

# Transilvania University of Braşov, Romania

## Study program: Business Administration (in English)

Faculty: Economic Sciences and Business Administration

Study period: 3 years (Bachelor)

### The 1<sup>st</sup> year of study

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Economics	EME1	6	2	2	-	-

**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
Business Law	EDA2	3	2	2	-	-

**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
Computer science	EIE1	5	1	-	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
Economics of the Company	EEI1	6	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
Communication public relations in business	ERL1	5	2	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
Applied Mathematics in economy	EMA2	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	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
Management	EMG2	6	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
Internet Technologies for business	ETI2	5	2	-	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	EIA2	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	-	-

## The 2<sup>nd</sup> year of study

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Economic Statistics	ESA3	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	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
Finances	EFF3	7	2	1	-	-

**Course description (Syllabus):** The course of Corporate Finance has the main purpose of developing the financial approach of the company activity, to offer instruments for the selection of the project investments, for calculating the cost of capital and the value of the company. Undergoing this course, students will be able to: - Use the specific financial vocabulary; Select the investment projects using discounted cash flow techniques; Determine and analyse the evolution of cash flow; Calculate and interpret the cost of equity, the cost of debt and the weighted cost of capital; Analyse the operating cycle and propose measures for improving the operating efficiency; Manage the inventories, account receivables and cash to ensure liquidity and solvability.

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

**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
Psychology	EPS3	4	1	1	-	-

**Course description (Syllabus):** Introduction to personal development.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Insurance and Re-insurance	EAR3	4	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
Econometrics	EEC4	5	2	2	-	-

**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	5	2	2	-	-

**Course description (Syllabus):** The course provides specific tools for the analysis and diagnose of companies' financial situation, for the sustainable increase of company value and the efficiency of its activities, increase the profit and profitability, as well as the means for consolidating and developing the client portfolio. The course provides the students with methods of analyzing the level, structure and evolution of sales, added value, of the efficiency of employing material and human resources, of profit and profitability, as well as of analyzing the overall financial situation of the companies and verify reaching the main goal of sustainable increase in company value. The analysis of sales turnover and value added: structural, factorial analysis. The consequences of sales and value-added evolutions upon company financial performances. The analysis of human resources' efficiency: forms of labor productivity, the balance of working time. The analysis of labor productivity and of its consequences upon the evolution of company financial performances. The analysis of efficiency in using total assets. The analysis of efficiency in using current assets. The analysis of profit margins, The analysis of profitability ratios; Using the DuPont method for analyzing the profitability ratios, The analysis of company financial situation: Liquidity, solvency, indebtedness. The value of the company, relation with the balance sheet items.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Logistics	ELG4	5	2	2	-	-

**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	EI4	5	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
Commercial law	EUE4	4	2	2	-	-

**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	4	2	2	-	-

**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
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

### The 3<sup>rd</sup> year of study

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Management and business projects	EEF5	4	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
Monetary and Financial Economics	EEM5	5	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	EMR5	5	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
Strategic Management	EMS5	5	2	1	-	-

**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
Quality Management	ECA5	5	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
Advertising design and Production	CPR6	3	1	1	-	-

**Course description (Syllabus):** Basics of advertising creation, distances, techniques.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Fiscality	EFA6	4	2	2	-	-

**Course description (Syllabus):** Introduction to taxation and fiscality, specific concepts.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Cost management	ERC6	4	2	2	-	-

**Course description (Syllabus):** Costs, types of costs, budgeting.

Course title	Code	No. of Credits	Number of hours per week			
			course	seminar	laboratory	project
E-commerce	EEL5	5	2	2	-	-

**Course description (Syllabus):** Introduction to EC Internet - global communication environment. What's a network? Commercial services in Internet and necessary resources. Resources - equipment and programs. E-business ideas, SWOT analysis and decision matrix. Marketing and branding Online. E-commerce - next generation. From marketing to sales. Motivation of buying. Buyer needs, Knowing shoppers. Market segmentation. Publicity online. Commercials and publicity on Internet. Copywriting and video principles. Economic and branding aspects behind an e-shop, e-shop/website presentation – from idea to reality.

Course title	Code	No. of Credits	Number of hours per week			
			course	seminar	laboratory	project
Entrepreneurship	ENT6	4	2	2	-	-

**Course description (Syllabus):** Business environment. Idea development. Entrepreneurial personality. Business plan.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Marketing	EMI6	4	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
Product Design and Development	EDP6	5	2	2	-	-

**Course description (Syllabus):** Introduction to principles of product design, product development, specific concepts.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
European Business Environment	EME6	4	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
Comunitary Law	EDC6	4	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.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Acquisition	EMA6	4	2	2	-	-

**Course description (Syllabus):** Techniques for acquisition.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Negiciation techniques	ES06	5	2	2	-	-

**Course description (Syllabus):** Behaviour of masses, organizational behaviour.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Bachelor Project Elaboration	ELL6	4	-	-	-	84