



Ellective Disciplines
Academic year 2016-2017
Specialization Business Administration in Hopitality Industries – line of study English
2nd Year
FULL-TIME

Studentii vor alege 1 din cele 3 discipline prezentate

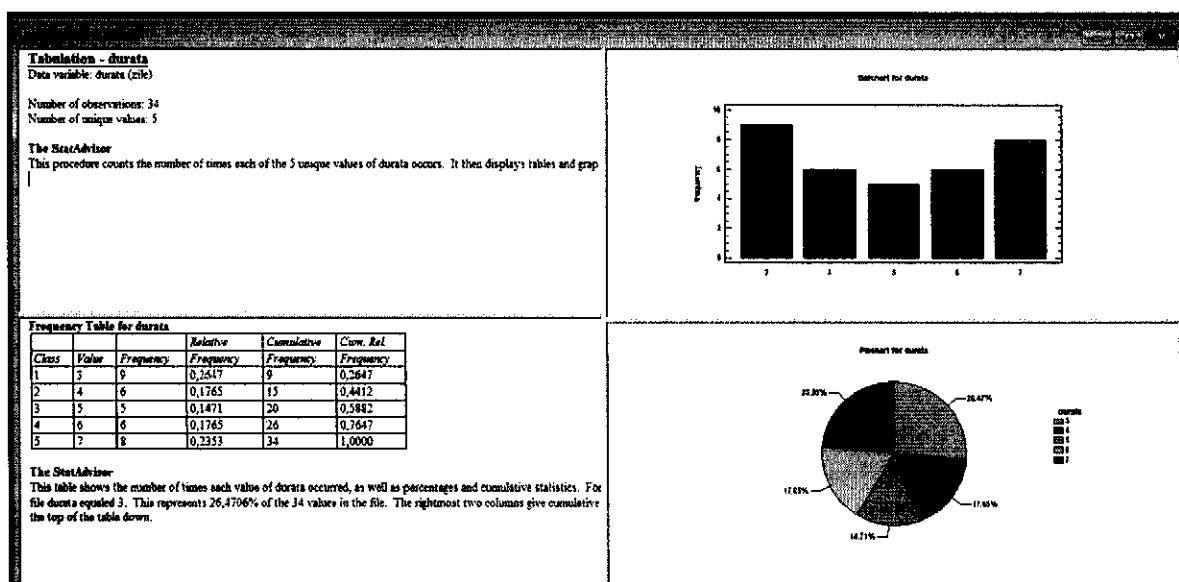
Nr. crt	Disciplina	Titular	credite	Forma de verificare	Ore curs	Ore seminar	Ore laborator
1.	Computer Applied Statistics	Gabriela Petrușel	4	C	-	-	2
2.	Online Solutions for Business	Mihaela Tutunea	4	C	-	-	2
3.	Marketing and Management Simulations on the Computer	Cristina Fleșeriu	4	C	-	-	2

Computer applied statistics
Assoc.Prof. Gabriela PETRUȘEL, Ph.D

Day by day, economists and business men are confronted with the reporting of the results their activity. Thus statistic has become a part of the life of each and every business man.

The aim of this course is to show to the students how to use a statistical package such as Statgraphics Centurion XVI.

In this way the theoretical knowledge from semester 2 and 3 will be applied to make some statistical analysis using dedicated software, analysis that can be integrated, then, in some statistical reports.



Using this software the students will see that statistics is a complex and powerful tool but very easy to use.

Why **ONLINE SOLUTIONS FOR BUSINESS?**

Because:

Today, any company uses

- ICT tools for business administration both in traditional and in digital environment
- online and mobile collaborative solutions for sharing resources and for communication with business partners

Objectives:

- Acquiring knowledge about ICT tools and their use in online business environment
 - specific ICT tools in online business environment
 - hardware and software solutions for companies in shared, virtual, clustered, cloud and mobile cloud solutions;
- Training ability to use:
 - the environment online tools
 - online tools for shared work in digital environment / Groupware / cloud solutions
 - freeware tools for generating web and mobile presences
 - specific tools for social networks
 - thematic blogs and forums as communication tools for online companies

Assoc. prof. Mihaela Tutunea

MARKETING AND MANAGEMENT SIMULATIONS ON THE COMPUTER

Objectives

Main object is to create a simulation that allows the students to apply marketing and management concepts and to use marketing variables in a realistic environment. This program was created in order to help the students understand:

- The marketing mix (product, price, place, promotion);
- Markets that react different and have different business environments;
- Push vs. pull promotion strategies;
- Short term vs. long term strategies;
- Business-to-business sales;
- Marketing research and decisions based on this one;
- Answer to competitors' actions;
- Performance measures etc.

The main goal is to engage the students into an interactive activity. The students will compete between each other, using the 4P's, so that their company will be profitable. Groups of 3-4 students will have to improve the company's performance on two markets, and then will have the possibility to expand into other foreign markets. The students will have to analyze the initial situation of the company and to identify how marketing can improve new sales. By developing new products, entering into new regions, by setting the right promotion strategy and the best price, the students must transform the company into a profitable one.