

**ECONOMIC DEVELOPMENT STRATEGIES AND POLICIES**

Course code: ADRD 111

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Burja Vasile, PhD

Full time studies

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	7

**COURSE AIMS:**

Students will learn about the strategy of economic and social development of Romania in the context of EU integration, on its various components. Also students will know the tools, means and methods of implementing it in practice, and the impact that it might have on businesses.

**COURSE CONTENTS:**

1. The theory of economic growth, the foundation of economic growth policy
2. Strategies and programs for growth
3. Tools, means, methods.
4. Competition policy
5. Trade Policy
6. Agricultural Policy
7. Industrial Policy
8. Development Strategies in the tertiary sector
9. Regional Sustainable Development Strategy

**TEACHING METHODS:**

Lecture, Discussions.

**LEARNING OUTCOMES:**

- Knowledge of economic development strategies and policies of Romania
- Research skills and the practical implementation of those policies;
- Investigative skills and attitudes of concrete economic realities and the application of research results in sustainable regional development programs
- Open attitude and innovative sustainable regional development.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**

Written test examination - 75%, Verification during the semester (project) - 25%.

**RECOMMENDED READING:**

- Angelescu C. Stănescu I. Politici economice, Editura Economică, București, 2001.
- Angelescu C. Stănescu I. Politici de creștere economică, Editura Economică, București, 2004.
- Angelescu C. Socol C. . Politici de creștere economică, Politici sectoriale, Editura Economică, București, 2005
- Christian Hen Jacques. Uniunea Europeana . . Editura.CNI Coresi.SA. 2006
- Ionciă M. Strategii de dezvoltare a sectorului terțiar, Editura Uranus, București, 2004.
- Olah Gh, Repere de politica economica ,Ed.Economica,Bucuresti,2001
- Profîroiu Marius, Popescu Irina- Politici europene, Editura Economica, Bucuresti , 2003
- Zahiu Letiția ș.a., Politici și piețe agricole, Editura Ceres, București, 2005.

## EUROPEAN INTEGRATION

Course code: ADRD 112

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	7

### COURSE AIMS:

The objective of this discipline is to know and understand the fundamental concepts in the field of European integration, the institutional framework, unique market and instruments used at supranational level.

### COURSE CONTENTS:

1. International Integration Concept – Historical Premises and Legal base of the European Union
2. Evolution of the integration phenomenon at European level
3. Common market (commerce liberalization, labor force, investments, European currency)
4. European Policies (Common Agricultural Policy, Social Cohesion Policy, Regional Development Policy, Industrial Policy, Competition Policy)
5. European Union and globalization

### TEACHING METHODS:

Lecture, Discussions.

### LEARNING OUTCOMES:

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

### LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

### RECOMMENDED READING:

- 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*, London: Printer Publishers, 1990.
- Wallace, William, *East European Transition and EU Enlargement: A Quantitative Approach*, Heidelberg: Physica – Verlag, 2002.

**STRUCTURAL CONVERGENCE**

Course code: ADRD 113

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	7

**COURSE AIMS:**

The objective of this discipline is to know and understand the fundamental concepts in the field of regional development, the institutional framework, instruments used for reducing economic disparities at supranational level.

**COURSE CONTENTS:**

1. Regionalism, Decentralization, Regional Development Policy – Developing regions (definition, classification)
2. Disparities in regional development (development disparities at European Union level, development disparities in Romania, policies for reducing disparities)
3. legal and institutional framework of the regional development in Romania
4. Regional Development Policy in European Union and Romania
5. Financial instruments for reducing the development discrepancies

**TEACHING METHODS:**

Lecture, Discussions.

**LEARNING OUTCOMES:**

This discipline offers the ability to: understand the economic development processes and phenomenon; types of the economic development; conscious use of economic categories; development of an economic mode of thinking; discrepancies in regional development.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**

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

**RECOMMENDED READING:**

- Analysis, Assessment for Potential Development of the Central Regional Clusters to Prepare Master Planning of Socio-Economic Development in the Context of Economic Integration, <https://openknowledge.worldbank.org/bitstream/handle/10986/12953/694340ESW0P1060SD000BCcluster000ENG.pdf?sequence=1&isAllowed=y>.
- Tatyana P. Soubbotina Beyond Economic Growth An Introduction to Sustainable Development, Second Edition, The World Bank Washington, D.C.
- International Development Cooperation Set Of Lectures Edited by Vladimir Bartenev and Elena Glazunova Moscow 2013 THE WORLD BANK.

**INSTITUTIONAL AND LEGAL FRAMEWORK OF EUROPEAN PROGRAMMES**

Course code: ADRD 114

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Tudorascu Miruna, PhD

Full time studies

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	6

**COURSE AIMS:**

Students will acquire knowledge on the legal framework created by the founding Treaties and subsequent

**COURSE CONTENTS:**

- Legal framework enshrined in the founding Treaties and the subsequent ones
- The institutions involved in setting and implementing European programmes
- The Approaches of the European Parliament and the Council on the Structural Funds
- The Approaches of the European Parliament and the Council on the European territorial cooperation
- Legal and institutional framework of structural funds in Romania

**TEACHING METHODS:**

Lecture, Discussions.

**LEARNING OUTCOMES:**

- Understanding the distribution system responsibilities regarding the use of European funds between the European Commission and Member State governments;
- European financial funds as the main way of making financial solidarity policy at European level;
- The mechanism and institutions involved in European projects.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**

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

**RECOMMENDED READING:**

- The study *Competitiveness, sustainable development and cohesion in Europe* – From Lisbon to Gothenburg, Comisia Europeană, 2003;
- *National Strategic Reference Framework*

**BUSINESS ENGLISH**Course Code: **ADRD 115.1**

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Crina Herteg PhD

Full time studies

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, accounting, finance, banking).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

**COURSE CONTENTS:**

Unit 1: Communication  
 Unit 2: Building Relationships  
 Unit 4: Job Satisfaction  
 Unit 5: Risk  
 Unit 6: E-Commerce  
 Unit 7: Team Building  
 Unit 8: Customer Service  
 Unit 9: Crisis Management  
 Unit 10: Management Styles  
 Unit 11: Takeovers And Mergers  
 Unit 12: Corporate Responsibility  
 Unit 13: Competition  
 Unit 14: Incoterms

**TEACHING METHODS:**

Lecture, debate, Power point presentation.

**LEARNING OUTCOMES:**

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

**MANDATORY ASSIGNMENTS**

Projects, Essays, Portfolio

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**

ORAL PRESENTATION

INTERVIEW

TWO-WAY DISCUSSION

**RECOMMENDED READING:**

- 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.
- Herteg, C. (2014). *English for Business*. Alba Iulia: Seria Didactica.
- Jones, L., Alexander, R. (2000). *New international business English*. Cambridge: Cambridge University Press.
- MacKenzie, I. (2008). *English for the financial sector*. Cambridge: Cambridge University Press.
- 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.
- Popescu, T., &Toma, M. (2009). *Dictionary of Business Collocations: With Romanian translation and practice section*. Alba Iulia: Aeternitas.
- Popescu, T., Herteg, C. (2010). *Tests of Business English*. Alba Iulia: Editura Aeternitas.
- Robbins, S. (2005). *First Insights into Business*. Students’ Book. Pearson Longman.
- Rogers, J. (2011). *Market Leader. Upper Intermediate Business English Practice File*. London: Pearson Longman.
- Storton, L. (2006). *New English File. Intermediate Test Booklet*. Oxford: Oxford University Press.
- Wyatt, R. (2007). *Check your English Vocabulary for Business and Administration*. London: A & C Black Publishers Ltd.

## FRENCH LANGUAGE FOR NON-PHILOLOGIST STUDENTS

Course Code: ADRD 115.2

Type of Course: optional

Language of Instruction: French and Romanian

Teacher's name: Coralia Telea PhD

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

### COURSE AIMS:

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

### ENTRY REQUIREMENTS: -

### COURSE CONTENTS:

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

### TEACHING METHODS:

The main method: Communicative language teaching (CLT)

The focus of this method is to enable the learner to communicate effectively and appropriately in the various situations specific to the jobs market field he would be likely to find himself in.

Lecture and exemplification.

### LEARNING OUTCOMES:

Students will

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

### LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA:

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

### RECOMMENDED READING:

- CILIANU-LASCU, Corina (2004), *Culegere de exerciții lexico-gramaticale cu profil economic*, Meteor Press, București;
- CORADO, L, SANCHEZ-MACAGNO, M-O, (1990), *Français des affaires* (350 exercices, textes et documents), Hachette, Paris;
- DANILO, M et PENFORNIS, J, LINCOLN, M, (1993), *Le français de la communication professionnelle*, CLE International, Paris;
- DANILO, M, TAUZIN, B (1990), *Le français de l'entreprise*, CLE International, Paris;
- DĂNILĂ, Sorina et alii ( 2006), *Examenle DELF, DALF, nivelurile A și B*, Polirom, Iași;
- DRĂGAN, Maria (2007), *Communication écrite commerciale et financière. Commerce extérieur. Banques. Assurances*, Meteor Press, București;
- SZILAGYI, E (1990), *Affaires à faire*, Presses Universitaires, Grenoble.

**METHODOLOGY OF ECONOMIC SCIENTIFIC RESEARCH**

Course Code: ADRD 121

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Vasile Burja, PhD

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	6

**COURSE AIMS:**

The fundamental aim of the course is the development of scientific research skills in the field of economics.

The specific aims of the course are:

- the training of future specialists in the scientific research of economic phenomena.
- the possibility to identify real economic problems that master students should solve by making use of scientific research methods and tools which are specific to the field of study.

**ENTRY REQUIREMENTS:**

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**COURSE CONTENTS:**

Theory of economic growth, foundation of the economic growth policy

Role and place of the scientific research methodology and its links with economic theory and practice

Peculiarities of the economic phenomenon. Rules and requirements of the scientific research methodology. Errors of the economist

Stages and main tools of scientific research

Scientific documentation and learning

Understanding and explaining the economic phenomenon

Logic and mathematical means of formulation of scientific hypotheses

The economic model – knowledge aspects and limitations

Verification of hypotheses and validation of scientific conclusions

Elaboration, writing and public presentation of a scientific paper

**TEACHING METHODS:**

Lecture, conversation, exemplification.

**LEARNING OUTCOMES:**

- The ability to know and understand the fundamentals and the importance of scientific research.
- The ability to identify the peculiarities of scientific research in the field of economics
- The ability to use the most appropriate techniques and procedures for the investigation of economic phenomena
- The ability to participate as members in research teams.
- The ability to elaborate, write and present a scientific paper
- Understanding professional ethics of scientific research

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**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**

Written paper 50%; mid-term test 50%.

**RECOMMENDED READING:**

- Andronescu C. Șerban – *Tehnica scrierii academice*, Editura Fundației România de mâine, București, 1997.
- Constantinescu, N.N., *Probleme ale metodologiei de cercetare în știința economică*, Editura Economică, București, 1998.
- Popescu Constantin, *Metologia cercetării științifice economice*, Editura ASE, București, 2006.
- Rădulescu St. Mihaela, *Metodologia cercetării științifice*, Editura Didactică și Pedagogică, București, 2007.
- Ristea Ana Lucia, Valeriu Ioan-Franc, *Metodică în cercetarea științifică*, Editura Expert, 2009
- Popper, Karl *La connaissance objective*, Paris, Aubier, 1991.

## REGIONAL DEVELOPMENT FINANCING

Course code: ADRD 122

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Burja Vasile, PhD

Full time studies

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	7

### COURSE AIMS:

Students will learn about the regional development financing instruments and develop their skills in the preparation of relevant projects and their implementation.

### COURSE CONTENTS:

The concept of regional development policy

Objectives and principles of regional development policy in the European Union. Regional issues in Member States

Partnerships for regional development

Regional policy instruments. Structural Funds and other financing instruments for regional development

The institutional framework of regional development policy in Romania

Programming regional development in Romania.

The methodology of preparing the regional development projects

The methodology approval and funding of regional development projects

The impact of regional development projects

### TEACHING METHODS:

Lecture, Discussions.

### LEARNING OUTCOMES:

- Knowledge of economic development strategies and policies of Romania
- Research skills and the practical implementation of those policies;
- Investigative skills and attitudes of concrete economic realities and the application of research results in sustainable regional development programs
- Open attitude and innovative sustainable regional development.

### LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 50%, Verification during the semester (project) - 50%.

### RECOMMENDED READING:

- Programul Operațional Regional 2007 – 2013, [www.mdpl.ro](http://www.mdpl.ro)
- Document- cadru de implementare a programului operațional regional 2007-2013, [www.mdpl.ro](http://www.mdpl.ro)
- Programul Operațional Regional. Scurt ghid practice, [www.mdpl.ro](http://www.mdpl.ro)
- Planul Național de Dezvoltare 2007-2013
- Cadrul Național Strategic de Referință
- Regulamentul Consiliului nr. 1083/2006 din 11 iulie 2006
- Regulamentul nr. 1080/2006 al Parlamentului European și al Consiliului din 5 iulie 2006
- Regulamentul nr. 1081/2006 al Parlamentului European și al Consiliului din 5 iulie 2006
- Regulamentul Consiliului nr. 1084/2006 al Parlamentului European și al Consiliului din 11 iulie 2006
- Regulamentul nr. 1082/2006 al Parlamentului European și al Consiliului, din 5 iulie 2006



**PROFIT AND LOSS ANALYSIS**

Course code: ADRD 123

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Burja Camelia, PhD

Full time studies

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	7

**COURSE AIMS:**

Development of the analysis and evaluation theoretical and practical skills of economic and financial processes for diagnosis

**COURSE CONTENTS:**

Purpose, content and role of the discipline

Analysis of the business assets. Balance the main source of information. Analysis dynamics property items. Analysis of the structure of the assets. Patrimonial liability structure analysis.

Analysis of financial balance. Analysis of the net. Analysis of long-term equilibrium. Analysis of the current balance. Treasury analysis.

Analysis of resource management. Analysis of economic resources management. Management Review sources.

Analysis company's performance. Performance analysis based on the profit and loss account. System performance analysis through rates.

Issues relating to investment activities. Typology investments. The role of investment in the economy.

Feasibility analysis of investment projects. Investment documentation. Financial analysis. Economic analysis.

Quantifying economic efficiency.

Financial sustainability analysis of investment projects. Net present value method. Internal rate of return method. Method income - costs.

**TEACHING METHODS:**

Lecture, Discussions.

**LEARNING OUTCOMES:**

- Knowledge of economic and financial phenomena specific business firms to carry out a financial diagnosis
- Acquiring the main techniques and methods of analysis of financial flows for decision making and financial management firms
- Training of practical skills for analyzing financial statements
- Identify internal reserves and opportunities to drive their economy firms
- Practical skills training for establishing financial position and performance of companies
- To develop the capacity for analysis and effective financial management of economic activity

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**

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

**RECOMMENDED READING:**

- *Analiza situației financiare a întreprinderii*, Buglea A., Editura Mirton, Timișoara, 2004
- *Analiză economico-financiară*, Burja Camelia, Aspecte metodologice și aplicații practice, Editura Casa Cărții de Știință, Cluj-Napoca, 2009
- *Analiza situațiilor financiare ale întreprinderii*, Lezeu D-N., Ed. Economică, București, 2004
- *Analiză economico-financiară*, Mărgulescu D., ș.a., Editura Bren, București, 2008
- *Analiză și diagnostic financiar-contabil*, Petrescu S., Editura CECCAR, București, 2008
- *Gestiunea financiară a întreprinderii*, Vintilă G., Editura Didactică și pedagogică, București, 2006

**PUBLIC ACQUISITION**

Course code: ADRD 124

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Tamas Attila, PhD

Full time studies

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	7

**COURSE AIMS:**

Students will learn about public procurement

**COURSE CONTENTS:**

Chapter 1. The public procurement

Chapter 2. Scope, exceptions

Chapter 3. The public procurement

Chapter 4. Planning

Chapter 5. Documentation Award

Chapter 6. About guarantees

Chapter 7. Procedures for the award

Chapter 8. Framework agreement

Chapter 9. advertising public procurement contracts

Chapter 10. Rules of communication and data transmission

Chapter 11. Request tender documentation and clarification

Chapter 12. The operation of the evaluation committee

Chapter 13. Communication result

Chapter 14. Signing Contract

Chapter 15. Settlement litigiilor born during the application procedure for the award of contract

Chapter 16. The public procurement file

**TEACHING METHODS:**

Lecture, Discussions.

**LEARNING OUTCOMES:**

Knowledge of public procurement procedures in the context of Romania's integration into the European Union.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**

Written test examination - 80%, Verification during the semester (project) - 20%.

**RECOMMENDED READING:**

- Ordonanta de urgenta a Guvernului nr. 34/2006 privind atribuirea contractelor de achizitie publica, a contractelor de concesiune de lucrari publice si contractelor de concesiune de servicii
- Ghidul practic pentru procedurile de contractare finantate de la Bugetul General al Comunitatilor Europene in contextul actiunilor externe – [www.economicsoftware.ro](http://www.economicsoftware.ro)
- Ghidul legislativ pe domeniul investitiilor
- [https://ec.europa.eu/growth/single-market/public-procurement\\_en](https://ec.europa.eu/growth/single-market/public-procurement_en)
- [www.anrmap.ro](http://www.anrmap.ro) - Agentia Nationala pentru Reglementarea si Monitorizarea Achizitiilor Publice
- [www.europa.eu.int](http://www.europa.eu.int)
- [www.infoeuropa.ro](http://www.infoeuropa.ro)
- [www.mie.ro](http://www.mie.ro)
- [www.finantare.ro](http://www.finantare.ro)

**BUSINESS ENGLISH**Course Code: **ADRD 125.1**

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Crina Herteg, PhD

Full time studies

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	4	Grade	3

**COURSE AIMS:**

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

**COURSE CONTENTS:**

Unit I: Business Communication

Unit II: Business Communication

Unit III: Letter Writing. Types Of Business Letters

Unit IV: Ready, Steady, Spend

Unit V: Soft Real Estate Market Is A Key Ingredient At Brooklyn Brewery

Unit VI: A Flaw In The Emerging Markets Story

Unit VII: Daimler, Nissan And Renault Unveil Partnership

Unit VIII: Where Did The Structural Debt Come From? Untangling The Theories

Unit IX: Rays Of Hope

Unit X: Marketing Environment

Unit XI: Drawing Up Contracts. Writing Sample Contracts

Unit XII: Universal Banking Particulars

Unit XIII: The Stock Exchange

Unit XIV: Universal Banking Development

**TEACHING METHODS:**

Lecture, debate, Power point presentation.

**LEARNING OUTCOMES:**

Students use English correctly, fluently and adequately in oral and written business communication.

Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

**MANDATORY ASSIGNMENTS**

Projects, Essays, Portfolio

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**

ORAL PRESENTATION

INTERVIEW

TWO-WAY DISCUSSION

**RECOMMENDED READING:**

- *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'Keefe, M. (2007). *Market Leader. Advanced*. Pearson Longman.
- Herteg, C. (2014). *English for Business*. Alba Iulia: Seria Didactica.
- MacKenzie, I. (2008). *English for the financial sector*. Cambridge: Cambridge University Press.
- 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.
- Popescu, T., Herteg, C. (2010). *Tests of Business English*. Alba Iulia: Editura Aeternitas.
- Popescu, T. (2011). *We're in Business*. Part 1, Alba Iulia: Aeternitas.
- Robbins, S. (2005). *First Insights into Business*. Students' Book. Pearson Longman.
- Rogers, J. (2011). *Market Leader. Upper Intermediate Business English Practice File*. London: Pearson Longman.
- Storton, L. (2006). *New English File. Intermediate Test Booklet*. Oxford: Oxford University Press.
- Wyatt, R. (2007). *Check your English Vocabulary for Business and Administration*. London: A & C Black Publishers Ltd.

**FRENCH LANGUAGE FOR NON-PHILOLOGIST STUDENTS**

Course Code: ADRD 125.2

Type of Course: optional

Language of Instruction: French and Romanian

Teacher's name: Coralia Telea, PhD

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

**COURSE AIMS:**

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

**ENTRY REQUIREMENTS: -**

**COURSE CONTENTS:**

1. – 7. Formal letters. Informed learning

Examples of layouts, conventions, overall structures. Contents.

Letter of request, letter of enquiry, letter of complaint, business letter etc.

8. – 12. Formal letters writing. Active learning. Small-group work/discussion

13. – 14. Learning verification

**TEACHING METHODS:**

Informed learning. Active learning. Peer-led discussions. Small-group work/discussion

The main method: Communicative language teaching (CLT)

The focus of this method is to enable the learner to communicate effectively and appropriately in various formal situations he would be likely to find himself in.

**LEARNING OUTCOMES:**

Students will

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

**LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA:**

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

**RECOMMENDED READING:**

- CILIANU-LASCU, Corina (2004), *Culegere de exerciții lexico-gramaticale cu profil economic*, Meteor Press, București;
- CORADO, L, SANCHEZ-MACAGNO, M-O, (1990), *Français des affaires* (350 exercices, textes et documents), Hachette, Paris;
- DANILO, M et PENFORNIS, J, LINCOLN, M, (1993), *Le français de la communication professionnelle*, CLE International, Paris;
- DANILO, M, TAUZIN, B (1990), *Le français de l'entreprise*, CLE International, Paris;
- DĂNILĂ, Sorina et alii ( 2006), *Examenle DELF, DALF, nivelurile A și B*, Polirom, Iași;
- DRĂGAN, Maria (2007), *Communication écrite commerciale et financière. Commerce extérieur. Banques. Assurances*, Meteor Press, București;
- SZILAGYI, E (1990), *Affaires à faire*, Presses Universitaires, Grenoble.

**MARKETING STRATEGIES**

Course code: ADRD 211

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Muntean Andreea, PhD

Full time studies

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	8

**COURSE AIMS:**

The course is aimed at helping students look at the entire marketing mix in light of the strategy of the firm. It is most helpful to students pursuing careers in which they need to look at the firm as a whole.

**COURSE CONTENTS:**

1. Introduction to strategic marketing
2. Business and marketing strategies
3. Situation analysis and market segmenting
4. Designing market driven strategies
5. Product, price, placement, promotion and advertising strategy.

**TEACHING METHODS:**

Lecture, Discussions, Simulation

**LEARNING OUTCOMES:**

- Be familiar with a strategy perspective that extends beyond the traditional focus on managing the marketing mix;
- Be able to understand and identify the issues that companies are facing in delivering and creating value;
- Acquire skills that will enable them to develop effective management processes that help organizations achieve their objectives and sustain their value creation and profits.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**

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

**RECOMMENDED READING:**

- CASES IN MARKETING MANAGEMENT / BERNHARDT, Kenneth L. (1997)
- MARKETING MANAGEMENT / Philip KOTLER (2006)
- FUNDAMENTALS OF MARKETING / STONE, Marilyn A. (2007)
- MANAGING MARKETING / Francis NICHOLSON; Richard MEEK (2009)

**BUSINESS COMMUNICATION, NEGOCIATION AND PARTNERSHIP**

Course code: ADRD 12

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: 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	4	I	Grade	8

**COURSE AIMS:**

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

**COURSE CONTENTS:**

1. Introduction in Communication (Meaning and definition of communication, Communication Skills, Written Communication)
2. Public Relations & Advertising (Definitions and components of public relations, Public Relations and Related Concepts, Public Relations Publics)
3. 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)
4. Communication in Organizations in Crisis Situations
5. Negotiation – Business Communication
6. Partnership – Public/Private Partnership

**TEACHING METHODS:**

Lecture, Discussions.

**LEARNING OUTCOMES:**

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

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**

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

**RECOMMENDED READING:**

- Laudon, Kenneth C.; Laudon, Jane Price, *Business Negotiation And Communication: Monograph*, Czestochowa:S.N,2011.
- Langford-Wood, Naomi; Slater, Brian, *Critical Corporate Communications: A Best Practice Blueprint*, Chichester:John Wiley&Sons,2002.
- Gamble, Michael W.; Gamble, Teri Kwal, *Introducing Mass Communication*, S.L.:Mcgraw-Hill Book Company,1986.
- Buell, Victor P., *Marketing Management: A Strategic Planning Approach*, S.L.:Mcgraw-Hill Book Company,1984.
- Guiltinan, 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.

**PROJECT CYCLE MANAGEMENT**

Course code: ADRD 213

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Popa Maria, PhD

Full time studies

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	7

**COURSE AIMS:**

Acquiring the specific knowledge, regarding the management of the project proposal, starting with the identifying the project idea, writing the project proposal, implementation the project financed and develop the sustainability's.

**COURSE CONTENTS:**

1. General concepts: project management, quality management, cycle management
2. The systemic approach for the programs and projects
3. The tipologies and the project structure
4. Life cycle, stages and phases of the projects
5. Develop a project proposal
6. Gantt Diagram, results and indicators
6. Implementation a project proposal
7. Justification and sustainability of the project proposal

**TEACHING METHODS:**

Lecture, Discussions, Applications

**LEARNING OUTCOMES:**

- Analysis and identification of the problem in a region development / SWOT Analysis;
- Developing a project proposal;
- Implementation of a project proposal;
- Developing the teamwork

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**

Oral examination - 30%. Verification during the semester - 70%.

**RECOMMENDED READING:**

- Popa, M., *Project Cycle management—Course Notes*, Alba Iulia, 2009;
- Burton, C., A, *Practical Guide to Project Management*, Kogan Page, London, 1997;

## THE DIMENSIONS OF REGIONAL SUSTAINABLE DEVELOPMENT

Course code: ADRD 214

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Vasile Burja, PhD

Full time studies

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	7

### COURSE AIMS:

Students will learn about a theoretical framework based on the principles of sustainable development policies, programs included in the European Union and governments of member countries; and about manners for implementation of theoretical and conceptual framework in managing sustainable development

### COURSE CONTENTS:

Sustainable development. Introductory concepts  
History of sustainable development  
Sustainable development and human development  
The strategic dimension of sustainable development  
Dimensions and indicators of sustainable development in the EU Strategy.  
Sustainable communities. Local Agenda 21  
Romania's sustainable development strategy. Status quo  
Romania's sustainable development strategy. Objectives and methods of action  
Regional indicators and statistics on Sustainable Development in Romania  
Good governance and sustainable development  
Social actors for sustainable development  
Partnerships for sustainable development

### TEACHING METHODS:

Lecture, Discussions.

### LEARNING OUTCOMES:

- Knowledge of the theoretical foundations of sustainable development in the context of the new approach
- Possession of depth knowledge of regional sustainable development
- Making applications of theoretical knowledge in practical situations.

### LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 50%, Verification during the semester (project) - 50%.

### RECOMMENDED READING:

- \*\*\* *Strategia de dezvoltare durabilă a Uniunii Europene revizuită*. Bruxelles, 26 iunie 2006 10117/06, disponibilă la [http://strategia.ncsd.ro/dbimg/27\\_fisiere\\_fisier.pdf](http://strategia.ncsd.ro/dbimg/27_fisiere_fisier.pdf)
- \*\*\* *Sustainable development in the European Union. 2009 monitoring report of the EU sustainable development strategy*, disponibil la [http://epp.eurostat.ec.europa.eu/cache/ITY\\_OFFPUB/KS-78-09-865/EN/KS-78-09-865-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-78-09-865/EN/KS-78-09-865-EN.PDF)
- \*\*\* *Strategia Națională pentru Dezvoltare Durabilă a României. Orizonturi 2013-2020-2030*, Guvernul României, Ministerul Mediului și Dezvoltării Durabile, București, 2008, disponibilă la [http://www.mmediu.ro/vechi/dezvoltare\\_durabila/sndd.htm](http://www.mmediu.ro/vechi/dezvoltare_durabila/sndd.htm)



**INTERNAL AND INTERNATIONAL MARKET RESEARCH**

Course code: ADRD 221

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Cordoş Mălina, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	42	3	I	Grade	6

**COURSE AIMS:**

Students will learn to use the complex process of organizing marketing research in domestic and international environment

**COURSE CONTENTS:**

Chapter 1. Role and importance of domestic and international marketing research

Chapter 2. The sphere of domestic and international marketing research

Chapter 3. The specific features of domestic and international marketing research process

Chapter 4. Methods and techniques used in domestic and international marketing research

Chapter 5. Planning the domestic and international marketing research

**TEACHING METHODS:**

Lecture, Discussions.

**LEARNING OUTCOMES:**

- Ensuring a minimum level of knowledge in marketing phenomena measuring

- Analyzing the data obtained during domestic and international marketing research

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**

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

**RECOMMENDED READING:**

- *Marketing Research*, Burns, A.C., Bush, R., Prentice Hall, New York, 2006
- *Marketing Research and Information*, Housden M, 2007 - 2008

**BUSINESS MANAGEMENT**

Course code: ADRD 222

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Todoran Matei Radu, PhD

Full time studies

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	6

**COURSE AIMS:**

Masters specialization in business administration in order to understand, analyze and evaluate the activities they involve a complex process of managing a business in the field of sustainable regional development administration.

**COURSE CONTENTS:**

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

**TEACHING METHODS:**

Lecture, Discussions.

**LEARNING OUTCOMES:**

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

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**

Written test examination - 80%, Verification during the semester- 20%.

**RECOMMENDED READING:**

- Hinescu A, Todoran M.R, Cîmpean V., Cîmpean E, Ureche M, - Managementul afacerilor, Altip Publishing House, Alba Iulia, 2010
- Achim M, Hada T. – Managementul si finanțarea afacerilor, RISOPRINT Publishing House – Cluj Napoca 2007.
- Ovidiu Nicolescu – Management, Economic Publishing House Bucharest 1999
- Ovidiu Nicolescu – Managementul IMM. Economic Publishing House, Bucharest 2001
- D.A. Constantinescu – Management, National Collection, Bucharest 2002
- Sasu Constantin – Inițierea și dezvoltarea afacerilor, Polirom Publishing House 2001
- Gh. Bășanu – Managementul aprovizionării și desfacerii, Economic Publishing House 2001
- Jeffrey Edmund Curry – Negocieri Internaționale de afaceri, Teora 2000' Publishing House
- Peter Druker - Management strategic, Teora 2001 Publishing House.

**EUROPEAN FINANCING INSTRUMENTS**

Course code: ADRD 223

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: 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	II	Grade	6

**COURSE AIMS:**

The objective of this discipline is to know and understand the fundamental concepts in the field of regional development, the institutional framework, instruments used for reducing economic disparities at supranational level.

**COURSE CONTENTS:**

1. European Financing Instruments (concept, classification)
2. Pre-adhering instruments – financial support for candidate countries
3. Structural funds – financial support for member countries
4. Results for the pre-adhering instruments 2000 – 2006
5. Results for the structural funds 2007 – 2013
6. Instruments for 2014 – 2020 framework

**TEACHING METHODS:**

Lecture, Discussions.

**LEARNING OUTCOMES:**

This discipline offers the ability to: understand the economic development processes and instruments available at European level; types of instruments; conscious use of economic categories; discrepancies in regional development through accessing the funds.

**LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:**

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

**RECOMMENDED READING:**

- European Commission,
- [http://ec.europa.eu/competition/consultations/2013\\_state\\_aid\\_modernisation/draft\\_guidance\\_paper\\_en.pdf](http://ec.europa.eu/competition/consultations/2013_state_aid_modernisation/draft_guidance_paper_en.pdf)
- Tatyana P. Soubbotina Beyond Economic Growth An Introduction to Sustainable Development, Second Edition, The World Bank Washington, D.C.
- International Development Cooperation Set Of Lectures Edited by Vladimir Bartenev and Elena Glazunova Moscow 2013 THE WORLD BANK.

## PROFFESIONAL PRACTICE

Course code: 224

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer:

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	84	3	II	Grade	6

### COURSE AIMS:

Students will develop the ability to identify the peculiarities of scientific research in observing, analyzing and diagnosing economic phenomena and processes seen in economic units.

### COURSE CONTENTS:

#### 1. Overview of the economic unit:

1.1. Business profile, legal status, size and complexity (number of employees, production capacity / sales, establishments own activities, incomes)

1.2. The objectives of economic development and modernization drive

1.3. Study of the units current system of economic management

1.4. The technological flow of the obtained products and / or services

1.5. Evolutionary trends units economic activity

#### 2. Knowledge and study of the main activities and units components:

2.1. The organizational structure of the overall economic unity. Organizational

2.2. The main organs and management positions

2.3. The main interdependencies between activities, departments and stations

2.4. The functional role of each compartment and cockpit, objectives and limitations

2.5. The main performance indicators of the economic establishment (turnover, employment, labor productivity, profitability of commercial profit, average earnings) in the last 3 years

#### 3. Speciality part

3.1. Presenting quality assurance system at unit level economics: procedures, resources, organizational structure, responsibilities

3.2. Presentation of projects that involved institution with emphasis on activities undertaken by or with its support

3.3. Spot analysis of a project implemented by the economic unit: presentation of the activities the unit was directly involved - including the personal opinion of the results of that activity; project management presentation and observing the ways of reporting to funding bodies - technical report, the expenditure and reimbursement requests.

### TEACHING METHODS:

Discussions.

### LEARNING OUTCOMES:

Students' ability to apply theoretical knowledge gained with the help of economic and financial data provided by the organization.

The internship master help to develop personal and professional skills. Making internship in companies will help future professionals to acquire the skills that are relevant to each job.

### LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

### RECOMMENDED READING:

- Andrei, R., Copețchi, M., Dragnea, I., *Manual de tehnici operaționale în activitatea de turism*, Ed. Irecson, București, 2006.
- Baker S., Bradley P., Huyton J., *Principiile operațiunilor de la recepția hotelului*, Ed. All Beck, București, 2002.
- Bășanu G., Pricop M., *Managementul aprovizionării și desfacerii*, Ediția a treia, Editura Economică, București, 2004.
- Căprărescu G., *Managementul strategic al firmei de comerț și turism*, Editura Rosetti, 2005.
- Cordoș M., *Management – Course notes*, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2013.
- Cristureanu, C., *Strategii și tranzacții în turismul internațional*, Ed. CH Beck, București, 2006.
- Dănuțiu A., Dănuțiu D., *Asigurări comerciale*, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2013.

- Dragolea L., *Gestiunea forțelor de vânzare. Strategii manageriale*, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2013.
- Gavrilă – Paven I., *Microeconomics*, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2013.
- Ionciță, M., *Economia serviciilor*, Ed. Uranus, Bucuresti, 2000.
- Istocescu A., *Strategia și managementul strategic al organizației*, Editura ASE, București, 2005.
- Maneș M., *Managementul strategic al întreprinderii și provocările tranziției*, Editura ALL Beck, București, 2000.
- Manolescu A., *Managementul resurselor umane*, Editura Economică, București, 2003.
- Minciu, R., *Economia turismului*, ediția a III-a, Ed. Uranus, București, 2004.
- Muntean A., *Marketing – Note de curs*, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2015.
- Neagu, V., *Servicii și turism*, Ed. Expert și Universitatea Româno-Americană, București, 2000.
- Paștiu C., *Marketingul serviciilor*, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2014.
- Patriche, D., Stremtan, F., Ispas, A., Patriche, I., *Elemente de marketing turistic*, Ed. Global Media Image, Deva, 2000.
- Popa I., *Management strategic*, Editura Economică, București, 2004.
- Stănciulescu, G., *Managementul agenției de turism*, ediția a II-a, Editura ASE, București, 2005.