

Transilvania University of Braşov, Romania

Study program: Business Administration

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Faculty: Faculty of Economics Science 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
Mathematics	EMT1	5	2	2		

Course description (Syllabus): Infinite series; Power series; Functions of several variables; Optimization; Linear programming; Improper integrals; Probability; Random variables.

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; Arithmetic and logical fundamentals of computer; Algorithms; Organization of economic data in files ; Personal computer architecture; Elements of database.

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

Course description (Syllabus): The organizational environment of the firm; Entrepreneurship, small business and franchising; Leadership power communications; Internal organization of the firm; Production management; Marketing; Quality management; Computers in business Social responsibility; Future trends in business management;

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Law	EDA1	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
World Economy	EEM1	4	1	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
Foreign Language 1	LE01	2		2		

Course description (Syllabus): Communication problems; Building relationships in business; International marketing. International brands; Defining success in business; Job satisfaction; Everyday risk vs. risk in business; E-commerce. The use of the internet.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Foreign Language 2	LF01	2		2		

Course description (Syllabus): Cours de conversation et de rédaction des textes sur les thèmes: Communication d'affaires La monnaie, l'argent et la banque; Transports et livraisons; Management des ressources humaines; L'entité, la firme, l'entreprise; Comptes bancaires; Tourisme rural; Le rôle de la publicité dans la société de consommation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Macroeconomics	EMA2	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
Basic of Accounting	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	EMG2	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
Information Technology – Internet	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
Environmental 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
Foreign Language 1	EMM2	2		2		

Course description (Syllabus): Team building. Successful team working; Ways of raising money; Customer service. Dealing with complaints; Crisis management; Management styles. Do's and don'ts for managers; Takeovers and mergers; The future of business.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Foreign Language 2	LF02	2		2		

Course description (Syllabus): Correspondance d'affaire: lettres de recommandation; lettre d'offre; lettre de reclamation; contrat d'achat-vente, etc. Textes de spécialité économique: La concurrence; La Bourse; Le marketing et le marché; Les relations publiques; Présentation pour un interview de travail ; L'emploi et l'employeur, etc.

2nd YEAR

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Statistics	EST3	5	2	2		

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	2		

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
Commercial Law	EDC3	5	2	1		

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.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Financial Accounting	ECF3	5	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
Corporate Finance	EFI3	5	2	1		

Course description (Syllabus): Introduction to Corporate 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; Pay-out Policy.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Foreign language 3	ELS03	2		2		

Course description (Syllabus): Business Organisations; Marketing; Describing Performance; Money and Banking; Funding the Business; Accounting; Auditing; Mergers and Takeovers; Transport and Delivery; Selling and Buying.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Foreign Language 3	ELS03	2		2		

Course description (Syllabus): Cours pratique de grammaire française: Le verbe – applications dans des exercices ayant un vocabulaire spécialisé, économique ; L'Indicatif; La voix passive; Le Si conditionnel; Le Subjonctif; Le participe passé et son accord; La concordance des temps.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Business	ETR3	4	2	2		

Course description (Syllabus): Government intervention in international business; Export market selection and marketing research; Export strategy; Cross cultural negotiation; International contracts; Methods of payment; Export documents, transportation and insurance; Export financing methods; Countertrade operations; Nonexport entry modes.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Econometrics	EEC3	5	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; Multicollinearity 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
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
Taxation	EFA3	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
Study of Commodities	ESM3	4	1	2		

Course description (Syllabus): Classification of expertise; The object of the Commodity Expertise; The methods of Commodity Expertise; Legislative and organizational aspects of the expertise activity; The procedure of the Commodity Expertise; The methodology of carrying out a Commodity Expertise; Expertise report.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Foreign Language 4	ELS04	2		2		

Course description (Syllabus): Format of business letters; Letter of complaint. Replying to a letter of complaint; Letter of enquiry. Replying to a letter of enquiry; Orders. Accepting/ declining orders; Letter of application. Accepting/ turning down an application; Invitation. Accepting /declining an invitation; Personal recommendation; Contracts; Report. Memo; Proposal. Minutes.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Foreign Language 4	ELS04	2		2		

Course description (Syllabus): Textes de spécialité économique: La publicité et le marketing; La Roumanie dans les journaux de l'Europe; Termes généraux du marketing; La sociologie du tourisme; La déontologie professionnelle; Traditions culinaires européennes; Le langage non verbal du client etc.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Project management	EMP3	3	2	1		

Course description (Syllabus): Introduction: projects and project management – basic knowledge; Project life cycle; Project objectives; Project breakdown (WBS, ABS, OBS, RBS); Project time management; Project cost management; Project organization; Project risks.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Insurance	EAR3	3	2	1		

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
Logistics	ELG4	3	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	ECO4	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
Internship	PR4	4				1

Course description (Syllabus): Presentation of the company; Accounting documents preparation; Recording business transactions – in a month; Prepare the trial balance.

3rd YEAR

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Entrepreneurship	EAN5	5	2		2	

Course description (Syllabus): Business – concepts, characteristics. Business in services; The approach of business. Partners and clients. Organizational structures and business efficiency; Business planning. Strategic business decision; Business approach – the essential questions. Business: management and leadership; Small businesses; Entrepreneurship – concepts; Entrepreneurship and innovation. Creativity; Entrepreneurial strategies; Building the entrepreneurial organizations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Strategic management	EMS5	5	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
Tourism Business Administration	EAT5	3	2			1

Course description (Syllabus): The context of international tourism; The tourism and hospitality environment; Management issues specific to tourism businesses; Tourism marketing; Human resources management in tourism businesses; Information technology in tourism; Quality management in the tourism industry.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Goods and stock exchange	EBM5	4	2	1		

Course description (Syllabus): General presentation of the financial market; Debt and credit instruments on the capital market; The securities transaction mechanism on the spot market; How to get financial resources from the capital market? The company perspective; Brokers, dealers and other intermediation companies on the capital market; The mechanism of the future transactions; Types of derivative contracts; Speculation, hedging and arbitrage.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Investments Management	EMG5	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
Financial analysis	EAE5	5	1	2		

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
Human resources management	EMU6	4	2	1		

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; Management of Communications. Ways of improving communication skills.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
E-commerce	ECE6	3	1		1	

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.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Risk management	EMR6	4	2	1		

Course description (Syllabus): Risk in business. introductory notions: the concepts of “uncertainty” and “risk” in businesses; risk typology; risk management; Mathematical modelling of uncertainty and risk in business; The profitableness and the risk of a business: introduction; profitableness of a business, the algebraic determination of the profitableness threshold for mono-productive companies; the graphical construction of the profitableness threshold; the algebraic determination of the profitableness threshold for multi-productive companies; Risk analysis at the company level. the exploitation risk; Risk analysis at the company level. the profit risk; Risk analysis at the company level. the bankruptcy risk and the commercial risk; Methods and techniques for individual risk measuring. the sensitivity analysis and the scenarios analysis; Managers’ behaviours if confronted to risk. making managerial decisions in conditions of certainty, risk and uncertainty; Global risks and threats.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Communication and Public Relations in Business	ECP6	3	1	2		

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
International Financial Relations	ERF6	4	2	1		

Course description (Syllabus): Description of the activity of the most important international financial institutions; The international market of debt instruments; The international market of credit instruments; The international market of external debt; Formation, explanation and theories behind the exchange rate; The exchange rate regimes; General presentation and mechanisms of the most important exchange boards in the world; The international derivative market; Foreign direct investments.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
European Business Environment	EME6	4	2	1		

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
Preparation of bachelor thesis	EEL6	5				2

Course description (Syllabus): The discipline "Preparation of bachelor thesis" has the following objectives: to get bachelor students accustomed with the essential issues of the dissertation thesis; to train and develop graduate skills of developing projects; to assist students in using correct methods, techniques and models of analysis necessary to address the chosen theme; to help students in substantiation of conclusions and proposals specific to each topic; to guide students to identify innovative solutions to solve the proposed thesis theme.

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; Fundamentals 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
International Marketing	EMK5	3	2	1		

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
Promotional 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
EU-Law	EDC6	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.