

Transilvania University of Braşov, Romania

Study program: Business Administration (in English)

Faculty: Economic Sciences and Business Administration

Study period: 3 years (Bachelor)

1st Year

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Microeconomics	EMI1	5	2	1	-	-

Course description (Syllabus): Functioning of an economic system and the three fundamental questions; The opportunity cost. Studying choice in a world of scarcity; The supply and demand model. Market equilibrium; Price elasticity of demand; Theory of consumer behaviour; Production analysis and production costs; Perfectly competitive markets; Monopoly and other forms of imperfect competition; Oligopoly and the theory of games; The quest for profit on different market structures.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Economic Informatics	EIN1	5	2	-	2	-

Course description (Syllabus): Information, entropy Information System. Concepts of information and entropy; The concept of the system. cybernetic system; Company's information system and information; Integrated information systems (ERP). Algorithms. General characterization; Theoretical principles of structured programming; Algorithmic language; analysis of Algorithms; conventional language; Basic data structures; Fundamental algorithms (search, sort, merge); economic applications. Organization of Data Files. Article and File Structure; Collating and sorting files; Economic applications. Computer Architecture. History of computer systems; Structure and general operation of a computer; Arithmetic and logical foundations of computer; Personal computers; Operating Systems; Computer Networks.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
World Geography and Economics	EGE1	5	2	1	-	-

Course description (Syllabus): Fundamental concepts in the world economy; The components of the world economy. The global market; The world economy's governance; The economy of developed countries; The economy of developing countries; Underdevelopment. Evolutions in the underdeveloped countries; International integration. Forms of integration at the international level; The world economy's sectors; Global tendencies and evolutions at the world economy level. The main world economy's problems; Romania and the world economy.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Ethics	EEA5	3	2	1	-	-

Course description (Syllabus): Ethical principles - introductory notions; The concept of business ethics; Fundaments of corporate social responsibility; The evolution of corporate social responsibility; The components of corporate social responsibility; Interferences between business strategy and ethical principles; Ethical principles regarding marketing policy; Consumer protection – component of corporate social responsibility; Environmental ethics – component of corporate social responsibility; Protection of employees. Ethical codes.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Economics of the Company	EEI1	5	2	1	-	-

Course description (Syllabus): Introduction to enterprise economy. Economic environment of the firm academic controversy; Entrepreneurship, small business and franchising; Leadership, managerial styles and communication; Internal organization of the firm. Formal and informal organization; Production/ operations management; Social responsibility and ethics in business.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Communication and Negotiation	ECN1	3	2	1	-	-

Course description (Syllabus): Communication process; Managerial communication; Verbal communication in business; Written communication in business; Image and public relations in business; Public relations strategies; Public Relation specialist; In-house and outsourcing Public Relations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Macroeconomics	EME2	5	2	1	-	-

Course description (Syllabus): Basic Economic Concepts: Key Macro Variables and Relationships. Measuring the Economy: Economic Output, National Income and Economic Performance. Long-term Economic Growth. The Money Market and the Financial Sector. Inflation: Definition and Classification; Measuring Inflation and the Costs of Inflation. The Labour Market: Definition; the Supply and Demand for Labour; Labour Market Regulations. Unemployment. Economic Policy in the short-run, the intermediate-run and the long-run. Introduction to Business Cycles. Inflation, Unemployment, and Stabilization Policies.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Financial Mathematics	EMF2	5	2	2	-	-

Course description (Syllabus): Interest accumulation and effective rates of interest; Present value and equations of value; Nominal rates of interest; Effective and nominal rates of discount; The force of interest; Level payment annuities; Annuities with non-constant payments; The amortization method of loan repayment; Amortization of a loan with level payments; Bond valuation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Accounting Basics	EBC2	5	2	2	-	-

Course description (Syllabus): Introduction to accounting; The balance sheet; The income statement; Depreciation of fixed assets; The T- account. Double - entry bookkeeping; Accounting documents; Business valuation methods; Inventory; The trial balance; Transaction analysis and the accounting equation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
General Management	EMN2	5	2	2	-	-

Course description (Syllabus): Management – science and art; Evolution of managerial thought; Managers and their roles in organizations; Management functions: planning, organizing, staffing, control and assessment; Decisional system of the organization; Informational system and communication in organizations; Change and innovation management; Basics in human resource management; Basics in strategic management.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Internet Technology	ETI2	4	1	-	2	-

Course description (Syllabus): History of the Internet. TCP/IP. Computer networks; Basic servers in the Internet; Security on the net; Search engines; Content management systems; Intranet and extranets; Portals and personalization within organizations; Internet of things; Multimedia on the net.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Environment Management	EMM2	4	2	1	-	-

Course description (Syllabus): Introduction. Basic concepts regarding the environment and management. The evolution of environmental management. The definition and scope of environmental management. Problems and opportunities regarding EM. Criticism of environmental management. The establishment (founding) of environmental management. The nature of environmental management. Laws of ecology. Environmental management and business. Standards, monitoring, modelling, eco-auditing. Environmental Management Systems EMS and ISO 14001. Sustainable development and Environmental Management. Ecosystem management. Pollution and Environmental Management. Waste Management and Environmental Management. Corporate Social Responsibility (CSR) and Environmental Management. Environmental management and economics. Applications in Tourism. Environmental management and law (legislation)

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Academic Writing	ESA2	1	1	-	-	-

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
French/German/Spanish	F/G/S 01/02	2	-	2	-	-

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Physical education	F/G/S 01/02	1	-	1	-	-

2nd Year

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Statistics	ESA3	5	2	1	-	-

Course description (Syllabus): Basic Concepts of Statistics. Types of Data. Graphical Methods for Describing Qualitative Data. Measures of Central Tendency: means and position measures (structural) Measures of Variation. Variance, Standard deviation (squared mean deviation), Linear mean deviation, Variation coefficient. Describing the Variability of a Set Characterizing the distribution form. Shape indicators. Concentration indicators Indicators of an alternative characteristic. Indicators of a colectivity divided in groups. Fisher Test. ANOVA Analysis. Analysis methods of links between socio-economic phenomenon Time Series. The statistical indicators' system: absolute indicators, relative indicators, average indicators. Analysing the moments' time series. The components of time series. Models of time series. Adjusting and forecasting trend methods. Forecasting the seasonality in time series. The indices' method. Individual and Synthetic Indices. Systems of weights for indices. Relation between indices. Decomposition the variation of a complex phenomenon using the indices' method.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing	EMK3	5	2	1	-	-

Course description (Syllabus): Marketing definition; Market segmentation; Positioning; Product policy; Distribution policy; Price policy; Promotion policy; Marketing Management.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Finance of the Company	EFF3	4	2	1	-	-

Course description (Syllabus): Introduction to Company Finance; Time Value of Money. Future and Present Value; Developing Relevant Cash Flows; Investment Decision Rules (Capital Budgeting Techniques); Valuing Bonds; The cost of capital; The Firm's Capital Structure; Financial Statements: Cash Flow; Working Capital Policy; Payout Policy.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Law	EDA3	4	2	1	-	-

Course description (Syllabus): Introduction in General Law Theory: The law and the state. The legal norm. Sources of Law - International comparisons; The juridical relation and its structure in civil law. Effects of the entry into force of the New Civil Code (NCC); Persons: Natural persons and Legal entities. Commercial Law: Definition and object of the Commercial Law. Sources of the Commercial Law - Effects of the entry into force of the NCC; Deeds of commerce and Mercantile operations; Entrepreneurs and Professionals: Categories of entrepreneurs. Goodwill; EU and National Company law: Nature and types of companies; Company formation. Labour Law: Labour Law: Object, and sources of Labour Law; The individual contract of employment.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Financial Accounting	ECF3	4	2	1	-	-

Course description (Syllabus): Introduction to financial accounting. General accounting principles; The financial statements; The qualitative characteristics of accounting information; Accounting for current assets; Accounting for fixed assets; Accounting for liabilities; Accounting for equity; Treasury accounting; Accounting for expenses and revenues.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Project Management. Business games	EPE3	3	2	1	-	-

Course description (Syllabus): Projects in contemporary organizations; Strategic management and project selection; Project manager; Negotiation and conflict management; Project within organization structure; Planning activity within the project; Budgeting and cost estimation; Project control, auditing and closure. Business Games

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Insurance and Re-insurance	EAR3	3	2	2	-	-

Course description (Syllabus): The basic deterministic model; The life table; Life annuities; Life insurance; Insurance and annuity reserves; Fractional durations; Continuous payments; Select mortality; Multiple life contracts; Expenses.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Competition and prices	ECP3	3	2	2	-	-

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Econometrics	EEC3	4	2	1	-	-

Course description (Syllabus): Economic and econometric model. Simple Regression Model – Ordinary Least Squares' Method (OLS). Assumptions Underlying OLS (Classical Linear Regression Model). Properties of estimators. Statistical hypotheses. Statistical tests. Statistical inference. Testing Hypotheses. Multiple regression model. Estimating the regression coefficients. Variance-Covariance Matrix of Estimators. Analysis of Variances. F-Test for Global Significance of Regression. Testing the Coefficients. Adding New Variables. Chow Test. Multi-co linearity and Selection of Explanatory Variables. Partial Correlation. Coefficients of Partial Correlation. The causes of errors' autocorrelation. The nature of errors' autocorrelation. Consequences and Remedies of errors' autocorrelation. OLS estimators in errors' autocorrelation presence. Forecasting with the econometric model.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Economic and Financial Analysis	EAE4	4	2	1	-	-

Course description (Syllabus): The content and objectives of financial management and analysis: sustainable increase of the company value; The diagnostic analysis of sales turnover; The diagnostic analysis of value added; The diagnostic analysis of labour productivity; The analysis of assets' efficiency; The analysis of company expenditures; The analysis of profit margins; The analysis of profitability ratios; Financial analysis of company activity: financial ratios, net assets, net worth, net working capital, break-even point; The financial analysis based on the financial statements: Balance sheet, Profit and loss account, Cash flow statement.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Taxation	EFA4	4	2	1	-	-

Course description (Syllabus): The fiscal system; Taxes and fees; Tax on profit; Income tax; Local taxes; Import duties; Excise taxes; Value added tax ; International double taxation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Logistics	ELG4	4	2	1	-	-

Course description (Syllabus): Introduction in logistics; The supply - component goods logistics; The distribution of goods; Goods handling; Storage of goods; Goods expeditions and transport; Customs operations in international transport of goods; Management and inventory control; European logistics market conditions; Exploiting information and communication technology.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Trade	ECI4	3	2	1	-	-

Course description (Syllabus): Trade globalization and international competitiveness; Trade policy: Definition and functions; Tariffs / customs measures; Non-tariff barriers; Arguments for free trade and for protectionism; The World Trade Organization (WTO).

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
European Union Law	EUE4	3	2	1	-	-

Course description (Syllabus): Fundamental values of the European Union; The European Parliament; The European Council; The European Commission; The Court of Justice of the European Union; European Economic and Social Committee; Committee of the Regions; The Legal Sources of Union Law; Regulations, Directives and Decisions; The EU System of Legal Protection.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Promotion Techniques	ETP6	3	2	1	-	-

Course description (Syllabus): The general frame of development for promotional activities; Advertising; Public relations; Publicity; Sales promotions; Direct Marketing techniques; Personal selling and sales management.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing Research	ECM3	4	2	1	-	-

Course description (Syllabus): Introduction in marketing research; Stages of marketing research; Exploratory research; Observation; Descriptive research – Surveys; Questionnaire design; Sample design; Descriptive analysis; Inferential analysis; Parametric and non-parametric tests.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
French/German/Spanish	F/G/S 03/04	2	-	2	-	-

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Physical education	F/G/S 03/04	1	-	1	-	-

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Specialty internship	PR4	3	-	-	-	84

3rd Year

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Entrepreneurship	EAN5	6	2	2	-	-

Course description (Syllabus): Introduction. Definition of main concepts; Reasons for becoming an entrepreneur; Picking the right business; Managerial functions; Marketing mix; Franchise; Business Plan; Deciding on an idea; Essential things that entrepreneurs should know; Strategies.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Strategic Management	EMS5	6	2	2	-	-

Course description (Syllabus): Strategic management - basic concepts; The environment; Strategic capabilities; Strategic purpose; Business strategy; Corporate strategy; Strategy in action; Evaluating strategy; Leadership and strategic change; The practice of strategy.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Monetary and Financial Economics	EEM5	6	2	2	-	-

Description of the activity of the most important international financial institutions; General presentation of the financial market; The monetary market; Stocks and bonds; The securities transaction mechanism on the spot market; How to get financial resources from the capital market?; The international market of external debt; The exchange rate regimes; The derivative market; Foreign direct investments.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Human Resources Management	ERU5	6	2	2	-	-

Course description (Syllabus): Introduction to Human Resources Management. The World of Human Resources – factors influencing HR and the dynamics of HR. Personnel Organization: the HR Department and organizational structures. Personnel Needs Forecasting. HR Strategies. Organisational Management & Leadership. HR Motivation: Motivational Theories. Job Analysis, Wages and Benefits. Personnel Recruitment, Selection and Interviewing. HR Promotion and Development. Performance Management: Practices of Assessing HR. Career Management: Starting and Ending Careers & Developing Careers. Conflict Management and Industrial Relations Management: Unions versus Owners. Stress Management and Labour Relations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Purchase Management	EMA5	3	2	2	-	-

Course description (Syllabus): Introduction in purchase management: main terminology and elements that define purchase management, Structure and organization of the purchase department: the basis of purchase management functionality, Strategic purchase aspects: strategies used in purchase management, Purchase procedures: main procedures in purchase management, Sphere of coverage and procurement objectives: putting the standard into practice, Managing the relationships with the suppliers: strategies concerning supply chain management, Purchase negotiation process: practices and strategies of negotiation in purchase management, Inventory Management: the function of understanding the *stock* mix, Public purchase: purchase by governments and state-owned enterprises; International purchase: international practices in purchase management.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Quality Management	ECA5	3	2	2	-	-

Course description (Syllabus): Evolution of quality concept and approach; Quality management functions and basic principles; Models for Quality Management Systems (QMS), ISO 9000 standards; Approach by processes; QMS processes - Management responsibility; QMS processes - Product realization; QMS processes - Quality control and improvement – requirements and examples; QMS implementation and certification - stages, auditing, certification; QMS performances - quality costs, achieving excellence.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Customer Relations Management	ERC6	5	2	2	-	-

Course description (Syllabus): Introduction to public relations: understanding of the major perspectives in public relations practice and management; management process of public relations: knowledge of public relations management; communications in public relations: skills in applying public relations management principles to a variety of organizational situations and circumstances.; ethics and professionalism: issues of multiculturalism and diversity related to public relations, awareness of the different types of private, public, for profit, not-for-profit, and activist organizations that use public relations strategies in a global arena; crisis management; legal considerations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Investment Evaluation and Financing	EFI6	5	2	2	-	-

Course description (Syllabus): Investments and their economic purpose; Economic efficiency – basic element for investment decision; The investments resources best use; Feasibility study; Optimal size and site of an investment objective; The importance and the necessity of quantifying the influence of the time factor; The methodology of the efficiency of investments financed by the World Bank; The investment and financial market; Investment risk.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Electronic Commerce	ECE6	5	2	2	-	-

Course description (Syllabus): Introduction to EC Internet - global communication environment. What's a network? What is Internet? What is intranet? What's the difference between Internet and World Wide Web? Marketing opportunities in Internet. Email and World Wide Web using in business. Market mechanisms. Commercial services in Internet and necessary resources. General considerations, where are we? Human factor. System factor. Resources - equipment and programs. M-Commerce. Marketing Online. E-commerce - next generation. Site abandonment. Why? From marketing to sales. Motivation of buying. Buyer needs, Knowing shoppers. Market segmentation. Demographic studies. Online product lifecycle, Introducing the product on Internet, Product stability and Decline, Creating new products. Payment methods in Internet. Publicity online. Commercials and publicity on Internet. Publicity purpose. Collecting information. Achieving publicity objectives, Types of publicity. Models of publicity. Ecommerce security,. Intranet and Extranet. Legal aspects. Copyright on Internet, Protecting ones copyright. Signature law. Electronic payments.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Marketing	EMI6	5	2	2	-	-

Course description (Syllabus): The scope and challenge of international marketing; The international environment of the company; The international marketing strategy; Foreign markets selection and entry strategies in international markets; Product in international marketing; International distribution systems; Promotion policy in international marketing; Pricing policy in international marketing; The international marketing plan.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Comparative Management	EMC6	3	2	2	-	-

Course description (Syllabus): Introduction to Comparative Management. Comparative Management approaches. International know-how transfer. Comparative Management Methodology. Japanese Management. American management. European Management. Romanian Management.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
European Business Environment	EME6	3	2	2	-	-

Course description (Syllabus): The evolution of the European Union; Customs Union; Single Market; The enlargement of the EU; Main effects of the introduction of the EURO; Institutions of the EU.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Commercial Law	EDC6	3	2	2	-	-

Course description (Syllabus): Civil law and commercial law; General notions; Civil juridical norm and commercial law juridical norm; The normative documents regarding the trader and the juridical consumer protection; Application of law; Interpretation of law; Structure of the juridical relation between the trader and the consumer; Notion and classification of the civil juridical act and the commercial juridical act; Conditions of the juridical act concluded between the trader and the consumer; Administrative law issues related public authorities with responsibilities for consumer juridical protection; The legislation regarding the protection of the banking services consumers.