluation (quality control) of financial-accounting control activities - Explaining the concepts, theories and basic models used in financial-accounting control - Identification and description of the concepts, theories and basic models used fiscal control. The concept of financial control: the object, the functions of financial control. Primary and Evidence Document System: Object and Sources of Information for Control. Methodological control system. Financial control procedures: pre-trial, documentary control, factual control, total control or sampling. Valuing the findings of financial control. Measures to capitalize the findings and establish liability: disciplinary, contravention, material, criminal. Financial control of the state: sphere, financial control. Tax control: scope, objectives, forms. Effective achievement of fiscal control. Inspection - fiscal control documents.</p>	6
<p align="center">Investment Projects Financing/ 1st Year / II</p> <p>This course offers insights on investment projects. Main topics: Design of specific indicators of an investment project. Financing an investment project. Applying the principles, norms and values of professional ethics in their rigorous, efficient and responsible work strategy. Identifying roles and responsibilities in a multidisciplinary team and applying relationship techniques and effective work within the team. Identifying opportunities for continuous training and efficient use of learning resources and techniques for investment projects financing.</p>	7
2nd YEAR	



Domain of Study/ Study Programme Course title and brief description/ Year of study/ Semester	Credit units
<p align="center">Monetary Policy Strategies/ 2nd Year / I</p> <p>This course familiarizes Master students with the essential concepts for understanding monetary policy strategies. Facilitating understanding of the mechanisms for adopting and implementing strategic monetary policy decisions. Develop skills to analyze the impact of a monetary policy strategy on the national economy. Contribute to understanding the objectives and constraints associated with monetary policy strategies. Coordinates of monetary policy management: objectives; instruments; makers; external factors; channels for the transmission of monetary policy. Elements of a monetary policy strategy: discretionary strategies; monetary policy rules; the role of expectations; macroeconomic variables used as nominal anchors; monetary policy objectives. Monetary policy strategies based on monetary aggregation targeting. Main topics: Coordinates of monetary policy management: objectives; instruments; makers; external factors; channels for the transmission of monetary policy. Elements of a monetary policy strategy: discretionary strategies; monetary policy rules; the role of expectations; macroeconomic variables used as nominal anchors; monetary policy objectives. Monetary policy strategies based on monetary aggregation targeting. Monetary policy strategies based on foreign exchange targeting. Monetary policy strategies based on inflation targeting. The Impact of the Financial Crisis 2007-2008 on Monetary Policy Strategies. Particularities of monetary policy strategies in emerging economies.</p>	7
<p align="center">Statistical Analysis in Finance and Banking / 2nd Year / I</p> <p>This course explores basic principles of the statistical analysis, by gradual introduction in the field of statistical analysis, by defining the specific concepts of the Statistical Analysis in the Financial-Banking Environment. Developing the statistical analysis capacity of the evolution of financial phenomena. Establishing a close correlation with the Financial Management-Banking specialization curriculum, as well as a strong link with the mission and objectives of this specialization. Financial-banking models and their representation through equations. This course provides theoretical, methodological and operational knowledge and information in the field of fiscal financial contingent on the economy as a whole, as well as training the skills and abilities of instrumental-empirical use of this information and knowledge. Main topics: Presentation of the financial control activity, exercise of the profession of financial controller, preparation of the control activity. Explanation of the methodology for the exercise of the financial contingent, of the financial control procedures and techniques. Presentation and explanation of financial control documents. Identification and recording of economic transactions in entity / organization accounting. Applying the concepts, procedures and methods used in the entity / organization's accounting for the registration of economic transactions. - Definition of the concepts, procedures and methods used in accounting of the entity / organization, as well as the economic, social and legislative factors that influence the economic and financial operations -Elaboration of a procedure for analyzing, evaluating and recording the economic operations in the accounting. -Evaluation of processes and techniques applicable to the recording of economic transactions in accounting. Explaining the concepts, procedures and methods used in entity / organization accounting. Performing operations specific to financial and accounting control. Applying financial control methods, techniques and procedures - Developing a financial- accounting control plan - Critical evaluation (quality control) of financial-accounting control activities - Explaining the concepts, theories and basic models used in financial-accounting control -Identification and description of the concepts, theories and basic models used in financial-accounting control. The concept of financial control: the object, the functions of financial control. Primary and Evidence Document System: Object and Sources of Information for Control. Methodological control system. Financial control procedures: pre-trial, documentary control, factual control, total control or sampling. Valuing the findings of financial control. Measures to capitalize the findings and establish liability: disciplinary, contravention, material, criminal. Financial control of the state: sphere, financial control. Tax control: scope, objectives, forms. Effective achievement of fiscal control. Documents - fiscal control documents. The mathematical hope of financial gain on investment projects. Statistical analysis of production costs and use of the results of linear and hyperbolic regression models in statistical and financial analysis and financial forecasting. Forecasting the evolution of variable expenses at a company level by the linear regression method. Estimating the evolution of fixed expenses at a company level by the hyperbolic regression method. The matrix method applied in the estimations of variable and fixed expenses developments at the level of a firm. Statistical analysis of the company's financial results. Statistical analysis of salary at company level. Indicators used in banking activity analysis. Indicators of bank risk. Indicators of financial standing of the firm. Bankruptcy risk assessment for Romanian companies. Wage-price variables, financial-banking sector and their use in statistical models of linear regression, hyperbolic, exponential. Using the "T" test and the "F" test in the financial activity performed at the level of a firm or banks. Factorial statistical analysis of P.I.B. In a country and its use in international comparisons. Apply the Gompertz function and Logistics function within a company or bank.</p>	6
<p align="center">Financial Econometrics/ 2nd Year / I</p> <p>The objective of this course is to extend Master students' knowledge and equip them with statistical methods and techniques that allow them to analyse finance related issues. Main topics: Statistical Properties of Financial Returns. Regression and Applications in Finance. Maximum Likelihood Estimation. Univariate Time Series and Applications to Finance. Multivariate Statistical Models applied to Finance. Modelling Volatility and Correlations. Vector Autoregressive Models. Limited Dependent Variable Models. Onicescu Model applied in Finance.</p>	
<p align="center">Financial and Banking Audit and Risk Management/ 2nd Year / I</p> <p>Master students will be able to understand how the internal audit work in the bank and to manage the financial-banking risks correctly. It contributes to the training of future bankers and a good understanding of the bank's internal business. It allows the students to prepare on issues related to the policies and procedures for managing the main financial-banking risks, understanding the risks and the audit - a source of analysis of the efficiency and effectiveness of the activity as well as the quality of the tasks assigned to each bank employee. It creates the possibility of acquiring the tools and methods of optimizing the administration and management of banking operations.</p>	6
<p align="center">International Taxation/ 2nd Year / I</p> <p>This course aims to analyze international tax issues. Main topics: Fundamentals of theoretical and practical international taxation, combined with the requirements of international tax legislation, provide students with solutions for determining and reflecting in accounting the obligations of international companies. It is essential to debate the main aspects of taxation in our country, as compared to international taxation or country-specific taxation, as many questions arise about Romanian tax legislation compared to the so extensive and international tax legislation in a continuous change. The theoretical and methodological aspects regarding the general notions of international taxation are approached in order to understand the importance of the taxation field in the long run of the process of collecting the financial resources of the international companies, their taxation, methods and principles of taxation, as well as the accountability of the future economists as compared to the correct application of a procedure for analyzing the fiscal activity information in Romania, compared to the rules of international taxation. Familiarize the future specialists with the notions of international taxation, at the level of international companies, in a constantly changing legislative field, highlighting, on the one hand, the fiscal system used by which the respective state performs the function of collecting the income from direct inputs and indirect, and on the other hand, all taxpayers' rights and obligations. Provide the knowledge base needed for understanding and use by students of basic concepts in the field of international taxation; developing the capacity to understand the phenomena, processes and applications in this vast field. The presentation of basic notions and processes related to the international tax system, its features and functions; the structure of direct and indirect taxes and duties; the correct determination of fiscal indicators in order to interpret the correct tax behavior of taxpayers towards society. Students acquire the compulsory knowledge of the fulfilment of all obligations contained in international tax laws, international conventions, focusing on how to highlight, calculate, declare and pay direct and indirect taxes and duties due to the budget of the state or states where the companies are operating.</p>	7



Domain of Study/ Study Programme Course title and brief description/ Year of study/ Semester	Credit units
<p align="center">Banking Regulation and Supervision/ 2nd Year / I</p> <p>This discipline proposes the equip Master students with relevant knowledge on the banking activity regarding the regulation and the banking supervision. The discipline contributes to the formation of economic thinking, to acquiring knowledge and practical skills in formulating and adopting decisions, to acquiring decision-making methods in designing strategies and tactics for assessing bank risks. Main topics: Promote and implement the principles of banking regulation and supervision by using specific techniques and instruments with the legislation in force. The ability to detect, assess and prevent bank risks. Appropriate use of concepts, principles, theories, methodologies and advanced tools of work and research in dynamic professional environments specific to financial and banking. Integrated use of concepts, principles, theories and advanced specialist practices in incompletely defined situations, generated by dynamic professional environments specific to financial and banking, to solve new theoretical and practical problems. Development of professional and / or research projects on financial and financial policy issues at the level of financial and / or banking enterprises and actors. Performing 92analyses and estimations useful in the evaluation process and developing assessment reports of financial and / or banking enterprises and actors. Explaining, interpreting and developing techniques of analysis and estimation useful in assessing financial and / or banking enterprises and actors, and evaluation models according to the particularities of the business sector. Fundamental, conceiving and implementing financial decisions at the level of financial and / or banking enterprises and actors and assuming responsibility for complex specialized tasks. Assessing the quality of financial decisions implementation and assuming responsibility for complex tasks in order to substantiate the most effective financial decisions.</p>	4
<p align="center">Scientific Research/ 2nd Year / II</p> <p>It familiarizes Master students with the practices, methods and tools used to develop a research work and / or a research project on issues specific to the financial and banking field. To adopt the rules for drawing up a scientific paper and to use them for the elaboration of a paper on financial and banking issues. To adopt the rules for drawing up a scientific paper and to use them for the elaboration of a paper on financial and banking issues. The practical work is completed with a project that will be presented and supported at the practical colloquium. The research can be approached individually or in group, but the elaboration and support of the practice report will be individual. The research report will reflect the following: documentary (description of the practice entity); (preparation of documents, collection of financial data, data processing, analysis and interpretation, etc.).</p>	14
<p align="center">Internship/ 2nd Year / II</p> <p>Applying the knowledge gained in the first and second year disciplines. Developing the capacity to solve practical issues in the vast field of finance, financial management, taxation, banking and insurance. Developing the ability to: teamwork, design project ideas. Preparing and managing projects. Project development and management, identification and solution of projects, preparation of documents specific to operations carried out at the level of private and public organizations. The practical work is completed with a project that will be presented and supported at the practical colloquium. The internship can be individual or group, but the elaboration and support of the practice report will be individual. The project / practice report will reflect the following: documentary (description of the practice entity); (preparation of documents, collection of financial data, data processing, analysis and interpretation, etc.). Content of the practice activity: Study of the financial balance of the firm; Survey of company financial results; Analysis of company viability and bankruptcy risk; Comparative aspects of the sources of financing used by firms; Comparative study on financing by leasing and bank credit; Comparative study on own financing and loan financing; Fundamental to the optimal financing decision; Study of financial performance in multinational companies; Study of the investment decision of the firm; Study of company expansion motivation at international level; Study of operational and financial risk in the multinational company; Company stock management; Debt management of the company; Management of the company's working capital; The company's cash flow survey; The role of budgets in company management; Financial statement forecasts; Management of the investment process.</p>	3
<p align="center">Traineeship for preparing the dissertation paper/ 2nd Year / II</p> <p>It familiarizes Master students with the practices, methods and tools used to prepare a dissertation paper on financial and banking issues. Acquire the rules of writing a dissertation paper and use them to develop the work in the financial and / or banking field.</p>	13
<p>DOMAIN OF STUDY: MANAGEMENT / Study Programme: Management Strategies and Policies</p>	
<p align="center">Services Global Strategies/ 1st Year / I</p> <p>Master students will acquire skills and knowledge for an effective strategy at level in the context of global strategy dynamics for effective organization consolidation and development in services. Highlighting trends, strategic evolution and barriers to its application. Main topics: Highlighting the role and importance of the strategy both within the departments and in the lobby's policy of the analysis. Highlighting service-specific issues. Knowledge of history, directions of development and trends in services. Forming a systemic view of services. Knowledge, analysis, interpretation and adaptation of the strategies used in the field of services. Awareness of the importance of methods, techniques and tactics used in strategic thinking.</p>	7
<p align="center">Management of Complex Organizations/ 1st Year / I</p> <p>This course explores the complexity of the organizational environment in order to develop the managerial capacity to adjust the strategic portfolio. Acquiring methods of processual simulation of links between functional and management domains in a complex organization by acquiring knowledge on: Resource variability in complex organizations, Modeling the allocation of complementary resources in partner networks to capitalize on strategic assets, Producing and sharing knowledge in complex organizations. Main topics: The complexity of the organization's interaction in the context of stakeholder ecosystem variability. The theory of complex systems, computational, social, technological, personal and emotional complexity. Dynamics and complexity of the external environment and the predictability of organizational adaptation models. The VSM model. Early warning systems. Organizational learning mechanisms and responsiveness assessment. Harmonization of conflicting objectives derived from the complexity of the interactive business-environment environment; strategic adaptation systems; value-sharing networking networks. Evolution of organizational configurations and dynamics of adaptation of management systems; Development and testing of Key Performance Indicators (KPIs). Hybrid organizational forms and resource allocation modeling. Coordination, integration and control mechanisms; delegating the decision; audit versus organizational controlling; leadership of reconfigured structures. Delegation decision mechanisms; power, influence and control in complex organizations. Organizational practices of dynamic adjustment of the life cycle of competitive advantage by developing anticipatory capability in the context of the evolution of business models.</p>	7



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<p align="center">Business Information and Communication Technology/ 1st Year / I</p> <p>This discipline aims at highlighting that enterprises must be receptive to the signals of the environment and integrates Information Technology and new tools of Business Communication; information technologies have a great capacity to adapt to the new changes, to demonstrate their flexibility in the functioning mechanism, so that their whole activity is conceived and carried out in a new vision, that of digitizing the entire economic and social life. The main aspects related to the methodology of designing computer systems with applications in the economic field are also observed. There are presented the ways of using the various software packages and computer systems to assist the decision and the basic concepts of organizing data in databases and in a database management system. It describes the architecture of databases and database management systems, focusing on the relational model. The features of the relational databases and the related design methodology are also presented. Examples of actions related to the definition and use of databases are described and exemplified.</p>	7
<p align="center">Academic Ethics and Integrity/ 1st Year / I</p> <p>Master students will gain knowledge on ethics and academic integrity issues in scientific research and the dissemination of the results of their professional work. Developing skills to use methods and techniques to evaluate the integrity phenomenon in the academic environment. Familiarizing students with the methodology and working tools of the system and tools to ensure ethics and academic integrity.</p>	3
<p align="center">Managerial Communication/ 1st Year / I.</p> <p>Master students will acquire knowledge about how the communication process works and unfolds in organizations. Main topics: Identifying the optimal communication style for employing subordinates to achieve tasks. Promoting in theoretical and practical communication the following values and attitudes: critical thinking and divergence. Self-criticism and convergence. Availability for dialogue and debate, interest in the ethics of communication. Developing the coherence and rigor of thinking and action in the specific field of communication. Knowing special situations in organizations that require special communication strategies.</p>	6
<p align="center">Time Management/ 1st Year / II</p> <p>This course aims to develop Master students' skills in what concern the use planning, organization, and time management tools in concrete situations. Knowing how to plan and organize time. Learning outcomes of the course: to acquire a set of basic knowledge related to time planning systems, principles of organization and time management. Understanding the benefits of day-to-day planning and keeping a daily journal. Develop skills to eliminate or mitigate the effects of time-consuming factors.</p>	6
<p align="center">Business Intelligence/ 1st Year / II</p> <p>This course develops Master students' skills to use IT & C tools in specific e-business situations, and interpreting reports provided by Business Intelligence Systems. Main topics: Understanding the differences between Business Intelligence systems and transaction processing systems. Developing skills to conduct multidimensional analyses, which can take decisions based on the results of Business Intelligence software tools. Learning how to integrate data from internal and external environments into data warehouses, make queries in MySQL and apply data mining techniques. Know the components of a Business Intelligence (BI) platform. Knowledge of the main functions related to the design of multidimensional data structures and SQL query language. Knowledge of platform R: R language and development environment R Studio. Acquiring a set of basic knowledge about BI systems, organizational and management principles. Understanding the benefits of OLAP technology and data mining techniques in multidimensional data warehouses. Developing decision-making abilities based on reports provided by Business Intelligence tools. Developing decision-making skills to optimize marketing campaigns in the online environment following the development of a BI project. Master's ability to team up with IT professionals to implement Business Intelligence projects.</p>	8
<p align="center">Business Models/ 1st Year / II</p> <p>This course offers the opportunity to develop strategic thinking focused on designing innovative business models based on Business Model Canvas, Lean Start-up and Design Thinking. Main topics: Understanding the interactions between the building blocks of a business model based on the Business Model Canvas methodology. Analysis of some innovative business models. Designing business models using company-driven challenges in the project. Evaluating business models. Business Model Canvas Components. Typology of business models: sales of products / services, subscription to a service, sales of advertising, crowdfunding, freemium. Typology of strategies associated with innovative business models. Lean Start-up Principles. Hypotheses and experiments in Lean Start-up. The minimal viable product (MVP). Steps of the Thinking Design process. Creative thinking techniques for developing business models. Open Innovation Business Models.</p>	7
<p align="center">Modern Approaches to Human Resource Management/ 1st Year / II</p> <p>This course develops Master students' skills to know and use human resource management tools in an international context. Main topics: Developing an overview of international human resources management as part of the management of multinational companies. Providing a knowledge base on the strategic approach to human resource management. Knowing the methods of strategic planning, recruiting, securing and evaluating human resources. Knowing the most important reward strategies. Developing the ability to understand human motivations in an intercultural context. Developing the capacity to recognize and solve professional ethics issues. Knowledge of international human resources management. Understanding cultural differences with impact in human resource management practices. Understanding motivation for work in an international context. Knowledge of methods of recruitment, selection and preparation of international managers. Developing the skills of using the tools specific to the management of human resources in the international context. Understanding the opportunities and threats in the external environment that influence strategic decisions on human resources. Knowledge of the features of the stratum approach to human resource management. Develop skills for recognizing ethical issues at work and resolving them.</p>	8
<p align="center">International Marketing Strategies/ 1st Year / II</p> <p>Master students will acquire the necessary knowledge and skills in the context of the dynamics of international marketing strategies. Main topics: Presentation of traditional and modern international marketing methods and techniques for better adaptation of future graduates to the labour market. Learners' acquisition of techniques for managing economic information and market types according to the nature of the information. Training of analysts and relational specialists specialized in international marketing. Building and maintaining quality relationships with the market. Identifying the main aspects of international marketing strategies. Redefining marketing actions through new international strategies. Organization and operationalization of marketing programs. Managing responsible attitudes towards organizing and managing international marketing activities.</p>	7
<p align="center">Entrepreneurial Marketing Strategies / 1st Year / II</p> <p>This course highlights marketing strategies from an entrepreneurial perspective, focusing on the different approaches of value creation. Master students will be able to understand entrepreneurship and the challenges of creating a start-up, the role innovation in developing a marketing strategy, and how marketing can guide the development of new products and services. Main topics: Marketing and Entrepreneurship. Identifying Market Opportunities. Market Strategy Development in an Entrepreneurial Approach. Entrepreneurial Communication Strategy. Entrepreneurial Pricing Strategy. Entrepreneurial Distribution Strategy. Building Customer Relationships.</p>	7



Domain of Study/ Study Programme Course title and brief description/ Year of study/ Semester	Credit units
2nd YEAR	
<p style="text-align: center;">Conflict Management/ 2nd Year / I</p> <p>Master students will acquire the necessary knowledge and skills in the context of conflict situations dynamics. Main topics: Presentation of methods and techniques for solving conflicts. Learning learners of the information management techniques needed to monitor conflict situations. Training of analysts and auditors in the field of conflict management. Building and maintaining organizational reputation. Managing responsible attitudes towards crisis management organization and management. The conceptual foundations of the organizational conflict. Causes and sources of conflict. Conflict models. Crisis – procedural and systemic approach. Causes and levels of perception of the crisis. Ethics and crisis management. Crisis management solutions.</p>	7
<p style="text-align: center;">Corporate Social Responsibility/ 2nd Year / I</p> <p>This course offers insights regarding how to approach the concept of CSR at the level of organizations in the context of business strategy dynamics to enhance image, prevent communication and image crises, and manage them. Acquiring and correctly using the specific terms and principles of CSR processes at corporate level to improve the clarity of organizations' messages. Main topics: Presentation of CSR methods and techniques for better adaptation of future master graduates to the requirements of the social environment, community. Learners' acquisition of techniques for managing economic information and market types according to the nature of the information. Training of analysts and rationalists specialized in CSR and communication. Building and maintaining quality relationships with the organization's relevant audience.</p>	7
<p style="text-align: center;">Teamwork Management/ 2nd Year / I</p> <p>This course aims at developing Master students' skills to use teamwork tools in concrete situations. Main topics: Understanding the role of teamwork management. Developing the skills needed to form a team. Recognize desirable and undesirable behaviours within the team. Knowing the directions of development and the peculiarities of this field in the current context of economic development. Forming a systemic concept on teamwork management. Knowledge, analysis, interpretation and adaptation of management knowledge acquired in previous years. Applying the principles, norms and values of professional ethics responsibly in carrying out the professional tasks and identifying the objectives to be achieved, the available resources, the working steps, the execution times, the implementation deadlines and the related risks. Identifying roles and responsibilities in a multidisciplinary team and applying relationship techniques and effective work within the team. Identification of opportunities for continuous training and effective use of information sources and communication resources and assisted training resources (Internet portals, specialized software applications, databases, on-line courses, etc.) in their own language, for their own development, as well as in an international language. Digital competences.</p>	8
<p style="text-align: center;">Analysis of Transaction Costs/ 2nd Year / I</p> <p>This course familiarizes Master students with the Transformation Cost Theory and develop their ability to identify transaction costs and to choose the most effective form of governance for a transaction. Develop an overview of the transaction cost theory and how it can be used in strategic decision making. Developing the ability to identify transaction costs for specific transactions. Providing a knowledge base on the use of transaction cost theory to increase the efficiency of economic agents. Investigating how to use TCT in the practice of economic agents. Application of transaction cost theory in different areas. Main topics: Transaction cost theory - from origins to the present. The place and role of transaction cost theory in developing the company theory. The defining elements of transaction cost theory. Transaction cost TCT central element: notion, factors of influence, sources and types of transaction costs. TCT behavioral assumptions: Limited rationality, opportunism, risk indifference. Use of trust to integrate behavioral hypotheses. Opportunity in franchise. The dimensions of transaction cost theory: asset specificity, environmental uncertainty, transaction frequency. Influence of transaction costs on company behavior on a market. Transaction costs and increase the efficiency of business activity. The role of the Transaction Cost Theory in choosing the company strategy. The vertical integration strategy. Relational strategies - a new business option. Outsourcing. Transaction Cost Reduction Strategies: The 66 Question Quiz; The role of IT and the Internet in reducing transaction costs. Diagnostic analysis of the transaction.</p>	8
<p style="text-align: center;">Organisational Leadership/ 2nd Year / I</p> <p>This course highlights a comprehensive, practical focus on organisational leadership. Master students will learn about a framework that analyzes leadership and management at different levels: individual leadership, team leadership, and organizational leadership. The course outlines leadership and management theories/concepts that have emerged over time. It provides Master students the opportunity to apply these concepts through interactive projects and case analysis and to enhance personal skill development through self-assessment activities. Main topics: identification of current leaders and leadership as well as contemporary perspectives on ethics, networking, coaching, organizational culture, diversity, learning organizations, strategic leadership, and crisis leadership.</p>	8
<p style="text-align: center;">Scientific Research/ 2nd Year / II</p> <p>It familiarizes Master students with the practices, methods and tools used to develop a research work and / or a research project on issues specific to the Management field. To adopt the rules for drawing up a scientific paper and to use them for the elaboration of a paper on Management issues. To adopt the rules for drawing up a scientific paper and to use them for the elaboration of a paper on Management issues. The practical work is completed with a project that will be presented and supported at the practical colloquium. The research project can be individual or group, but the elaboration and support of the report will be individual. The research report will reflect the following: documentary (description of the practice entity); (preparation of documents, collection of financial data, data processing, analysis and interpretation, etc.).</p>	14
<p style="text-align: center;">Internship/ 2nd Year / II</p> <p>It aims at applying the knowledge gained in the first and second year disciplines. Developing the capacity to solve practical issues in the vast field of Management. Developing the ability to: teamwork, design project ideas. Preparing and managing projects. Project development and management, identification and solution of projects, preparation of documents specific to operations carried out at the level of private and public organizations. The practical work is completed with a project that will be presented and supported at the practical colloquium. The internship can be individual or group, but the elaboration and support of the practice report will be individual. The internship report will reflect the following: documentary (description of the practice entity); (preparation of documents, collection of financial data, data processing, analysis and interpretation, etc.). Content of the practice activity: Study of the financial balance of the firm; Survey of company positioning according to Porter Model. Analysis of human resources. Performance assessment.</p>	3
<p style="text-align: center;">Traineeship for preparing the dissertation paper/ 2nd Year / II</p> <p>It familiarizes Master students with the practices, methods and tools used to prepare a dissertation paper on Management issues. Acquire the rules of writing a dissertation paper and use them to develop the work in the Management field.</p>	13

