

MICROECONOMICS

Course code: MK 111

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Iulian Bogdan DOBRA, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	42	3	I	Grade	5

COURSE AIMS:

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

COURSE CONTENTS:

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

TEACHING METHODS:

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

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination– 70%; Verification during semester – 30%.

RECOMMENDED READING:

- J. SHIELD NICHOLSON, M.A., D.SC., (1893), “*Principle of political economy*”, Introduction, page 10, McMillan and Co, New York and London,;
- JOHN LANCELOT SHADWELL, (1877), “*A system of political economy*”, Chapter I, page 1, Trubner and Co., Ludgate Hill;
- REV. T. R. MALTHUS M.A. F.R.S. “*Principles of Political Economy*” Chapter II, page 50 (value) William;
- ADAM SMITH, (1920), “*The Wealth of Nations*” BOOK I, Chapter IV, page 66; P.F. Collier and son, New York, USA;
- HARTUR TWINING HADLEY, (1896), “*Economics, an account of the relation between private property and public welfare*” Chapter VII, page 190 G. P. Putman’s son, London,;
- PAUL A. SAMUELSON & WILLIAM NORDHAUS, (2001), “*The Economics*”, 17th edition Chapter II, Irwin/McGraw-Hill;
- POPPA DORINA, KISS MELINDA & SZIKI KLARA, “Contemporary approaches of company performance analysis based on relevant financial information” University of Oradea, faculty of Economic;
- DAVID BESANKO & RONALD R. BRAEUTIGAM, (2004), “*Microeconomics*” 4th edition Chapter VI, page 200, , Jhon Wiley & sons, inc.;
- LUCIAN-LIVIU ALBU & GEORGE GEORGESCU, (1994), “Problems in the structure of Romania’s economy” MPRA Paper No. 29880;
- HERBERT J. DAVENPORT “*Economics of enterprise*” (1968), Chapter II, page 19; Chapter III, page 28 Augustus M. Kelley, New York, USA;
- GEORGE BINNEY DIBBLEE M.A., (1912), “*The laws of supply and demand*” Chapter II, page 12 Constable and company ltd, London, UK;
- DAVID RICARDO, (1912), “*The principles of political economy and taxation*” Chapter VI, page 64, J.M. Dent & Son Ltd, London; E.P. Dutton & CO, New York, USA.

MATHEMATICS APPLIED IN ECONOMICS

Course Code: MK 112

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Lucia Căbulea, PhD

Seminar tutor: Dorin Wainberg, PhD

Full time studies

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

COURSE AIMS:

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

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

ENTRY REQUIREMENTS: -**COURSE CONTENTS:**

Chapter 1. Linear Programming

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

TEACHING METHODS:

Lecture, conversation, exemplification.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- Dixit, A.K., *Optimization in economics theory*, Oxford University Press, 1990
- Simon, C.P., Blume, L., *Mathematics for economists*, W.W Norton, 1994
- Carter, M., *Mathematical Economics*, MIT, Cambridge, 2001
- Nering, E. D., Tucker, A. W., *Linear Programs and Related Problems*, Academic Press, Boston, 1993
- Nash, S. and Sofer, A., *Linear and Nonlinear Programming*, McGraw-Hill, New York, 1996

BUSINESS LAW

Course Code: MK 113

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Gânfălean Ioan, PhD

Seminar tutor: -

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	28	2	I	Grade	4

COURSE AIMS:

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

ENTRY REQUIREMENTS:

Introduction to Law; Introduction to General Elements of Law.

COURSE CONTENTS:

1. Introduction in Law.
2. Juridical Methodology.
3. The Concept of Business Law.
4. Law and State.
5. The Principles of Business Law.
6. The Functions of Business Law.
7. Juridical Norm.
8. The origins of Business Law.
9. Realization of Business Law.
10. Interpretation of Juridical Norms.
11. Juridical Relationships.
12. Juridical Responsibility.
13. Juridical Assistance.
14. The System of Business Law.

TEACHING METHODS:

Lecture, conversation, exemplification.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written paper – 60%; continuous assessment – 40%.

RECOMMENDED READING:

- Nitoiu, Roberta, *General Theory of Law*, Bucharest, CH Beck Publishing House, 2008.
- Dan Claudiu Dănisor, Ion Dogaru, Gh. Dănisor, *General Theory of Law*, Bucharest, CH Beck Publishing House, 2008.

MANAGEMENT

Course code: MK 114

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Cordoș Mălina, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	42	3	I	Grade	5

COURSE AIMS:

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

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- *Management Basics*, Susan Quinn, e-Book, 2010

ECONOMIC INFORMATICS

Course code: MK 115

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Cucu Ciprian, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	28	2	I	Grade	4

COURSE AIMS:

Familiarizing students with the basic concepts of IT, especially with the ones used in economics.

Specializing students using internet services and office applications - document processing, spreadsheet, presentations.

COURSE CONTENTS:

1. Individual study through specific material

The computing system

- defining computing systems
- the components of a computer system
- types of computers

Concepts Internet: Internet domains, websites

Design documents and presentations: principles and recommendations

Concepts for spreadsheets:

- organizing and filtering data
- mechanisms for sorting

2. Tutorial activities and verification works - if necessary

3. Assisted Activities

Internet services

- email configuration, e-mail clients
- files sharing services, online applications

Processing documents

- formatting pages, paragraphs, using styles
- arrange the images in documents
- headers and footers
- page breaks, automatically included contents and footnotes

Spreadsheets

- format cells
- filters, sorts
- simple functions

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 60%, Verification during the semester (project) - 40%.

RECOMMENDED READING:

- Militaru, Gheorghe - *Sisteme informatice pentru management*. Ed. ALL, 2004.
- Bird, Linda - *Internet. Ghid complet de utilizare*. Ed. Corint, 2004.
- Ghid inițiere în Open Office: http://www.openoffice.org/ro/doc/user_guide/initiere/GSMaster.pdf

PSYCHOLOGY

Course code: MK 116

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Petrovan Ramona, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	28	2	I	Grade	3

COURSE AIMS:

To familiarize the students with concepts and psychological theories

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 80%, verification papers- 20%.

RECOMMENDED READING:

- Atkinson, R. L., Atkinson, R. C., Smith, E. & Bem, D. J. (2002). Introducere în psihologie, Editura Tehnică.
- Baddeley, A. (1998). Memoria umană, Editura Teora.
- Baiceanu, L. (2003). Dictionar ilustrat de psihologie, Editura Tehnică.
- Cosmivici, A. (2005). Psihologie generală, Editura Polirom.
- Ewen, R. (2012). Introducere în teoriile personalității, Editura Trei.
- Hayes N, Orrell S (2010). Introducere în psihologie, Editura All
- Miclea, M. (1999). Psihologie cognitivă, Editura Polirom.
- Neveanu - Popescu, P. (1979). Dicționar de psihologie. București : Editura Albatros.
- Parot, F. & Richelle, M. (1995). Introducere în psihologie: Istoric și metode, Editura Humanitas.
- Rusniek, A. (2010). Cum să intri în mintea celuilalt. 60 de experimente ilustrate în psihologie. Memoria. Percepția. Atenția și învățarea. Logica și inteligența, Editura Polirom.
- Todor, I. (2013). Psihologie generală, Editura Didactică și Pedagogică, București.
- Zlate, M. (1999). Psihologia mecanismelor cognitive, Editura Polirom.
- Zlate, M (2007). Introducere în psihologie (ed. a III-a), Editura Polirom.

BUSINESS ENGLISH

Course Code: MK 117.1

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Assistant lecturer Maria Muresan

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	28	2	I	Grade	3

COURSE AIMS:

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

ENTRY REQUIREMENTS:

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COURSE CONTENTS:

S1. The Business of Business. Types of business (Unit 1, Unit 2)

- 1.1. Listening- preparing for a lecture
- 1.2. Listening-understanding lecture organization
- 1.3. Speaking- speaking from notes

S2. The Business of Business. The history of businesses(Unit 1, Unit 2)

- 2.1. Vocabulary focus-prefixes and suffixes
- 2.2. Vocabulary focus-words from general English with a special meaning in business
- 2.3. Listening-making lecture notes

S3. The Organization of Work. Structure of organizations(Unit 1, Unit 2)

- 3.1. Vocabulary focus-English-English dictionaries
- 3.2. Vocabulary focus-headwords, definitions, phonemes, stress makers
- 3.3. Reading-using topic sentences to get an overview of the text

S4. The Organization of Work .Leadership and teams(Unit 1, Unit 2)

- 4.1. Vocabulary focus-countable/uncountable
- 4.2. Vocabulary focus-transitive/intransitive
- 4.3. Writing-summarizing a text

S5. Getting the Work Done. Productivity(Unit 1, Unit 2)

- 5.1. Listening-preparing for a lecture
- 5.2. Listening-predicting lecture content
- 5.3. Listening-making lecture notes

S6. Getting the Work Done. Theories of motivation(Unit 1, Unit 2)

- 6.1. Vocabulary focus-stress patterns in multi-syllable words
- 6.2. Vocabulary focus-prefixes
- 6.3. Speaking- reporting research findings

S7. Getting the Work Done. Management by objectives(Unit 1, Unit 2)

- 7.1. Vocabulary focus-suffixes
- 7.2. Speaking-formulating questions

TEACHING METHODS:

Lecture, Debate, Power point presentation.

LEARNING OUTCOMES:

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

MANDATORY ASSIGNMENTS

Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Oral presentation
Interview

RECOMMENDED READING:

- *Business English Dictionary*. (2007). Pearson Longman. New Edition.
- Cotton, D., Falvey, D., Kent, S. (2006). *Market Leader Upper Intermediate*. New Edition, Pearson Longman.
- Dubicka I., O’Keeffe, M. (2007). *Market Leader. Advanced*. Pearson Longman.
- Greener, M. (1987). *Business Dictionary*. England: Penguin Books.
- Harmer, J. (1995). *The Practice of English Language Teaching*. Longman.
- Manton, K. (2005). *First Insights into Business*. Workbook. Pearson Longman.
- Marks, J. (2007). *Check Your English Vocabulary for Banking and Finance*. London: A & C Black Publishers Ltd.
- *In Company Dictionary*. (2004). Macmillan Publishers Limited.
- Popescu-Furnea, T., Toma, M. (2003). *Reading and Vocabulary for Business Students. Part I*, Cluj-Napoca: Casa Cărții de Știință.
- Popescu, T., & Toma, M. (2009). *Dictionary of Business Collocations: With Romanian translation and practice section*. Alba Iulia: Aeternitas.
- Popescu, T. (2011). *We’re in Business*. Part 1, Alba Iulia: Aeternitas.
- Rogers, J. (2011). *Market Leader. Upper Intermediate Business English Practice File*. London: Pearson Longman.
- Toma, M., Popescu-Furnea, T. (2004). *Reading and Vocabulary for Business Students. Part II*, Cluj-Napoca: Casa Cărții de Știință.
- Wyatt, R. (2007). *Check your English Vocabulary for Business and Administration*. London: A & C Black Publishers Ltd.

Online sources

- www.cnn.com
- www.economist.com
- www.nytimes.com

FUNDAMENTALS OF ACCOUNTING

Course code: MK 121

Type of course: compulsory

Language of instruction: Romanian

Name of lecturer: Tamas Szora Attila/Cioca Ionela Cornelia, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	42	3	II	Grade	5

COURSE AIMS:

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

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, conversation, exemplification.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written exam – 70%; verification during semester – 30%.

RECOMMENDED READING:

- Caloian Florentin, *Bazele contabilității*, C.H.BECK Publishing House, București, 2008.
- Caraiani Chirața, Dumitrana Mihaela (coord.), *Bazele contabilității. Aplicații și studii de caz*, Universitară Publishing House, București, 2008.
- Caraiani Chirița, Dumitrana Mihaela (coord.), *Bazele contabilității*, Universitară Publishing House, București, 2008.
- Caraiani Chirița, Dumitrana Mihaela (coord.), *Bazele contabilității*, Universitară Publishing House, București, 2011.
- Cenar Iuliana, *Bazele contabilității. Fundamente teoretice*, Aeternitas Publishing House, Alba Iulia, 2008.
- Horomnea Emil., *Fundamentele științifice ale contabilității*, TipoMoldova Publishing House, Iași, 2008.
- Popa Ioan., ș.c., *Bazele contabilității. Aplicații practice*, Economică Publishing House, București, 2008.
- Todea Nicolae., *Teorie contabilă și raportare financiară*, Aeternitas Publishing House, Alba Iulia, 2009.
- Accounting Law no. 82/1991, as amended and supplemented, published in the Official Gazette no. 454 / 18.06.2008.
- Law no. 31/1990, as amended and supplemented, published in the Official Gazette no. 1066 / 17.11.2004.
- Order no. 1802/2014 for the approval of accounting regulations on the annual individual and consolidated financial statements, published in the Official Gazette of Romania no. 963 / 12.30.2014.
- Order no. 2861/2009 for approving the Norms on organizing and conducting inventory of assets, liabilities and equity, published in Official Gazette no. 704 / 20.10.2009.
- Order no. 2634/2015 regarding financial and accounting documents, published in the Official Gazette no. 910 / 12.09.2015.

STATISTICS

Course code: MK 122

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Breaz Nicoleta, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	42	3	II	Grade	5

COURSE AIMS:

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

COURSE CONTENTS:

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

TEACHING METHODS:

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

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- N. Breaz, *Statistics- Theory And Applications*, Didactical Series, “1 Decembrie 1918” University of Alba Iulia, (in printing), 2016*
- S. Nolan, *Introductory Statistics: Student Solutions Manual*, Prentice Hall, 2006.
- G. Smith, *Essential Statistics, Regression, and Econometrics*, 1st Edition, Elsevier, Academic Press, 2011
- L. Swift, *Mathematics And Statistics For Business, Management and Finance*, Hampshire: MacMillan Publishers LTD, 1997
- ***, *Statistical Yearbook*, 2015

MACROECONOMICS

Course code: MK 123

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Iulian Bogdan DOBRA, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	42	3	II	Grade	5

COURSE AIMS:

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

COURSE CONTENTS:

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

TEACHING METHODS:

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

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination– 70%; Verification during semester – 30%.

RECOMMENDED READING:

- Blanchard, Olivier, and David R. Johnson, (2012), "*Macroeconomics*", 6th ed. Pearson, ISBN: 9780133061635;
- Blanchard, Olivier, (2003), "*Macroeconomics*"; 3rd ed. Upper Saddle River, N.J.: Prentice Hall, ISBN: 0130671002;
- ADAM SMITH (1920), "*The Wealth of Nations*" BOOK I, Chapter IV, page 66; P.F. Collier and son, New York, USA;
- N. Gregory Mankiw, (2015), "*Macroeconomics*", Palgrave Macmillan, Ninth Edition;
- M. Ellman: Review of Kornai: Anti-Equilibrium in Economic Journal December 1972;
- W.H.H. Godley and W.D. Nordhaus: 'Pricing in the Trade Cycle'. Economic Journal 1972.
- J.R. Green: 'Stochastic Equilibrium: A Stability Theorem and Application'. Technical Report No. 46. August 1971, Stanford.
- W. Hildenbrand: 'Random Preferences and Equilibrium Analysis'. Journal of Economic Theory 1971;
- N. Kaldor: 'The Irrelevance of Equilibrium Economics'. Economic Journal 1972.
- P.A. Samuelson: Foundations of Economic Analysis. Atheneum New York 1967.
- L. Walras: Elements of Pure Economics. Allen and Unwin.

- Peter A. Gourevitch, (1993), "Political Economy" in Joel Krieger (ed), *The Oxford Companion to Politics of the World* (Oxford; Oxford University Press.), 715-719;
- Greg Chase and Charles W. Upton, 2000- *Principles of Macroeconomics*, Lecture notes at Kent State University;
- Cahuc, P. and A. Zylberberg: *Labor Economics*, 2004. The MIT Press, Cambridge Mass, Chapters 1 (1.1+1.2), 3, 4.1-4.3, 6, 7.1-7.4, 9.1-9.4 10.1 and 12.
- Bhaskar, V., A. Manning and T. To: Oligopsony and Monopsonistic Competition in Labor Markets, 2002. in *Journal of Economic Perspectives* 16, pp. 155 – 174;
- Andrew Hurrell and Ngaire Woods (1999), (eds), *Globalization, Inequality, and World Politics*, Oxford University Press, Oxford, UK;
- Roger E. Brinner, "Is Inflation Dead?" Federal Reserve Bank of Boston, New England, *Economic Review* (January/February 1999), pp. 37-49.
- Todd E. Clark, "A Comparison of the CPI and the PCE Price Index," Federal Reserve Bank of Kansas City, *Economic Review* 84 (Q 3 1999), pp. 15-29.
- Andrew J. Filardo, "New Evidence on the Output Cost of Fighting Inflation," Federal Reserve Bank of Kansas City, *Economic Review* 83 (Q 3 1998), pp. 33-61.
- Stanley Fischer and Franco Modigliani, "Towards an Understanding of the Real Effects and Costs of Inflation," *Weltwirtschaftliches Archiv*, 114 (1978), pp. 810-833.
- Robert E. Hall, ed., *Inflation: Causes and Effects* (Chicago: University of Chicago Press, 1982);
- George A. Kahn and Klara Parrish, "Conducting Monetary Policy with Inflation Targets," Federal Reserve Bank of Kansas City, *Economic Review* 83 (Q 3 1998), pp. 5-32.
- Alvin L. Marty and Daniel L. Thornton, "Is There a Case for 'Moderate' Inflation?", Federal Reserve Bank of St. Louis, *Review* 77 (July/August 1995), pp. 27-37;
- Marvin E. Wolfgang, ed., "Social Effects of Inflation," *The Annals of the American Academy of Political Science* 456 (July 1981), pp. 1-153.

MARKETING

Course code: MK 124

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Muntean Andreea, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	42	3	II	Grade	5

COURSE AIMS:

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

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, Discussions, Simulation

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%, Verification during the semester- 30%.

RECOMMENDED READING:

- *CASES IN MARKETING MANAGEMENT* / BERNHARDT, Kenneth L. (1997)
- *ESSENTIALS OF MARKETING* / Jim BLYTHE (2001)
- *FUNDAMENTALS OF MARKETING* / STONE, Marilyn A. (2007)
- *MANAGING MARKETING* / Francis NICHOLSON; Richard MEEK (2009)

BUSINESS ENGLISHCourse Code: **MK 125.1**

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Assistant lecturer Maria Muresan

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	28	2	II	Grade	3

COURSE AIMS:

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

ENTRY REQUIREMENTS:

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COURSE CONTENTS:**S1. The world of Technology. Computers for research(Unit 1, Unit 2)**

- 1.1. Vocabulary focus- computer jargon
- 1.2. Vocabulary focus –verb and noun suffixes
- 1.3. Vocabulary focus-abbreviations and acronyms

S2. The world of Technology. Technological change(Unit 1, Unit 2)

- 2.1. Reading-using the Internet effectively
- 2.2. Reading-evaluating Internet search results
- 2.3. Writing-reporting research findings

S3. People and Markets. Definition of marketing; importance of marketing(Unit 1,Unit 2)

- 3.1. Vocabulary focus-word sets:synonyms, antonyms
- 3.2. Vocabulary focus-common lecture language
- 3.3. Listening-using symbols and abbreviations in note-taking

S4. People and Markets. Types of market; market research(Unit 1,Unit 2)

- 4.1. Vocabulary focus-countable/uncountable
- 4.2. Vocabulary focus-transitive/intransitive
- 4.3. Writing-summarizing a text

S5. Products and Strategies. The role of a product(Unit 1,Unit 2)

- 5.1. Vocabulary focus-replacement subjects, synonyms
- 5.2. Reading-locating key information in complex sentences
- 5.3. Writing- paraphrasing

S6. Products and Strategies. Product life cycle(Unit 1,Unit 2)

- 6.1. Vocabulary focus- countable/uncountable
- 6.2. Writing-writing complex sentences

S7. Operations: producing the goods. The production process: input/transformation/output(Unit 1,Unit 2)

- 7.1. Vocabulary focus-compound nouns
- 7.2. Vocabulary focus-fixed phrases from business studies
- 7.3. Listening- understanding speaker emphasis

TEACHING METHODS:

Lecture, Debate, Power point presentation.

LEARNING OUTCOMES:

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

MANDATORY ASSIGNMENTS

Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Oral presentation
Interview

RECOMMENDED READING:

- *Business English Dictionary*. (2007). Pearson Longman. New Edition.
- Cotton, D., Falvey, D., Kent, S. (2006). *Market Leader Upper Intermediate*. New Edition, Pearson Longman.
- Dubicka I., O’Keeffe, M. (2007). *Market Leader. Advanced*. Pearson Longman.
- Greener, M. (1987). *Business Dictionary*. England: Penguin Books.
- Harmer, J. (1995). *The Practice of English Language Teaching*. Longman.
- Manton, K. (2005). *First Insights into Business*. Workbook. Pearson Longman.
- Marks, J. (2007). *Check Your English Vocabulary for Banking and Finance*. London: A & C Black Publishers Ltd.
- *In Company Dictionary*. (2004). Macmillan Publishers Limited.
- Popescu-Furnea, T., Toma, M. (2003). *Reading and Vocabulary for Business Students. Part I*, Cluj-Napoca: Casa Cărții de Știință.
- Popescu, T., & Toma, M. (2009). *Dictionary of Business Collocations: With Romanian translation and practice section*. Alba Iulia: Aeternitas.
- Popescu, T. (2011). *We’re in Business*. Part 1, Alba Iulia: Aeternitas.
- Rogers, J. (2011). *Market Leader. Upper Intermediate Business English Practice File*. London: Pearson Longman.
- Toma, M., Popescu-Furnea, T. (2004). *Reading and Vocabulary for Business Students. Part II*, Cluj-Napoca: Casa Cărții de Știință.
- Wyatt, R. (2007). *Check your English Vocabulary for Business and Administration*. London: A & C Black Publishers Ltd.

Online sources

- www.cnn.com
- www.economist.com
- www.nytimes.com

PRACTICE

Course code: MK 126

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Pastiu Carmen

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	60	30	II	Grade	3

COURSE AIMS:

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

COURSE CONTENTS:

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

TEACHING METHODS:

Practice, Discussions

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Oral examination - 100%

RECOMMENDED READING:

- *Management Basics*, Susan Quinn, e-Book, 2010

BUSINESS COMMUNICATION AND PR

Course code: MK 127

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Gavrila - Paven Ionela, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	42	2	II	Grade	4

COURSE AIMS:

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

COURSE CONTENTS:

1. Introduction in Communication (Meaning and definition of communication)
2. Communication Skills (Barriers to Effective Communication, Guidelines for Effective Communication)
3. Written Communication (Commercial Letter Types, Written Communication, Principles of Better Writing, Steps of Writing a Report, Kinds of Reports in Inter-Departmental Communication)
4. Verbal Communication (Advantages and Disadvantages of Oral Communication, Characteristics of Good/Effective Presentation, Public Speaking and Negotiations)
5. Non-Verbal Communication (Types of Non-Verbal Communication, Body Language)
6. Meaning and Scope of Public Relations (Definitions and components of public relations, Functions and Careers of Public Relations, Public Relations and Related Concepts, Public Relations Publics)
7. Evolution and Process of Public Relations (Origins and Pioneers of Public Relations, Models of Public Relations, Models of Public Relations, Research in Public Relations)
8. Writing and Speaking in Public Relations (The Challenge of Writing and Speaking in Public Relations, Editing and Proofreading, The Press Release, Speaking in Public Relations)
9. Public Relations in Action (Public Relations Planning, The Public Relations Plan, Public Relations for Non-profit Organisations, Crisis Communication Management, Steps in Crisis Communication)
10. Public Relations and Society (The Role of Public Relations in Society, Public Opinion and Propaganda, Public Relations and the Law, Ethics in Public Relations, Cases in Public Relations)

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination – 70%, Verification during the semester – 30%.

RECOMMENDED READING:

- Laudon, Kenneth C.; Laudon, Jane Price, *Business Negotiation And Communication: Monograph*, Czestochowa: S.N., 2011.
- Langford-Wood, Naomi; Slater, Brian, *Critical Corporate Communications: A Best Practice Blueprint*, Chichester: John Wiley & Sons, 2002.
- Gamble, Michael W.; Gamble, Teri Kwal, *Introducing Mass Communication*, S.L.: McGraw-Hill Book Company, 1986.
- Buell, Victor P., *Marketing Management: A Strategic Planning Approach*, S.L.: McGraw-Hill Book Company, 1984.
- Gultinan, Joseph P.; Paul, Gordon W., *Marketing Management: Strategies And Programs*, S.L.: McGraw-Hill Book Company, 1985.
- Kurzer, Paulette, *Markets And Moral Regulation: Cultural Change In The European Union*, Cambridge: Cambridge University Press, 2001.
- Durant, Alan, *Meaning in Media: Discourse, Controversy And Debate*, Cambridge: Cambridge University Press, 2010.

SOCIO – POLITICAL MARKETING

Course code: MK 211

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Maican Silvia, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	42	3	I	Grade	4

COURSE AIMS:

Students will learn to use specific social – political marketing concepts that they will use in their practice.

COURSE CONTENTS:**1. The emergence of modern social and political communication**

- 1.1. The concept of social marketing and political appearance
- 1.2. Developing the concept of political marketing
- 1.3. Supply and demand in specific market
- 1.4. Political marketing on both sides of the Atlantic

2. Interdependencies socio-political organization

- 2.1 Marketing environment of socio-political organizations
- 2.2 Supply and demand in specific market
- 2.3 The study behavioral premise organizational success

3. Political Marketing Tools

- 3.1 Specificity of marketing research
- 3.2 Objectives and marketing strategies of socio-political organization
- 3.3 Marketing Mix - intervention tool market organization

4. Peculiarities of communication in social-political organization

- 4.1 Communication immediate socio-political organization
- 4.2 Features communication of election campaigns

TEACHING METHODS:

Lectures, Discussions.

LEARNING OUTCOMES:

- Ensuring the students with a minimum level of knowledge in social – political marketing
- Application of basic principles and methods for solving problems and defined situations related to socio-political marketing
- Appropriate use of the criteria for assessment of processes, concepts and theories of social and political marketing
- Development of professional socio-political marketing projects

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 60%, Verification during the semester (project) - 40%.

RECOMMENDED READING:

- Trent S. Judith, Friedenberg V. Robert, *Political Campaign Communication*, Sixth Edition, Rowman & Littlefield Publishers, Inc., Maryland, USA, 2008
- Andreasen Alan R., *Marketing Social Change*, Jossey-Bass Publisher, San Francisco, 1995

MARKETING RESEARCH

Course code: MK 212

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Muntean Andreea, PhD

Full time studies

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

COURSE AIMS:

The aim of course is to provide a fundamental understanding of marketing research process.

The course focuses on helping managers recognize the role of systematic information gathering and analysis in making marketing decisions, and develop an appreciation for the potential contributions and limitations of marketing research data.

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

- To understand the complex process of marketing research
- To provide the students with aspects about the knowledge and measurement of marketing phenomena
- To analysis the items of information obtained as result of their search project.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%. Verification during the semester- 30%.

RECOMMENDED READING:

- BURNS, A.C., BUSH, R., *MARKETING RESEARCH*, PRENTICE HALL, NEW YORK, 2006
- HOUSDEN M, *MARKETING RESEARCH AND INFORMATION*, 2007 - 2008

SMEs MARKETING

Course code: MK213

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Iuga Iulia, PhD

Full time studies

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

COURSE AIMS:

The aim of this field of study is to provide a specialized training for a future entrepreneurial activity.

Thus, in the first chapters students get a complex image of the economic systems architecture, which emphasizes both the diversity of the SMEs from all around the EU, and also a separation and differentiation of the SMEs from the other economic entities in the actual economic and social context.

The aims: to make students acquire the main elements specific to SMEs and the ability to practically operate with the se elements; deepening the knowledge in business; correct defining of the study subject of small business marketing, and establishing the relationships that this discipline has with other disciplines.

After the raid in the first chapters, the emphasis is on the concepts for the authorizing documentation of the small businesses; market and marketing strategies that can be applied by entrepreneurs, and also small business financing methods.

COURSE CONTENTS:

Cap. 1. SMEs – CONCEPT, DEFINITION, CLASIFICTION

Cap. 2. THE ROLE OF SMEs IN A DOMESTIC ECONOMY AND IN EUROPEAN UNION

Cap. 3. THE METHODOLOGY REGARDING THE AUTHORIZING DOCUMENTATION OF THE SMEs

Cap. 4. SMEs MARKET STRATEGIES

Cap. 5. SMEs MARKETING STRATEGIES

Cap. 6. FINANCING THE SMEs

TEACHING METHODS:

Lecture, conversation, exemplification.

LEARNING OUTCOMES:

Issues regarding the marketing strategies and techniques specific to SMEs for increasing financial performance, for risk assessment and the vulnerabilities of these economic entities, and also specific strategies for trading in the entrepreneurial area are considered.

This subject contributes to shaping and strengthening the marketing and managerial vision on SMEs activity, presenting both conceptual issues, methodological and quantitative tools for measuring the phenomena and risks in small business.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written exam – 75%; verification during semester – 25%.

RECOMMENDED READING:

- A. Hinescu, I. Iuga, N. Fleiser, *Marketing*, Editura Risoprint, ClujNapoca, 2005
- DUCROCQ, Cedric, *La distribution*, Ed. Vuibert, Paris, 2005
- Hamish Pringle, Peter Field, *Strategii pentru brandingul de success. Notorietatea si longevitatea unei marci*, Editura Polirom, 2011
- Kotler, Ph., *Managementul Marketingului*, Editura Teora, București, 2008.
- Kotler, Ph., ș. a., *Principiile marketingului*, Editura Teora, București, 2008
- MUHLBACHER, Hans; LEIHS, Helmuth; DAHRINGER, Lee, *International marketing: a global perspective*, Ed. Thomson, London, 2006
- Pasco-Berho, Corinne, *Marketing International*, Ed. Dunod, Paris, 2006

FINANCE

Course code: MK 215

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Danuletiu Dan, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	42	3	I	Grade	4

COURSE AIMS:

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

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, conversation, exemplification.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Exam – 60%; verification during semester (project) – 40%.

RECOMMENDED READING:

- Garrett I., The Blackwell Encyclopedia of Management: Finance. Vol. IV, BLACKWELL, 2005
- Hyman D., *Public Finance: A Contemporary Application of Theory to Policy*, South-Western, Cengage Learning, 2011
- Martin J. D., Cox S., Macminn R. D., The theory of finance: evidence and applications, THE DRYDEN PRESS, 1988
- Mikesell J., *Fiscal Administration*, Eighth Edition, Wadsworth, 2010
- Rosen H., Gayer T., *Public finance*, McGraw-Hill, 2010

QUALITY MANAGEMENT

Course code: MK 216.2

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Cordoş Mălina, PhD

Full time studies

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

COURSE AIMS:

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

COURSE CONTENTS:

Quality - concepts, implications

Theoretical Foundations of quality management

Techniques and modern tools of quality management

Total Quality Management

Analysis of organizational change and overall development stages of TQM in SMEs

Model implementation of TQM in SMEs in Romania

Quality planning

Quality control

Quality costs or costs related to quality

Design and implementation of quality management systems

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- *Management Basics*, Susan Quinn, e-Book, 2010
- *Valuing Changes in Environmental Indicators*, Barg, St., Swanson, D., Venema, H.D., IISD, 2005
- *Quality Management Practices*, R. P. Mohanty, Excel Books, 2008

BUSINESS ENGLISH

Course Code: MK 217.1

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Assistant lecturer Maria Muresan

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	28	2	I	Grade	3

COURSE AIMS:

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

ENTRY REQUIREMENTS:

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COURSE CONTENTS:

S1. Operations: efficiency, costs and quality. Types of production: job, batch, flow (Unit 1, Unit 2)

11. Vocabulary focus-compound nouns
12. Vocabulary focus-fixed phrases from business studies
13. Listening- understanding speaker emphasis

S2. Efficiency in operations management (Unit 1, Unit 2)

- 2.1. Vocabulary-nouns from verbs
- 2.2. Vocabulary focus-definitions
- 2.3. Reading-understanding dependent clauses with passives

S3. Managing financial accounts. Japanese management practices (Unit 1, Unit 2)

- 3.1. Writing- paraphrasing
- 3.2. Writing-writing essay plans
- 3.3. Writing-writing essays

S4. Accounting: management accounting, financial accounting (Unit 1, Unit 2)

- 4.1. Vocabulary focus-fixed phrases from finance
- 4.2. Vocabulary focus-fixed phrases from academic English
- 4.3. Listening-using the Cornell note-taking system

S5. Balance sheet, profit and loss accounts (Unit 1, Unit 2)

- 5.1. Speaking-making effective contributions to a seminar
- 5.2. Speaking-referring to other people's ideas in a seminar

S6. Sources of business finance (Unit 1, Unit 2)

- 6.1. Vocabulary focus-neutral and marked words
- 6.2. Vocabulary focus-fixed phrases from finance
- 6.3. Vocabulary focus-fixed phrases from academic English

S7. Start-up and expansion finance (Unit 1, Unit 2)

- 7.1. Reading-inferring implicit ideas
- 7.2. Writing-writing situation-problem-solution-evaluation essays
- 7.3. Writing-using direct quotations

TEACHING METHODS:

Lecture, Debate, Power point presentation.

LEARNING OUTCOMES:

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

MANDATORY ASSIGNMENTS

Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Oral presentation
Interview

RECOMMENDED READING:

- *Business English Dictionary*. (2007). Pearson Longman. New Edition.
- Cotton, D., Falvey, D., Kent, S. (2006). *Market Leader Upper Intermediate*. New Edition, Pearson Longman.
- Dubicka I., O’Keeffe, M. (2007). *Market Leader. Advanced*. Pearson Longman.
- Greener, M. (1987). *Business Dictionary*. England: Penguin Books.
- Harmer, J. (1995). *The Practice of English Language Teaching*. Longman.
- Manton, K. (2005). *First Insights into Business*. Workbook. Pearson Longman.
- Marks, J. (2007). *Check Your English Vocabulary for Banking and Finance*. London: A & C Black Publishers Ltd.
- *In Company Dictionary*. (2004). Macmillan Publishers Limited.
- Popescu-Furnea, T., Toma, M. (2003). *Reading and Vocabulary for Business Students. Part I*, Cluj-Napoca: Casa Cărții de Știință.
- Popescu, T., & Toma, M. (2009). *Dictionary of Business Collocations: With Romanian translation and practice section*. Alba Iulia: Aeternitas.
- Popescu, T. (2011). *We’re in Business*. Part 1, Alba Iulia: Aeternitas.
- Rogers, J. (2011). *Market Leader. Upper Intermediate Business English Practice File*. London: Pearson Longman.
- Toma, M., Popescu-Furnea, T. (2004). *Reading and Vocabulary for Business Students. Part II*, Cluj-Napoca: Casa Cărții de Știință.
- Wyatt, R. (2007). *Check your English Vocabulary for Business and Administration*. London: A & C Black Publishers Ltd.

Online sources

- www.cnn.com
- www.economist.com
- www.nytimes.com

BUSINESS NEGOTIATION TECHNIQUES

Course code: MK 218

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Dragolea Larisa, PhD

Full time studies

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

COURSE AIMS:

Students will learn to use negotiating tactics and techniques.

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- *Management Basics*, Susan Quinn, e-Book, 2010
- *Advanced Negotiation Techniques*, Steve Hay, Alan McCarthy, John Hay Agent for RDC, Apress, 2015
- *Business Negotiation: A Practical Workbook*, Paul Steele, Tom Beasor, Gower Publishing Limited, 1999

SERVICES MARKETING

Course code: MK 221

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Pastiu Carmen, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	56	4	II	Grade	5

COURSE AIMS:

The main objective of the course is to familiarize students with concepts of external marketing, internal marketing, interactive marketing services firm, etc. The course focuses also on clarifying the content services market and especially the service consumer behavior.

Knowledge, understanding concepts, theories and methods of marketing basic services and area of specialization; their appropriate use in professional communication marketing

Use the knowledge base for explanation and interpretation of various types of concepts, situations, processes, projects, etc. domain associated services marketing

Applying the basic principles and methods for solving problems / situations well defined conditions typical domain expert assistance

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- Anderson, Eugene W., Claes Fornell, and Roland T. Rust. "*Customer satisfaction, productivity, and profitability: Differences between goods and services.*" *Marketing science* 16.2 (1997): 129-145.
- Loveman, Gary W. "*Employee satisfaction, customer loyalty, and financial performance an empirical examination of the service profit chain in retail banking.*" *Journal of Service Research* 1.1 (1998): 18-31.
- Lovelock, C., Gummesson, E. 2004. *Whither Services Marketing?: In Search of a New Paradigm and Fresh Perspectives.* *Journal of Service Research* 7 (1) 20-41
- Lovelock, C., Gummesson, E. 2004. *Whither Services Marketing?: In Search of a New Paradigm and Fresh Perspectives.* *Journal of Service Research* 7 (1) 20-41
- Christopher Lovelock and Jochen Wirtz (2011), *Services Marketing – People, Technology, Strategy.* pg 14, 7th ed., Upper Saddle River, New Jersey: Prentice Hall

MERCHANDISING

Course code: MK 222

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Cordoş Mălina, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	56	4	II	Grade	5

COURSE AIMS:

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

COURSE CONTENTS:

1. What is merchandising. Merchandising approach. Merchandising and marketing trade
2. Databases Benchmarking. Determination of points of sale. The audit outlets. Customer rating. Quantitative data. Observing outlets
3. Designing a selling point Surface stock analysis. The establishment and management of customer flow.
4. Merchandise design. Making a commercial concept. Installing a merchandise design process
5. Establishing a product category. Group product families
6. Assigning the surface and shelves. The methodological approach. Prior analysis. Curves space allocation. Quantitative adjustments. Qualitative adjustment factors
7. Build and analyze assortments. Mainstreaming marketing of varieties. Market segmentation. Building assortment. Analyze and optimize assortments
8. Establishment of products facing. Anomaly detection on a shelf. Evaluation decrease turnover caused by a rupture. Using computerized merchandising programs
9. Arranging the products on the shelf. Basic rules. Role of the shelf. Applying e-merchandising
10. Communication at the point of sale. Outside the store. Communicating promotional and advertising
11. Merchandising Operations. Establishing organization shelves. Merchandising company.

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- *Bridging The Gap Between Merchandising And Marketing: Closing The Loop 2015 Prospective View*, Nikki Baird and Paula Rosenblum, Managing Partners May 2015

COMMODITY LOGISTICS

Course code: MK 223

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Popa Maria, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	56	4	II	Grade	5

COURSE AIMS:

Developing the capacity of knowledge and understanding of basic concepts related to merchandise logistics.

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

The ability of understanding and knowledge of integrated logistics system.

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

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%, project presentation- 30%.

RECOMMENDED READING:

- Popa, M., *Logistica marfurilor*, - Note de curs, Seria ID, Alba Iulia, 2007
- Constancioara, Alexandru, *Management Logistic*, Edutura Universitatii din Oradea, Oradea, 2005;
- Bălan, Carmen, *Logistică*, Editura Uranus, București, 2006
- Pricop, Mihai, *Sisteme moderne in managementul aprovizionarii*, *Tribuna economica*, Bucuresti, 1999;
- Băcanu, B., *Management Strategic*, Ed. Teora București, 1999;
- Porter, M. *Strategii concurențiale*, Ed. Teora, București, 2001;
- Javel, G., *L'organisation et la gestion de production*, Masson, Paris, 2001;
- Dima, Ioan, *Sistemul logisticii firmei*, Editura Tehnică, București, 1997
- Popa, M., *Merceologia mărfurilor alimentare*, Seria Didactica, Univ. „1 Decembrie 1918”, Alba Iulia, 2005
- Popa M., *Calitate si siguranța alimentara*, Editura Casa Cartii de Știința, Cluj Napoca , 2005
- Popa, M., *Bazele Tehnologiei, Aplicații și studii de caz*, Editura Risoprint, Cluj –Napoca, 2006.

DIRECT MARKETING

Course code: MK 225

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Lazea Ruxandra, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	42	3	II	Grade	5

COURSE AIMS:

The aim of course is to provide the students with the main information regarding specific direct marketing tools and techniques.

COURSE CONTENTS:

1. Direct marketing concept
2. The offer in direct marketing
3. Customer databases
4. Direct marketing tools and techniques

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

The course will provide to the students the opportunities and skills to be able to make a direct marketing campaign, both in on-line and off-line environment; analysis and interpretation related processes needed to create and query a customer's database;

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%, Verification during the semester - 30%.

RECOMMENDED READING:

- **Direct mail guide**, International post corporation, 2015;
- **Marketing direct**, MEN, Yvone, BRUZEAU, Marc, Ed. Teora, București, 2000;
- **Marketing Sherpa's Top 5 Mobile Marketing Case Studies & How-tos**, <http://cdn2.hubspot.net/hub/53/file-27736249-pdf/thirdparty/marketingsherpa-top-5-mobile-marketing-case-studies--how-tos.pdf>, 2001

EUROPEAN ECONOMY

Course code: MK 226

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Gavrilă - Paven Ionela, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	42	3	II	Grade	4

COURSE AIMS:

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

COURSE CONTENTS:

1. International Integration Concept (Economic International Integration, Forms of the European Integration, History of the European Union)
2. European Union in the Contemporary Economy (European Union and the Sustainable Development, Social and Economic Transformation Generated by the Integration Phenomena, New Challenges for the European Union)
3. Institutions of the European Union (European Parliament, European Commission, European Council, European Court of Justice, European Account Court, Regional Committee, European Social Committee)
4. European Funds (Pre-adhering Funds, Structural Funds)
5. European Policies (Common Agricultural Policy, Social Cohesion Policy, Regional Development Policy, Industrial Policy, Competition Policy)
6. Equilibrium and Disparities in European Union

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination – 70%, Verification during the semester – 30%.

RECOMMENDED READING:

- Gilespe Andrew, *Foundations of Economics*, Oxford University Press, 2007.
- Lipsey Richard G., *Economics*, Oxford University Press, 2007.
- Halford, Naomi, *Guide to European Union Funding for NGOs: Accessing Europe's Largest Donor. Volume 2: Funding Outside the EU*, Brussels: Ecas, 2007.
- Halford, Naomi, *Guide to European Union Funding for NGOs: Accessing Europe's Largest Donor. Volume 1: Funding Within the EU*, Brussels: Ecas, 2007.
- Norkett, Paul, *Compendium of the European Union*, Essex: Tekron, 2004.
- Wallace, William, *The Dynamics of European Integration*, Londra: Printer Publishers, 1990.
- Wallace, William, *East European Transition and EU Enlargement: A Quantitative Approach*, Heidelberg: Physica – Verlag, 2002.

BUSINESS ENGLISH

Course Code: MK 227.1

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Assistant lecturer Maria Muresan

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	28	2	II	Grade	3

COURSE AIMS:

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

ENTRY REQUIREMENTS: -

COURSE CONTENTS:

S1. External influences on businesses. External influences: national, political, international, economic (Unit 1, Unit 2)

- 1.1. Vocabulary focus- words/phrases used to link ideas
- 1.2. Vocabulary focus – stress patterns in noun phrases and compounds
- 1.3. Vocabulary focus-fixed phrases in academic English

S2. Environmental issues (Unit 1, Unit 2)

- 2.1. Vocabulary focus-words and phrases related to environmental issues
- 2.2. Listening-recognizing the speaker's stance
- 2.3. Speaking-building an argument in a seminar

S3. Company performance – SWOT analysis (Unit 1, Unit 2)

- 3.1. Vocabulary focus-verbs used to introduce ideas from other sources
- 3.2. Vocabulary focus-linking words/ phrases conveying contrast, result, reasons

S4. Case study: responding to external factors

Management of change (Unit 1, Unit 2)

- 4.1. Vocabulary focus-words for quantities
- 4.2. Reading-understanding how ideas in a text are linked
- 4.3. Writing-summarizing a text

S5. Commercial correspondence. Writing letters of enquiry (Unit 1, Unit 2)

- 5.1. Asking for catalogues, price-lists, prospectuses
- 5.2. Asking for details
- 5.3. Asking for goods on approval or on sale or return

S6. Commercial correspondence .Replies and quotations (Unit 1, Unit 2)

- 6.1. 'Selling' your product
- 6.2. Suggesting alternatives
- 6.3. Catalogues, price-lists, prospectuses, samples

S7. Commercial correspondence. Orders (Unit 1, Unit 2)

- 7.1. Payment, Discounts, Methods of delivery
- 7.2. Specimen letters and forms: covering letter, order form, acknowledgement of order, advice of despatch
- 7.3. Specimen letters: delay in delivery, refusing an order

TEACHING METHODS:

Lecture, Debate, Power point presentation.

LEARNING OUTCOMES:

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

MANDATORY ASSIGNMENTS

Projects
Essays
Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Oral presentation
Interview

RECOMMENDED READING:

- *Business English Dictionary*. (2007). Pearson Longman. New Edition.
- Cotton, D., Falvey, D., Kent, S. (2006). *Market Leader Upper Intermediate*. New Edition, Pearson Longman.
- Dubicka I., O’Keeffe, M. (2007). *Market Leader. Advanced*. Pearson Longman.
- Greener, M. (1987). *Business Dictionary*. England: Penguin Books.
- Harmer, J. (1995). *The Practice of English Language Teaching*. Longman.
- Manton, K. (2005). *First Insights into Business*. Workbook. Pearson Longman.
- Marks, J. (2007). *Check Your English Vocabulary for Banking and Finance*. London: A & C Black Publishers Ltd.
- *In Company Dictionary*. (2004). Macmillan Publishers Limited.
- Popescu-Furnea, T., Toma, M. (2003). *Reading and Vocabulary for Business Students. Part I*, Cluj-Napoca: Casa Cărții de Știință.
- Popescu, T., & Toma, M. (2009). *Dictionary of Business Collocations: With Romanian translation and practice section*. Alba Iulia: Aeternitas.
- Popescu, T. (2011). *We’re in Business*. Part 1, Alba Iulia: Aeternitas.
- Rogers, J. (2011). *Market Leader. Upper Intermediate Business English Practice File*. London: Pearson Longman.
- Toma, M., Popescu-Furnea, T. (2004). *Reading and Vocabulary for Business Students. Part II*, Cluj-Napoca: Casa Cărții de Știință.
- Wyatt, R. (2007). *Check your English Vocabulary for Business and Administration*. London: A & C Black Publishers Ltd.

Online sources

- www.cnn.com
- www.economist.com
- www.nytimes.com

CONSUMER BEHAVIOUR

Course code: MK 311

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Muntean Andreea, PhD

Full time studies

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

COURSE AIMS:

The aim of course is understand the consumer behavior, how and why consumers make purchase decisions, how they think, feel and act before, during and after the purchase.

The objectives for the course will be: 1. Understand consumer behavior in an informed systematic way.

2. Understand the processes used when individuals, group or organizations make consumption decisions.

3. Understand how the selection, use and disposal of consumer goods affect almost every aspect of our daily lives.

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%. Verification during the semester- 30%.

RECOMMENDED READING:

- Michael SOLOMON; Gary BAMOSSY; Soren ASKEGAARD; Margaret K. HOGG
- *CONSUMER BEHAVIOUR: A European Perspective*, (2006)

TOURISTIC MARKETING

Course code: MK 312

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Todoran Radu, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	56	4	I	Grade	5

COURSE AIMS:

Acquiring of theoretical and practical knowledge in the fields of business administration in tourism, trade and services regarding specific elements in tourism marketing.

COURSE CONTENTS:

1. Main components in tourism marketing
2. The external environment of the touristic company
3. Touristic market
4. Forecasting elements possible to be used in the touristic market
5. Methods and techniques that can be used in forecasting economic phenomena in the touristic market
6. Aspects regarding tourists consumers behavior
7. Marketing research in tourism
8. Marketing information system used in the touristic activity
9. Product policy
10. Price policy
11. Distribution policy
12. Promotional policy

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

Presentation and discussion of new approaches about theoretical and practical solutions in tourism marketing.

Accomplishing an contribution to the training of the specialists in the production and marketing of products in domestic and international market because the service sector appears to be found as being in the developing state not only compared with the developed countries with stable market economy but also with the neighboring countries, imposing reconsideration.

Knowledge of the role in the service sector in the economic development strategy.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%, project presentation- 30%.

RECOMMENDED READING:

- Patriche D., Stremțan, F., Ispas, A., Patriche, I.,– Elemente de marketing turistic, Editura Global Media Image, Deva, 2000.
- Hinescu A., ș.a. – Marketing ,Editura ETA, Cluj Napoca,1997
- Stremțan F., Elemente de marketing turistic, Seria Didactica, Alba- Iulia, 2007
- Balaure V., (coordonator) ș. a. – Marketing , Editura Uranus, București, 2002.
- Balaure V., Cătoi, I., Vegheș, C., Marketing turistic, Editura Uranus, București , 2005.
- Patriche D., Stremțan, F., Ispas, A., Patriche, I.,– Elemente de marketing turistic, Editura Global Media Image, Deva, 2000.
- Brătucu, G. ș. a. *Marketingul serviciilor publice*, Ed. Infomarket, Brașov, 2000.
- Bruhn, M., *Marketing*, Editura Economică, București, 1999.
- Cătoi, I., (coord.), *Cercetări de marketing*, Editura Uranus, București, 2002.
- Cătoi, I., Teodorescu, N., *Comportamentul consumatorului, Teorie și practică*, Editura Economică, București, 2003.
- Danciu, V., *Marketing internațional*, Editura Economică, București, 2000
- 12.Kotler, Ph., *Kotler despre marketing. Cum să creem, cum să câștigăm și cum să dominăm piețele*, Editura CURIER MARKETING, București, 2003.
- Kotler, Ph., *Managementul Marketingului*, Editura Teora, București, 2004.
- Kotler, Ph., ș. a., *Marketingul locurilor*, Editura Teora, București, 2001.

PROMOTIONAL TECHNIQUES

Course code: MK 313

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Pastiu Carmen, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	56	4	I	Grade	5

COURSE AIMS:

Capacity development of knowledge and understanding of the basic concepts related to promotional activities

Study of the main concepts of the organizing promotional campaigns, scroll itself to quantify the effectiveness of these campaigns

The understanding and establishing promotional strategies within an organization / enterprise

Developing the capacity of knowledge, understanding and organizing a promotional campaign

Develop the capacity of knowledge and understanding of promotional events

COURSE CONTENTS:

1. Comunicarea in marketing
2. Promotional communication
3. Publicity
4. Promote sales
5. Public relations
6. Direct marketing
7. Communication techniques continue

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

According to the requirements of the labor market, the course will provide students the opportunities and skills to do : understanding and establishing promotional strategies within an organization / enterprise

Developing the capacity of knowledge, understanding and organizing a promotional campaign

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- McCarthy, Jerome E. (1964). *Basic Marketing. A Managerial Approach*. Homewood, IL: Irwin. p. 769.
- Rajagopal (2007). *Marketing dynamics theory and practice*. New Delhi: New Age International.
- Boone, Louis; Kurtz, David (1974). *Contemporary marketing*. Hinsdale, Ill: Dryden Press.
- Mulhern, Frank (2009). "Integrated marketing communications: From media channels to digital connectivity". *Journal of Marketing Communications* 15 (2-3): 87.
- Hudson, Simon; Huang, Li; Roth, Martin S.; Madden, Thomas J. "The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing
- Hudson, Simon; Roth, Martin S.; Madden, Thomas J.; Hudson, Rupert (2015-04-01). "The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees". *Tourism Management* 47: 68–76.
- <http://bookboon.com/en/essentials-of-marketing-ebook>

AGRIFOOD MARKETING

Course code: MK 314

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Pastiu Carmen, PhD

Full time studies

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

COURSE AIMS:

The main aim of the course has in view the students' familiarization with the concepts of agrifood marketing etc. The course also aims to clarify the content of agrifood, market and service consumer behavior.

- The skills training design and implementation of a mix of agricultural and food marketing;
- Capacity building and attitudes investigation agrifood market realities and application of research results into marketing programs agrifood

COURSE CONTENTS:

1. Introduction in the agri-food marketing: Domain food products; The concept of agrifood marketing; The necessity and importance of the agrifood marketing;

2. Agri-food market: demand and consumption of agricultural products; Offer food products

3. Product Policy in the agrifood marketing: The nutritional value of food products; packaging; Quality food products; Standardization of food products; Strategies renewing supply of food products at the enterprise level and to market new products.

4. Price policy in the agro-food marketing: Prices in food products; Techniques intervention in setting price levels; Prices in agrifood marketing strategies; Fixing prices for a range of products.

5. Distribution Policy in the agrifood marketing: content, role and functions of distribution of food products; Distribution channels and intermediaries; Alternative distribution strategy.

6. Policy to promote food products: Forms promotion of agrifood products; Specific elements on the agrifood marketing communication at EU level; Strategies to promote organic products and agritourism

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

- Ensuring a minimum level of knowledge of students in agrifood marketing
- Training of managerial economic thinking in terms of agrifood marketing
- Acquisition systems, methods and techniques specific overall agrifood marketing

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**Portfolio with practical works****Semester project**

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

RECOMMENDED READING:

- Hingley, M., Lindgreen, A., *Marketing of agricultural products: case findings* - publicat în British Food Journal, Vol. 104, No.10, MCB UP Limited, 2002.
- Jones, P., Clarke-Hill, C., Shears, P., Hillier, D., *Retailing organic foods*, British Food Journal, Vol. 103, Issue 5, Jun 2001, MCB UP Ltd., 2001.
- Kotler, Philip, Gary Armstrong, John Saunders, Veronica Wong (1999), *Marketing* .
- Samson, Neil (2005), *Marketing food and drink to children, Young Consumers: Insight and Ideas for Responsible Marketers*, Vol. 6, Issue 4, 2005, Emerald Group Publishing Limited.
- <http://www.europa.eu.int/comm/eurostat>.
- ***, <http://www.mapam.ro>

STRATEGIC MANAGEMENT

Course code: MK 316.1

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Cordoş Mălina, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	56	4	I	Grade	5

COURSE AIMS:

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

COURSE CONTENTS:

1. Definition and content of strategic management. Strategic management features. Strategic management and strategic competitiveness. Strategic management process. Analysis of strategic inputs. Strategic intent and strategic mission. The stakeholders of a business organization. Those responsible for the organization's strategy. Advantages and limitations of strategic management.
2. The analysis of the internal environment. Company resources. Capabilities firm. Analysis of the activities that create value for a company. Company performance skills. The influencing factors for achieving competitive advantages
3. Components of the external environment. The globalization process. The analysis of the external environment. The subjective nature of environmental analysis. External environment analysis. Analysis of the industry. Competitor analysis.
4. The origin and evolution of the concept of strategy. Strategy components. Typology of strategies

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 60%, Verification during the semester (project) - 40%.

RECOMMENDED READING:

- *Strategic Management for Senior Leaders. A Handbook for Implementation*, Denise Lindsey Wells, e-Book

MARKETING DATA ANALYSIS

Course code: MK 321

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Maican Silvia, PhD

Full time studies

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

COURSE AIMS:

- Ensure a minimum level of knowledge in the analysis of marketing students;
 - Formation of economic thinking in terms of marketing management;
- Acquisition systems, methods and techniques specific marketing information analysis using SPSS.

COURSE CONTENTS:

1. Data analysis and marketing research
2. The role of marketing research
3. The phases of the research process and the role of data analysis
4. The nature of information. Types of information. Population samples and features. Data tables
5. Elementary transformations on data tables and charts
6. Market research. Investigation area. Measure the significance of the differences between different groups of data. Testing Hypothesis. Tables of quota
7. Measuring the association relationship between variables. Correlation and regression
8. Methods for forecasting. The nature of forecasts. Forecasting Methods
9. Introduction to SPSS. Preparing structuring and presenting the data in SPSS. Defining and entering data. Data systematization. Data transformation. Graphical representation of a distribution in SPSS. Charts for distributions of a quantitative variable. Distributions of a variable graphics quality. Bivariate distributions graphics
10. Correlation and regression analysis using SPSS. Correlation analysis. Regression analysis

TEACHING METHODS:

Lecture, Discussions, Working with software.

LEARNING OUTCOMES:

- To facilitate the complex process of marketing research organization
- To provide the students with aspects about the knowledge and measurement of marketing phenomena,
- To analyze the marketing data obtained as result of this research project.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 60%, Verification during the semester- 40%.

RECOMMENDED READING:

- *Marketing Research with SPSS*, Wim Janssens (Prof.), Patrick De Pelsmacker, Patrick Van Kenhove, Prentice Hall, 2008
- *Marketing Research*, Burns, A.C., Bush, R., New York, Prentice Hall, 2006
- *Marketing Research and Information*, Housden M., 2007 - 2008

INTERNATIONAL MARKETING

Course code: MK 322

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Muntean Andreea, PhD

Full time studies

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

COURSE AIMS:

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

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%. Verification during the semester- 30%.

RECOMMENDED READING:

- CZINKOTA, Michael R. RONKAINEN, Ilkka A, *INTERNATIONAL MARKETING*, (2007)
- MUHLBACHER, Hans, *INTERNATIONAL MARKETING: A global perspective*, (2006)
- Isobel DOOLE; Robin LOWE; Chris PHILLIPS *INTERNATIONAL MARKETING STRATEGY: Analysis, Development and Implementation*, (1998)

COMPETITION AND PRICES

Course code: MK 324

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Iulian Bogdan DOBRA, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	48	3	II	Grade	3

COURSE AIMS:

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

COURSE CONTENTS:

CH 1. Competition Policy: History, Objectives, and the Law

CH 2. Market Power and Welfare- short description

CH 3. Collusion and Horizontal Agreements

CH 4. Horizontal Mergers

CH 5. Vertical Restraints and Vertical Mergers

CH 6. Predation, Monopolisation and Other Abusive Practices

CH 7. Pricing Beyond the 3 Cs

CH 8. Pricing Economic Value to the Customer

CH 9. Pricing under Consumer Uncertainty

CH 10: Measuring Customer Reactions to Prices. Pricing to Segment Customers.

TEACHING METHODS:

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

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination– 70%; Verification during semester – 30%.

RECOMMENDED READING:

- Bernheim, Douglas B. and Michael D. Whinston (1990), "Multi-market Contact and Collusive Behavior", *Rand Journal of Economics* 21(1), 1-26;
- Farrell, J. and C. Shapiro (1990), "Horizontal Mergers, An Equilibrium Analysis", *American Economic Review* 80,107-125;
- Green, E. and R. Porter (1984), "Non-Cooperative Collusion Under Imperfect Price Information", *Econometrica* 52, 87-100;
- Goyder, D.G. (1998), *EC Competition Law*, Third Edition, Clarendon: Oxford University Press;
- Kreps, D. and R. Wilson (1982), "Reputation and Imperfect Information", *Journal of Economic Theory* 27, 253-279;
- Mathewson, G.F. and R.A. Winter (1984), "An Economic Theory of Vertical Restraints", *Rand Journal of Economics* 15, 27-38;
- Motta, M., (2007), *Competition Policy*, 8th Edition, Cambridge University Press, New York, NY, USA, ISBN 978-0-521-81663-2, ISBN 978-0-521-01691-9;
- Nagle, Thomas T, and John Hogan (2005), *The Strategy and Tactics of Pricing*. 4th ed. Upper Saddle River, NJ: Prentice Hall, ISBN: 9780131856776
- Perry, M.K. and R. Porter (1985), "Oligopoly and the Incentive for Horizontal Merger", *American Economic Review* 75, 219-227;
- Philips, L., (1995), *Competition Policy: A Game-Theoretic Perspective*, Press Syndicate of University of

- Cambridge, New York, NY, USA, ISBN 0-521-49521-0, ISBN 0-521-49871-6;
- Rey, Patrick and Jean Tirole (1986), "The Logic of Vertical Restraints," *American Economic Review* 76, 921-939;
 - Riordan, M.H. and S.C. Salop (1995), "Evaluating Vertical Mergers: A Post Chicago Approach", *Antitrust Law Journal* 63, 513-568;
 - Salant, S., S. Switzer and R. Reynolds (1983), "Losses From Horizontal Merger: The Effects of an Exogenous Change in Industry Structure on Cournot-Nash Equilibrium", *Quarterly Journal of Economics* 98, 185-199;
 - Schmidt, Klaus M. (1997), "Managerial Incentives and Product Market Competition", *Review of Economic Studies* 64(2), 191-213;
 - Shaked, A. and J. Sutton (1983), "Natural Oligopolies", *Econometrica* 51, 1469-1484;
 - Whish, R. (2001), *Competition Law*, Third Edition, Butterworths.

HUMAN RESOURCE MANAGEMENT

Course code: MK 325

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Achim Moise Ioan, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	56	4	II	Grade	3

COURSE AIMS:

Students will learn to use correct and effective human resource management tools

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%, project presentation- 30%.

RECOMMENDED READING:

- Achim, I.M., Hinescu, A. Bele I., Managementul resurselor umane, Editura Risoprint, Cluj-Napoca, 2007
- Nicolescu, O., Verboncu, I., „Management” (ediția a III-a), Editura Economică, București, 1999
- Păunescu, I., „Managementul resurselor umane. Studii de caz”, Editura Eficient, București, 2000
- Ursu, D. (coord.), Hinescu, A., ș.a., „Managementul resurselor umane”, Editura Dacia, Cluj Napoca, 2001

BUSINESS ETHICS

Course code: MK 326

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Todoran Matei Radu, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	48	4	II	Grade	6

COURSE AIMS:

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

COURSE CONTENTS:

1. The main coordinates of tourism marketing;
2. The external environment of tourism companies;
3. Tourism market;
4. Elements of forecast as possible be used within the tourist market;
5. Methods and techniques as possible be used in forecasting economic phenomena in the tourism market;
6. Aspects regarding the individual behavior of tourist;
7. Tourism marketing research;
8. Marketing Information System used in tourism activity;
9. Product policy;
10. Product policy;
11. Distribution policy;
12. Policy of prices and rates;
13. Promotional policy.

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

- Presentation and discussion of new approaches and theoretical and practical solutions facing the contemporary economy.
- Making contribution to the training of specialists in the production and marketing of products in domestic and international market because the service sector appears to find two developing "not only compared to developed countries, market economy stable but also to neighboring countries , imposing reconsideration.
- Knowledge of the role of the services sector in the strategy of economic development.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%, Verification during the semester- 30%.

RECOMMENDED READING:

- Cristureanu, C. - *Economia și politica turismului internațional*; Abeona Publishing House, Bucharest, 1992.
- Dubois, P. - L., Jolibert, A. - *Marketing. Teorie și practică*; Vol. I and II., "Ardealul" Publishing House Cluj, 1994.
- Durrieu, P. - *Le depliant hotelier, in Prestige de l'hotellerie, de la restauration et du tourisme*, Paris, 1980
- Florescu, C. - coord. - *Marketing*, Marketer Publishing House, Academic Group of Marketing and Management, Bucharest, 1992.
- Olteanu, V., Cetina, I. - *Marketingul serviciilor*, Expert Publishing House, Bucharest 1994
- Stănciulescu, G., Stan, S., Milcu, M. - *Tehnica operațiunilor de turism*, ALL Publishing House, Bucharest, 1995