

MICROECONOMICS

Course code: ECTS 111

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Iulian Bogdan DOBRA, PhD

Full time studies

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:

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

COURSE CONTENTS:

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

TEACHING METHODS:

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

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- 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 TO ECONOMICS

Course Code: ECTS 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: ECTS 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: ECTS 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: ECTS 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 functions

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: ECTS 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: ECTS 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. Poductivity(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: ECTS 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 Chirița, 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: ECTS 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	4

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: ECTS 123

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Iulian Bogdan DOBRA, PhD

Full time studies

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.

BUSINESS ENGLISHCourse Code: **ECTS 125.1**

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Assistant lecturer Maria Muresan

Full time studies

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: ECTS 126

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Gavrilă – Paven Ionela

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 PUBLIC RELATIONS

Course code: ECTS 128

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Gavrilă - Păven 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	56	2	II	Grade	5

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*, Czesochowa: 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.

SERVICES ECONOMY

Course code: ECTS 211

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Todoran Matei Radu, PhD

Full time studies

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:

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

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 60%, Case study- 40%.

RECOMMENDED READING:

- Cosmescu, I., *Economia serviciilor*, Publishing house Universităţii "Lucian Blaga" Sibiu, 1999
- Clasificarea activităţilor din Economia Naţională, Comisia Naţională pentru statistică, R.A., „Monitorul Oficial”, Bucureşti 1998
- Eiglier, P., *Servuction. Le marketing des services*, Ediscience, Internaţional, 1996
- Ionică, M., *Economia serviciilor*, Publishing house Uranus, Bucureşti, 2003
- Jivan, A., *Managementul serviciilor*, Publishing house de Vest Timişoara, 1998
- Jones, P., *Management in Service Industries*, Pitmar Publishing, London, 1989
- Grigorescu, C., Ştefan, M., *Dezvoltarea şi specializarea serviciilor*, Publishing house Academiei Române, Bucureşti, 1998
- Kotler, Ph., *Managementul Marketingului*, Publishing house Teora, Bucureşti, 2003

TOURISM ECONOMY

Course code: ECTS 212

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Moisă Claudia Olimpia

Full time studies

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:

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

COURSE CONTENTS:

1. TOURISM - ECONOMIC AND SOCIAL ACTIVITY
 - a. The concepts of tourism and tourist
2. TOURISM - ECONOMIC AND SOCIAL ACTIVITY
 - a. Tourism's place and role in economy
3. TOURIST TRAFFIC
 - a. Factors that determine the evolution of tourism
4. TOURIST TRAFFIC
 - a. Forms of tourism
5. TOURIST TRAFFIC
 - a. The mechanism for training and orientation of tourist flows
 - b. Measuring tourism traffic
6. ORGANIZING THE TOURIST ACTIVITY
 - a. Organizing tourism in Romania
7. ORGANIZING THE TOURIST ACTIVITY
 - a. International tourism bodies
8. TOURIST MARKET
 - a. The tourist market's content and particularities
 - b. Travel demand and consumption
9. TOURIST MARKET
 - a. Tourist supply and production
10. TOURISM'S TECHNICAL AND MATERIAL BASE
 - 10.1 Content and role of material and technical base
11. TOURISM'S TECHNICAL AND MATERIAL BASE
 - a. Structure, dynamics and territorial distribution of tourism infrastructure
12. TOURIST SERVICES
 - a. Tourism - specific activity of services
 - b. Accommodation services
13. TOURIST SERVICES
 - a. Catering services
 - b. Leisure-entertainment services
14. TOURIST SERVICES
 - a. Transport services
 - b. Spa treatment services
 - c. Additional tourist services

TEACHING METHODS:

Lecture, discussion, examples

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- Andrei, R., Copețchi, M, Dragnea, I., *Manual de tehnici operaționale în activitatea de turism*, Ed. Irecson, București, 2006.
- Bădulescu, A., *Economia turismului*, Ed.Universității din Oradea, Oradea, 2004.
- Bran F, Marin D., Șimon T., *Economia turismului și a mediului înconjurător*, Ed. Economică, București, 1998;
- Cândea, M., Bran, F., *Spațiul geografic românesc-organizare, amenajare, dezvoltare durabilă*, Ed. Economică, București, 2001
- Cristureanu C., *Economia și politica turismului internațional*, ed. Economică, București ,1998;
- Cristureanu., C., *Strategii și tranzacții în turismul internațional*, ed. Ch beck, București, 2006.
- Draica, C., *Ghid practic de turism internațional și intern*, Ed.All Beck, Bucuresti, 1999;
- Draica, C., *Turismul internațional – Practici de elaborare și distribuție a produsului turistic*, Ed.All Beck, București, 2003;
- Emilian, R., Ionică, M., Lupu, N., Minciu, R., Popescu, D., Stănciulescu, G., Țigu, G., Țuclea, C. *Turism și servicii teste grilă pentru examenul de licență* , ed. Uranus, Bucuresti, 2004
- Ionică, M., *Economia serviciilor*, Ed.Uranus, Bucuresti, 2000;
- Lupu, N., *Hotelul - Economie și Management*, Ed.All Beck, București, 2003;
- Minciu, R., *Economia turismului*, ediția a III-a, Ed. Uranus, București, 2004;
- Minciu, R. (coord.), *Economia turismului – Aplicații*, Editura Uranus, București, 2007.
- Moisă C., *Turismul de tineret – realități și perspective*, Editura Aeternitas, Alba Iulia, 2015.
- Neacșu, N., Băltărețu, A., *Economia turismului – lucrări practice, statistici, reglementări*, Ed.Uranus, București, 2005;
- Neagu,V., *Servicii și turism*, Ed. Expert și Universitatea Româno-Americană, București, 2000;
- Pantelescu-Marin Andreea, *Diversificarea și personalizarea serviciilor turistice în contextul globalizării*, Editura ASE, București, 2010.
- Patriche, D., Stremțan, F., Ispas, A., Patriche, I., *Elemente de marketing turistic*, Ed. Global Media Image, Deva, 2000;
- Postelnicu,Gh., *Introducere în teoria și practica turismului*, Ed. Dacia, Cluj-Napoca, 1999;
- Snak, O., Baron, P., Neacșu, N., *Economia turismului*, Ed.Expert, București, 2001;
- Stănciulescu, G., *Managementul operațiunilor de turism*, , ediția a II-a, Ed. All Beck, București, 2003;
- Stănciulescu, G., *Animația și animatorul în turism*, Editura Uranus, București, 2006;
- Țigu, G., *Turism montan*, Ed. Uranus, București, 2001.

BANKING TECHNIQUES AND OPERATIONS

Course code: ECTS 214

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Iuga Iulia, PhD

Full time studies

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:

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

In the first chapters we offer students a complex picture of the banking systems architecture that highlights the diversity of banking institutions, the role and importance of finance and banking marketing in the present economic and social context.

After the incursion in the first chapters, the emphasis is on the notions concerning international payment instruments, the risks faced by a bank, the mechanisms of prudential banking supervision activity course and banking strategies to increase profitability. Issues related to banking strategies and techniques for financial performance management, to risk assessment and vulnerability of the credit institutions, and specific sales strategies in banking sector are considered. The subject regarding the correlation between monetary policy strategies and the manner in which the central bank, in cooperation with other international institutions, help maintain financial stability, is also approached.

COURSE CONTENTS:

CHAPTER 1. THE EUROPEAN CENTRAL BANK

CHAPTER 2. THE STRUCTURE OF BANKING SYSTEMS. THE CONTENT AND FUNCTIONS OF THE BANKING SYSTEM

CHAPTER 3. COMMERCIAL BANK OPERATIONS

CHAPTER 4. PAYMENT INSTRUMENTS. PAYMENT INSTRUMENTS IN INTERNATIONAL ECONOMIC RELATIONS

CHAPTER 5. CENTRAL BANKS AND THEIR OPERATIONS

CHAPTER 6. THE BANK CARD

CHAPTER 7. CREDIT RISK, LIQUIDITY RISK, OPERATIONAL RISK, LEGAL RISK, SYSTEMIC RISK

CHAPTER 8. BANKS STRATEGY

TEACHING METHODS:

Lecture, conversation, exemplification.

LEARNING OUTCOMES:

The present course aims to provide students with the main operations that a commercial and a central bank carries out, with deepening knowledge in banking loan operations, with the correct definition of the risks faced by a bank, and establishing the relationships that this course has with other disciplines.

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- Government Emergency Ordinance No. 99 of 6 December 2006 on Credit Institutions and Capital Adequacy (*Published in Monitorul Oficial al României, Part One, No. 1027 of 27 December 2006*)
- Law No. 227 of 4 July 2007 approving Emergency Ordinance No. 99/2006, with amendments and supplements (*Published in Monitorul Oficial al României, Part One, No. 480 of 18 July 2007*)
- Government Emergency Ordinance No. 98 of 6 December 2006 on the supplementary supervision of credit institutions, insurance and/or reinsurance entities, investment firms and asset management companies in a financial conglomerate (*Published in Monitorul Oficial al României, Part One, No. 1023 of 22 December 2006*)
- Regulation on winding-up of credit institutions
Ordinance No. 10/22 January 2004 and Law No. 278/ 23 June 2004
(*Published in Monitorul Oficial al României, Part I, No. 84 /30 January 2004 and No. 579 /30 July 2004, respectively*)

MARKETING RESEARCH

Course code: ECTS 215

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Muntean Andreea, PhD

Full time studies

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

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

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

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

BUSINESS ENGLISH

Course Code: ECTS 216.1

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Assistant lecturer Maria Muresan

Full time studies

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

FINANCE

Course code: ECTS 217

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

RESOURCES AND TOURIST DESTINATIONS

Course code: ECTS 218.1

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Moisă Claudia Olimpia, 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:

Develop students' ability to use correctly and efficiently the main terms on key resources and tourist destinations

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, discussion, examples

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- Haywood L., *Community Leisure and Recreation – Theory and practice*, 1995 Butterworth Heinemann,
- Heath E., Wall G., *Marketing Tourism Destinations – a strategic planning aproach*, 1992, John Willey & Sons
- Rafailova G. – *Sustainable development of a tourist destination through contribution to the integration into international organizations and to global values* – Conferința ATLAS -Visions of sustainability–Estoril 2003.
- Tribe John, *The Economy of leisure and Tourism*, Butterworth Heinemann, 2008
- Vahove Norbert, *The Economics of Tourism Destinations*, Eselvier 2005
- ****Perspectives on Developing and Managing Tourist Areas* – Proceeding of ATAS Conference 2007

EUROPEAN ECONOMY

Course code: ECTS 221

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Gavrilă - Păven 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	I	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:

- Gillespie 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.

ENTREPRENEURSHIP

Course code: ECTS 224

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	4

COURSE AIMS:

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

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

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

- To facilitate the complex process of entrepreneurship
- To provide the students with aspects about the knowledge entrepreneurship phenomena.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- *Principles of Entrepreneurship*, http://beijing.usembassy-china.org.cn/uploads/images/TELhrfiA1_XrYRjN76XcAQ/principles_of_entrepreneurship_.pdf
- *Management and entrepreneurship*, 2009, New Age International (P) Ltd., Publishers, e-Book

MERCHANDISE LOGISTICS

Course code: ECTS 225

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	42	3	II	Grade	4

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.

INSURANCE AND REINSURANCE

Course code: ECTS 226

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Danuletiu Adina Elena, PhD

Full time studies

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:

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

COURSE CONTENTS:**1. Theoretical and methodological framework of insurance**

- 1.1. Conceptual delimitations upon insurance
- 1.2. Insurance functions
- 1.3. Role of insurances;

2. Technical elements of insurance. Classification of insurances

- 2.1. Technical elements of insurances
- 2.2. Classification of insurances

3. Insurance contract

- 3.1. Definition and components
- 3.2. Completion
- 3.3. Length of contract
- 3.4. Effects
- 3.5. Cessation

4. Insurance of goods

- 4.1. General outlooks
- 4.2. Substantiation of the premium of insurance in the case of insurance of goods
- 4.3. Main types of insurance of goods

5. Insurance against civil liability

- 5.1. General outlooks of insurance against civil liability
- 5.2. Peculiarities of insurance against civil liability
- 5.3. Main types of insurance against civil liability

6. Road transport insurance

- 6.1. Motor vehicle insurance against damage and theft
- 6.2. Insurance against civil liability for motor vehicle holders
- 6.3. Carrier's liability insurance for transporting goods
- 6.4. Carrier's liability insurance for transporting goods only in the Romanian territory

7. Third party liability insurance

- 7.1. General outlooks
- 7.2. Peculiarities
- 7.3. Main types of third party liability insurance

8. Insurance against financial risks

- 8.1. Credit insurance
- 8.2. Guarantee insurance
- 8.3. Guarantee insurance

8.4. Profit loss insurance from insured risks

9. Reinsurance

9.1. Need and significance

9.2. Methods of reinsurance

9.3. Forms of reinsurance

TEACHING METHODS:

Lecture, conversation, exemplification.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written exam – 60%; verification during semester – 40%.

BUSINESS ENGLISH

Course Code: ECTS 227.1

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Assistant lecturer Maria Muresan

Full time studies

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	22	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

SERVICES MARKETING

Course code: ECTS 228

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Pastiu Carmen, PhD

Full time studies

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 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

HOTEL AND RESTAURANT TECHNOLOGIES

Course code: 311

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Moisă Claudia, PhD

Full time studies

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 develop the capacity to build and properly use key concepts regarding specific aspects of hotel investment.

COURSE CONTENTS:

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

TEACHING METHODS: Lecture, Discussions.

LEARNING OUTCOMES:

Sending to the students theoretical and practical foundations regarding the organization of the activity in a hotel;

Presentation of concepts, characteristics and components of the external environment of the hotel;

Training of practical skills and specific working skills regarding the key components and product features of the hotel and catering services.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%, Continuous assessment, Performing practical papers / Preparing reports - 30%.

RECOMMENDED READING:

- ANDREI, R., COPETCHI, M., DRAGNEA, I., *MANUAL DE TEHNICI OPERAȚIONALE ÎN ACTIVITATEA DE TURISM*, ED. IRECSO, BUCUREȘTI, 2006.
- BAKER S., BRADLEY P., HUYTON J., *PRINCIPIILE OPERAȚIUNILOR DE LA RECEPȚIA HOTELULUI*, ED, ALL BECK, BUCUREȘTI, 2002;
- BONNIN C., *CRÉER ET GÉRER UN HÔTEL*, EDITIONS B.P.I., PARIS, 1990;
- Cristureanu, C., *Strategii și tranzacții în turismul internațional*, Ed. CH Beck, București, 2006.
- DRAICA, C., *GHID PRACTIC DE TURISM INTERNAȚIONAL ȘI INTERN*, ED.ALL BECK, BUCUREȘTI, 1999;
- FLOREA C., BUGAN M., *MAÎTRE D'HÔTEL*, ED. GEMMA PRINT, BUCUREȘTI, 2003;
- Lupu, N., *Hotelul - Economie și Management*, ediția a VI-a, Ed. CH Beck, București, 2010;
- Lupu, N., *Strategia de concentrare a întreprinderilor de turism*, Ed. Economică, București, 2003;
- Mihail A. G., Acatrinei M. C., Râjniță M., *Tehnologie hotelieră – Housekeeping*, Ed. Gemma Print, București, 2002
- Minciu, R., *Economia turismului*, ediția a III-a, Ed. Uranus, București, 2004;
- Niță, V., Butnaru, G.I., *Gestiune hotelieră – Curs Aplicații Grile*, Ed. ETP Tehnopress, Iași, 2007.
- Olteanu, V., *Economia întreprinderii turistice*, Universitatea Independentă „D. Cantemir”, București, 1993;
- Sgander, Ș., Brumar, C., *A.B.C. –ul tehnologiei hoteliere și al agroturismului*, Editura Diasfera, București, 2005.
- Stancioiu, A.F., *Dictionar de terminologie turistica*, Ed. Economica, Bucuresti, 1999;
- Stănciulescu D. A., Cristea A. A., Acatrinei M. C., Râjniță M., *Tehnologie hotelieră – Front Office*, Ed. Gemma Print, București, 2002;
- Stănciulescu, G., *Managementul operațiunilor de turism*, ediția a II-a, Ed.All Beck, București, 2003;
- Stănciulescu G., Ababei D., Țală M., Talpeș A., Lungu C., *Evaluarea întreprinderii hoteliere. Oferta turistică mondială*, Ed. Uranus, București, 2003;
- STAVROSITU S., *PRACTICA SERVICIILOR ÎN RESTAURANTE ȘI BARURI*, ED. TEHNICĂ, BUCUREȘTI, 1994;
- ***MINISTERUL TRANSPORTURILOR, CONSTRUCȚIILOR ȘI TURISMULUI – AUTORITATEA NAȚIONALĂ PENTRU TURISM, *GHIDUL RESTAURANTELOR 2007*, BUCUREȘTI, 2007.

COMMODITY AND STOCK EXCHANGE

Course code: ECTS 312

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Danuletiu Adina, PhD

Full time studies

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:

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

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, conversation, exemplification.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written exam – 60%; verification during semester – 40%.

RECOMMENDED READING:

- www.bvb.ro
- <https://www.nyse.com/>

CONSUMER BEHAVIOUR

Course code: ECTS 313

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Muntean Andreea, PhD

Full time studies

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 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)

MANAGEMENT INFORMATION SYSTEMS

Course code: ECTS 314

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Teiușan Sorin-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	3

COURSE AIMS:

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

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, conversation, exemplification

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written and oral examination (80% of the final grade), students' assessments (20% of the final grade)

RECOMMENDED READING:

- The Blackwell Encyclopedia of Management: *Management Information Systems*. Vol. VII, Oxford: Blackwell, 2005.
- Teiușan, Sorin-Ciprian, *Sisteme informaționale de gestiune*, Universitatea „1 Decembrie 1918”, Manual ID, Alba Iulia, 2015.
- <http://www.mfinante.gov.ro/>; <https://www.anaf.ro/>; <http://www.inspectiamuncii.ro/>.

STRATEGIC MANAGEMENT

Course code: ECTS 315

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	4

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

ECONOMIC AND FINANCIAL ANALYSIS

Course code: ECTS 316

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Burja Camelia, PhD

Full time studies

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:

To form and develop students' capacity to use methods and techniques in order to analyse the economic and financial company phenomena.

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, conversation, case study, exercises.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- Burja Camelia, Analiză economico-financiară, Aspecte metodologice și aplicații practice, Casa Cărții de Știință (House of Science Book), Cluj-Napoca, 2009
- Helfert E., Techniques of Financial Analysis, a guide to value creation, BMT Publishing House, București, 2006

QUALITY MANAGEMENT

Course code: ECTS 317

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Cordoș Mălina, PhD

Full time studies

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 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

TOURISM OPERATIONS TECHNIQUES

Course code: ECTS 321

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	3

COURSE AIMS:

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

COURSE CONTENTS:

Chapter 1 Basics of tourism industry

Chapter 2 Management of travel agencies

Chapter 3 Management of accommodation

Chapter 4 Management of Food structures

Chapter 5 Management of Tourism Destination

Chapter 6 Strategies to increase the tourism firms

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- *Tourism services and operations*, https://ignouihmgoa.files.wordpress.com/2013/02/ts_1_book_4_tourism-services-operations.pdf

HUMAN RESOURCE MANAGEMENT

Course code: ECTS 324

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Achim Moise Ioan, PhD

Full time studies

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	3	II	Grade	4

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

MERCHANDISING

Course code: ECTS 325

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Lazea Ruxandra, PhD

Full time studies

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:

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

COMPETITION AND PRICES

Course code: ECTS 327.3

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Iulian Bogdan DOBRA, PhD

Full time studies

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:

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.