

SYLLABUS

EUROPEAN FOOD SAFETY STANDARDS

Course code: AACTS 111

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Popa Maria, PhD

Full time studies

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 to use the specific european standards conected with food safety concepts that they will use in their economic practice.

COURSE CONTENTS:

1. Define the concept of the standard
2. Standards domain and the objectives
3. The general principles of european standards
4. Concept and the principles in the food safety and security
5. The operational procedures within the organization
6. The system procedures within the organization
7. European standards – ISO 9001
8. European standards ISO 22000
9. The planing, implementation and certification the quality
10. Recertification and the audit in the european standards

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

- Ensuring a minimum level of knowledge of students in european standards area conected with food safety;
- Knowing how to implement the European standards in the organisation
- To know how to formulate/edit the sistem and operational procedures
- To know how to develop a process map in the organisation

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- Popa, M., *Fundamentals of Commodity Science*, Editura Casa Cartii de Știința, Cluj Napoca, 2009;
- Popa M., Dragan M., *Science of comodities-* The safety of food products, ROTABENE MEDIENHAUS, Rotenburg on der Tauber, 2013;
- European standards – ISO 9001: 2015;
- European standards – ISO 22.000: 2008;

THE MARKETING OF TOURIST DESTINATIONS

Course code: AACTS 112

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: MOISĂ Claudia Olimpia, PhD

Full time studies

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 to use specific aspects of touristic destinations marketing that they will use in their economic practice. The course focuses on knowledge of how to organize and promote travel destinations; knowledge of domestic tourism environment and its analysis; acquiring ways of studying and optimal selection of the tourism market; studying the consumer behavior of touristic services.

COURSE CONTENTS:

1. Introductory elements in tourism marketing
2. The tourism market; tourist destination
3. Aspects regarding the individual behavior of the tourist
4. Marketing Research in Tourism
5. The policy of the touristic product
6. Distribution policy in tourism
8. Prices and tariffs policy in tourism
9. The promotional policy in tourism

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

- Ensuring a minimum level of knowledge for students in the marketing of touristic destinations
- Training of marketing economic thinking in terms of marketing touristic destinations
- Understanding and knowing the specific marketing of touristic destinations policies depending on the type of product range and the target audience which is addressed;
- Developing specific studies and analyzes in the marketing of touristic destinations.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- Alastair M. Morrison, *Marketing and Managing Tourism Destinations*, Routledge, 2013.
- Isabelle Frochet, Patrick Legohérel., *Le Marketing du Tourisme*, Dunod, Paris, 2007.
- *Marketing Strategies for Tourism Destinations*, Report of European Travel Commission, 2015.

COMMERCIAL INSURANCE

Course code: AACTS 113

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Danuletiu Dan, PhD

Full time studies

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:

- To acquire fundamental knowledge about the mechanism of insurance and insurance market;
- To explain specificities of the management, marketing, distribution or sales in the insurance;
- To analyze the settlement of claims process and the efficiency of insurance.

COURSE CONTENTS:

1. Insurance basics.
2. Insurance markets and asymmetric information.
3. Regulation of insurance.
4. Management of insurance companies.
5. Marketing of insurance companies.
6. Insurance distribution.
7. Sales management in insurance.
8. Settlement of claims process.
9. Efficiency in insurance and solvability of insurance companies.
10. Challenges Confronting Insurance.

TEACHING METHODS:

Lecture, conversation, exemplification.

LEARNING OUTCOMES:

- To use adequately the techniques of management, marketing, distribution or sales in the insurance;
- To critically analyze the settlement of claims process and the efficiency of insurance.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- Dionne G (ed), *Handbook of Insurance*, Springer, 2nd ed. 2013
- Eckardt M., *Insurance Intermediation. An Economic Analysis of the Information Services Market*, Physica-Verlag, Heidelberg, 2007
- Edelbacher M., *Financial crimes: a threat to global security*, Cornwall, CRC, 2012
- Gart A. et al., *Insurance company finance and investments*, Insurance Institute of America, Malvern, Pennsylvania, 1994
- Gidhagen M., *Insurance marketing - services and relationships*, Uppsala University. 1998
- Plantin G., Rochet J., *When Insurers Go Bust: an Economic Analysis of the Role and Design of Prudential Regulation*, Princeton, Princeton University Press, 2007
- Zweifel P., Eisen R., *Insurance Economics*, Springer-Verlag Berlin Heidelberg, 2012
- PriceWaterhouseCoopers - <http://www.pwc.com/gx/en/insurance/publications/index.jhtml>
- 9.SwissRe site - <http://www.swissre.com/sigma/>

BANKING OPERATIONS MANAGEMENT

Course code: AACTS 114

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Iuga Iulia, PhD

Full time studies

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 aim of this field of study is to provide training for students in the banking profession, and training for a future scientific research. Issues related to banking strategies and techniques for financial performance management, risk assessment and vulnerability of 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:

1. THE EUROPEAN CENTRAL BANK
2. MANAGEMENT OF THE COMMERCIAL BANKS
3. RISK MANAGEMENT BANK
4. CASH MANAGEMENT OPERATIONS IN BANKS
5. BANKING PRODUCTS AND SERVICES
6. MANAGEMENT OPERATIONS WITH FOREIGN CURRENCY AND INTERNATIONAL MONEY TRANSFERS
7. BANK PERFORMANCE MANAGEMENT
8. CREDIT RISK, LIQUIDITY RISK, OPERATIONAL RISK, LEGAL RISK, SYSTEMIC RISK

TEACHING METHODS:

Lecture, conversation, exemplification.

LEARNING OUTCOMES:

- Acquiring theoretical knowledge and skills in banking.
 - Practical skills training on the proper use of tools specific management activity, risk management
 - Training of practical skills in analysis and interpretation banking information transactions
- This course contributes to shaping and strengthening the managerial vision on banking activity, presenting both conceptual and methodological issues, and also quantitative measuring tools for the phenomena and risks referenced to in each chapter.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- www.bis.org
- www.bnr.ro
- www.imf.org
- www.ecb.europa.eu

BUSINESS ENGLISHCourse Code: **AACTS 115.1**

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Crina Herteg PhD

Full time studies

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	1	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: AACTS 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 AIM:

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

ENTRY REQUIREMENTS: -

COURSE CONTENTS:

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

TEACHING METHODS

The main method: Communicative language teaching (CLT)

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

Lecture and exemplification.

LEARNING OUTCOMES

Students will

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

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA

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

RECOMMENDED READING

- CILIANU-LASCU, Corina (2004), *Culegere de 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.

PLANNING AND ORGANISING TOURISM ACTIVITIES

Course code: AACTS21

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Cordoș Mălina, PhD

Full time studies

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:

The main objective of the course is to familiarize students with the planning and organizing of various activities specific for the industry of events. The course focuses also on explaining the event planning process in order to help student familiarize with the event planning process.

COURSE CONTENTS:

Chapter 1 The event. Communication through event
 Chapter 2 Professional communication
 Chapter 3 Events in tourism activity
 Chapter 4 Concepts and theories regarding the event tourism
 Chapter 5 Logistics for organizing events
 Chapter 6 A guide for planning the events
 Chapter 7 Reunion organizing
 Chapter 8 Organizing an event with table placement

TEACHING METHODS:

Lecture, Discussions

LEARNING OUTCOMES:

- Knowledge, understanding concepts specific for the event planning in tourism and in general;
- Use the knowledge base for explanation and interpretation of various types of situations, processes, projects related to the event planning;
- Applying the basic principles and methods for planning and organizing an event.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- *Managementul Operațiunilor În Turismul De Evenimente*, G. Stănciulescu, Editura ASE, București, 2010
- *Managementul Evenimentelor*, Dumitru Oprea, Gabriel Meșniță, Marius Alexa, Editura Polirom, 2016

PROFIT AND LOSS ANALYSIS

Course code: AACTS 122

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Burja Camelia, PhD

Full time studies

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

ECONOMIC SCIENTIFIC RESEARCH METHODOLOGY

Course Code: AACTS 123

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Vasile Burja, PhD

Full time studies

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- Andronescu C. Șerban – *Tehnică 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.

PRODUCTION AND SALES OF TOURISTIC SERVICES

Course code: AACTS 124

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: MOISĂ Claudia Olimpia, PhD

Full time studies

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:

The main aim of the course is that the MA students will get to know the concepts of tourism services, touristic product, etc. The course focuses also on explaining the process of providing touristic services, development and sale of touristic products.

COURSE CONTENTS:

1. Touristic services
2. Tour operator - the producer of travel packages
3. Travel Agency - the seller of the touristic products
4. The touristic products
5. Designing and selling tourism products
6. Innovative tourism products

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

- Ensuring a minimum level of knowledge for students in developing and selling tourism products and services
- According to the requirements of the employment, the course will provide the opportunities and skills for the MA students to develop and sell touristic products and services; an analysis and interpretation of phenomena and processes imposed by the specific tourism market.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- Alastair M. Morrison, *Hospitality and Travel Marketing*, Cengage Learning, 2009.
- Michel Balfet, *Marketing des services touristique et hoteliers specificites, methodes et tecchniques*, Editions Elipses Marketing, Paris, 2001.
- Ray Freeman, Kelley Glazer, *Introduction to Tourism and Hospitality in BC – Service marketing*, Morgan Westcott Editor available at <https://opentextbc.ca/introtourism/chapter/chapter-8-service-marketing/>

BUSINESS ENGLISHCourse Code: **AACTS 125.1**

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Crina Herteg, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	28	2	4	Grade	3

COURSE AIMS:

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

COURSE CONTENTS:

Unit 1: Exports And Imports
 Unit 2: Profit And Loss Accounts
 Unit 3: Investments
 Unit 4: Methods Of Finance
 Unit 5: Currency Markets
 Unit 6: Raising Finance
 Unit 7: International Marketing
 Unit 8: The Future Of Business
 Unit 9: Numbers And Statistics
 Unit 10: Pensions And Other Financial Products
 Unit 11: Corporate Finance
 Unit 12: Money And Work
 Unit 13: Taxation
 Unit 14: Wills And Other Legal Matters

TEACHING METHODS:

Lecture, debate, Power point presentation.

LEARNING OUTCOMES:

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

MANDATORY ASSIGNMENTS

Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

ORAL PRESENTATION

INTERVIEW

TWO-WAY DISCUSSION

RECOMMENDED READING:

- *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.
- 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: AACTS 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.

THE MANAGEMENT OF INTERNATIONAL TRADE OPERATIONS

Course code: AACTS 211

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	8

COURSE AIMS:

The main aim of the course is to strengthen the technical steps needed to be completed for the performance of a foreign trade transaction. The course also focuses on identifying ways of making foreign trade transactions; identifying ways to finance international business; knowledge of international commercial contracting premises.

COURSE CONTENTS:

1. Foreign trade transactions
2. International logistics
3. International shipments
4. The clearance of goods
5. International payments in trade activity
6. Financing international transactions

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

- This course will offer to the MA students the capacity of designing the methodology for conducting a study and a selection of international markets; knowledge of financial arrangements in terms of running a business in international trade.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- Corinne Pasco., *Commerce International*, Ed. Dunod, Paris, 2006
- Jim Sherlock, Jonathan Reuvid, *The Handbook of International Trade - A Guide to the Principles and Practice of Export*, second edition, GMB Publishing Ltd., London, e Book available at <http://www.sze.hu/~gjudit/Exportszerzodesek/Handbook%20of%20international%20trade.pdf>
- Stephane Becuwe, *Commerce Internnationale et politique commerciales*, Ed. Armand Colin, 2006
- *Management des operations de commerce internnationale importer - exporter*, Ed. Dunod, Paris, 2007

MARKETING OF FAIRS AND EXHIBITIONS

Course code: AACTS 212

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Todoran Matei Radu, PhD

Full time studies

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:

Develop the capacity of students to use marketing tools specific to fairs and exhibitions

COURSE CONTENTS:

1. Chronology of exhibition events
2. Exhibitions in the marketing mix
3. Features and functions fairs and exhibitions
4. Objectives and benefits of participation in fairs and exhibitions
5. Classification and selection of exhibition events
6. Legal and contractual framework of exhibition events
7. Activities carried during the event
8. Activities carried out, after the exhibition event
9. Implemented activities implemented by employers, before event
10. Activities carried during the event
11. Activities carried by organisers after event
12. Logistics activities undertaken by exhibitor while organizing fairs and exhibitions
13. Inventory of and distribution exhibitors stands
14. Providing all facilities to stand and exhibitor staff

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

- Professional training of specialists in manifestation related to the organization of fairs and exhibitions
- Knowledge of the fairs and exhibitions sector's role in the overall context of the services economy

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- Bruhn, M., *Orientarea spre clienți – temelia afacerii de succes*, Publishing house Economică, Bucharest, 2001
- Dubois, P.L., Jolibert, A., *Marketing – teorie și practică*, Publishing house Economică, Cluj Napoca 1994
- Morden, A.R., *Elements of marketing 3rd Editions*, D.P. Publication, London, 1996
- Olteanu, V., *Marketingul serviciilor*, Ediția a doua, Publishing house Uranus, Bucharest, 2000
- Pop, C.M., Dabija, C. D., *Instrumente moderne de marketing – Târgurile și expozițiile*, Publishing house Risoprint, Cluj Napoca, 2009
- Someșan, C., *Marketingul serviciilor în afaceri*. Publishing house Sincron, Cluj Napoca, 1997
- Cooper, C., Fletcher, J., *Tourism. Principles&Practice*, Longman, London, 1996

MANAGEMENT OF TOURISM OPERATIONS

Course code: AACTS 212

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	8

COURSE AIMS:

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

COURSE CONTENTS:

Chapter 1 General on technical operations of tourism
 Chapter 2 Theories and components hospitality industry
 Chapter 3 Organisation and the operation of hospitality and catering
 Chapter 4 Human Resources and catering hotelarie
 Chapter 5 Management tourist destination
 Chapter 6 Strategies to increase tourism firms

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- *Management Basics*, Susan Quinn, e-Book, 2010
- *The Economy of leisure and Tourism*, Tribe John, Butterworth Heinemann, 2008
- *The Economics of Tourism Destinations*, Vahove Norbert, Eselvier 2005

BUSINESS COMMUNICATION, NEGOCIATION AND PARTNERSHIP

Course code: AACTS 214

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: 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, 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.

INTERNAL AND INTERNATIONAL MARKETS RESEARCH

Course code: AACTS 221

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: 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	8

COURSE AIMS:

The aim of course is to provide a fundamental understanding of market research process in a domestic and international environment.

The course focuses on helping managers recognize the role of systematic information gathering and analysis in making decisions regarding entering/segmenting/positioning in new markets, and develop an appreciation for the potential contributions and limitations of market research data.

COURSE CONTENTS:

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

Chapter 2. The sphere of domestic and international market research

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

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

Chapter 5. Planning the domestic and international market research

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

- Ensuring competences in domestic and international market research process
- Analyzing the data obtained during domestic and international market research

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

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

BUSINESS MANAGEMENT

Course code: AACTS 222

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Todoran Matei Radu, PhD

Full time studies

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	8

COURSE AIMS:

Masters specialization in business administration in order to understand, analyze and evaluate the activities they involve a complex process of managing a business in trade, tourism and services.

COURSE CONTENTS:

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

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- 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.

PROFFESIONAL PRACTICE

Course code: AACTS24

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		4	II	Grade	7

COURSE AIMS:

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

COURSE CONTENTS:**1. Overview of the economic unit:**

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

1.2. The objectives of development and modernization of the economic unit

1.3. Study the current system of management

1.4. Technological flow for the obtained products and / or services

1.5. Evolutionary trends of economic activity unit

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

2.1. Overall organizational structure of the company. Flowchart

2.2. The main structures and management positions

2.3. The main interdependencies between activities, departments and stations

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

2.5. Key performance indicators for the company (turnover, number of employees, labor productivity, profitability of commercial, profit, earnings average) in the last 3 years

3. Speciality part

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

3.2. Presentation of activities / projects developed or has been involved in the institution with emphasis on activities undertaken by the company or with its support

3.3. Spot analysis of a project / an activity / actions implemented by the economic unit: presentation of the activities the unit was directly involved - including the personal opinion of the results of that activity; presentation business management / project studied.

TEACHING METHODS:

Discussions.

LEARNING OUTCOMES:

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

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

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

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

RECOMMENDED READING:

- 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.
- Dănulețiu A., Dănulețiu 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.
- Ioncică, M., *Economia serviciilor*, Ed. Uranus, București, 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.