



Ellective Disciplines
Academic year 2018-2019
Specialization Business Administration – line of study English
3rd Year
FULL-TIME

1st Semester

Studentii vor alege 2 din cele 5 discipline prezentate

| No | Disciplines | Lecturer | credits | Type of Evaluation | Hours C | Hours S | Hours L |
|----|---|---|---------|--------------------|---------|---------|---------|
| 1. | Cercetarea-dezvoltarea produselor/Researching and Developing new Products | Conf.univ.dr. Marius Bota | 4 | C | 2 | 1 | - |
| 2. | Fonduri de investiții/Investment Funds | Lect.univ.dr. Cristina Ioana Balint | 4 | C | 2 | 1 | - |
| 3. | Economia mediului/Environment Economy | Conf.univ.dr. Crina Dacinia Petrescu | 4 | C | 2 | 1 | - |
| 4. | Metodologia cercetării științifice/Scientific Research Methodology | Lect.univ.dr. Larissa Margareta Bătrâncea | 4 | C | 2 | 1 | - |
| 5. | Monedă și credit/ Money and Credit | Conf.univ.dr. Ioan-Alin Nistor | 4 | C | 2 | 1 | - |

2nd Semester

Studentii vor alege 2 din cele 5 discipline prezentate

| No | Disciplines | Lecturer | credits | Type of Evaluation | Hours C | Hours S | Hours L |
|----|---|---|---------|--------------------|---------|---------|---------|
| 1. | Sisteme Informatice în afaceri/Business Information Systems | Conf.univ.dr. Mihaela Filofteia Tutunea | 4 | C | 2 | - | 1 |
| 2. | Evaluarea afacerilor/Business Evaluation | Conf.univ.dr. Marius Dan Gavriletea | 4 | C | 2 | 1 | - |
| 3. | Management intercultural/ Intercultural Management | Prof.univ.dr. Adina Letiția Negrușa | 4 | C | 2 | 1 | - |



| | | | | | | | |
|----|---|---|---|---|---|---|---|
| 4. | Comportamentul consumatorului/ Consumer Behaviour | Conf.univ.dr. Crina Dacina Petrescu | 4 | C | 2 | 1 | - |
| 5. | Control și audit financiar/Financial Control and Audit | Lect.univ.dr. Iustin Pop | 4 | C | 2 | 1 | - |
| 6. | Microfinanțare/ Microfinance | Lect.univ.dr. Cristina Ioana Balint | 4 | C | 2 | 1 | - |

1st Semester

PRODUCTS RESEARCH AND DEVELOPMENT

Objective

The objective of this course is to introduce students to products research and development and its applications into business science. Knowledge of basic information about product, new product, product life cycle, innovation and creativity is necessary to accomplish this goal and its instruction is an integral part of this course. The course describes and analyzes the process of marketing research and its applications to real economy. Upon completion of this course students should be able to manage different types of new product research and development process for a company or a business.

Content:

Chapter 1: Product – concept and characteristics

- 1.1. Product concept
- 1.2. Products characteristics
- 1.3. Products mix
- 1.4. New product
- 1.5. New products characteristics

Chapter 2: Product life cycle (PLC)

- 2.1. Technology life cycle
- 2.2. Product life cycle
- 2.3. Product life cycle stages

Chapter 3: Innovation and creativity

- 3.1. Innovation concept
- 3.2. Sources of innovation
- 3.3. Creativity concept
- 3.4. Creativity techniques

Chapter 4: New products development

- 4.1. The necessity of new products
- 4.2. Specific ways to obtain new products

Chapter 5: The specific steps in new product process

- 5.1. Idea search
 - 5.2. Screening
 - 5.3. Business analysis
 - 5.4. Product development and testing
 - 5.5. Test marketing
 - 5.6. Product introduction and commercialization
- Chapter 6: The evaluation of new product development process*
- 6.1. New product success rate
 - 6.2. Failure of new products
 - 6.3. The process improvement

INVESTMENT FUNDS

Objectives

- Introducing the basic notions specific investment funds;
- A presentation of the main features of organization and operation of investment funds
- Presentation of investment funds in Romania in the context of EU accession;

Content:

| |
|--|
| Definition, functions and types of investment funds |
| Open-end funds |
| Types of open-end funds - according to the portfolio |
| Types of open-end funds - based on the investment objective set |
| Mutual funds versus UCITs |
| Closed-end funds |
| Hedge funds |
| Exchange traded funds |
| Pension funds – principles of organization and operation |
| Current trends in the development of investment funds in the U.S. market |
| Current trends in the development of investment funds in the European market |

ENVIRONMENTAL ECONOMICS

Course objectives:

- To provide students theoretical and practical foundations of environmental economics.
- To develop a better understanding of the interaction between the economy and the natural environment and especially the ecological crisis, seen as a consequence of development.
- To develop a better understanding of the nature and role of sustainable development that can mitigate present environmental damage and prevent future damage.



- To increase awareness of the fact that achieving sustainable development requires proper management of biodiversity, renewable and non-renewable energy sources, natural and anthropogenic risk management, mitigating the consequences of global climate change, environment, etc. relevant economic evaluations.
- To present the strategies of sustainable development at European and national level.

Course topics:

1. Ecology – basic notions for economists
2. The interaction between economy and natural environment
3. Growth, development and ecological crisis
4. Sustainable development and business
5. Pollution and environment: air, water, air, soil, and biodiversity
6. Energy
7. Biodiversity
8. Natural and anthropogenic hazards and their economic impact
9. Global climate change
10. Environmental Economic Valuation 1
11. Environmental Economic Valuation 2
12. Sustainable Production
13. European Union and the natural environment
14. Interdependencies among tourism and natural environment

SCIENTIFIC RESEARCH METHODOLOGY

The aim of this course is to learn students how to write a scientific paper such as graduation thesis, dissertation or scientific research papers. They will learn how to choose the subject and the supervising teacher, how to do the research and how to write and present the paper.

MONEY AND CREDIT

The lecture Money and credit presents the fundamentals of the monetary economy, the definition of the money, monetary indicators, exchange rates regimes and their connection with the balance of payments, national, European and international monetary system. It also looks at the credit/loans, the effect of the liquidity on the markets as well as the structure of the banking system, the instruments of intervention in the economy of the central banks.

2nd Semester

Why BUSINESS INFORMATION SYSTEMS?





Because:

- Every company uses information systems in all processes of their business;
- Business Information Systems prepare students to handle the everyday company's activity;
- The course aims are to familiarize the students on business information system serving various fields and with their efficient use;
- The students will gain technical skills in the BIS useful in their future work in business.

Objectives

- Acquisition knowledge related to information systems, general concepts, design, information systems implementation, classification;
- Knowledge acquisition related to the role, place and importance of implementation and using of information systems in business;
- Familiarity with the types of information systems used in business;
- Acquisition of knowledge related to hardware and software information business systems infrastructure;
- Skills training to use specific classes of business information systems used in management, marketing, tourism, finance and accounting, ERP, SCM, CRM, KMS, etc.
- Acquisition of knowledge related to
 - business intelligence and decision support systems
 - groupware, intelligent technologies
- Skills training in design and operating of business information systems

INTERCULTURAL MANAGEMENT

Intercultural Management course aims at addressing management theory and practice in different national contexts in which comparative approach allows highlighting the similarities and differences that arise between different cultures through the concepts, methods and management techniques.

Following the course content leads to the following objectives:

- Identify cultural implications of the process management within organizations
- To develop negotiation and communication skills in different cultural contexts
- To build and maintain links between members of multicultural teams in international organizations and to ensure group cohesion
- Develop the ability to predict and plan the work of an organization in a cultural context noui
- To use the most efficient management systems and business management for any organization

If firms in a given country are well managed they develop, resulting in overall development of the country. On the other hand, the expansion of multinational firms requires knowledge of the management and ways in various cultural contexts. Under these conditions, the approach aims managerial theory and practice in different national contexts





The course is interactive, students can submit comments on the issues discussed and / or complement the information provided by new information they have access.

The course also draws on their information on websites of institutions or private establishments in order to ensure completion of theoretical information. For this, the work done by each student individually is extremely important.

The topics addressed in this course are structured to achieve the main objectives listed in the course description. It starts with an overview of the cultural influence of the activities of organizations and continue with a foundation of international management concept, referring to the process of research methodology applied in this area. The following are the main characteristics of different national and cultural systems management emphasizing their role in applying functions of planning, organizing, motivating and control.

CONSUMER BEHAVIOUR

Course objectives:

To help students understand the way consumers believe, feel, act, and react in the market place, what are the influencing factors, and answer questions such as: Why do they buy? Why do they have certain preferences and not others? How are they formed? Where to they buy? Where do they consume? How often do they buy? Under what conditions do they buy? Under what circumstances do they consume? What are they doing with the product after use? etc.

Course structure:

1. Consumer behavior - definition, its role and importance
2. Factors influencing consumer behavior: cultural, economic, personal and demographic (age and stage of life cycle, lifestyle, etc.), social (social groups, roles, social status, etc.), psychological (perception, motivation, learning, attitudes, beliefs), situational.
3. Purchase decision: What is buying decision?, Participants in decision, Behavior and purchasing decisions patterns, Buying decision process
4. Organizational consumer
5. We are all consumers: Consumers in the European Union, Consumer Protection in Romania, Unfair trade practices, Alternative methods of conflict resolution - ADR
6. Consumer behavior between profit, society and the natural environment: Consumer behavior and ethics, consumer behavior and sustainable development.

MICROFINANCE

Objectives

- Presentation of general concepts related to microfinance
- Presentation of the advantages and disadvantages of the microfinance programs
- Highlighting correlation between the types of companies and the financing programs available to them

Content:

Basic notion regarding microfinance





| |
|--|
| Financing schemes |
| Supply and demand in microfinance |
| Financing programs for companies - general concepts |
| Types existing financing programs for the companies |
| Attractiveness of microfinance programs |
| Microfinance towards bank loans |
| Microfinance – opportunities and risks |
| Existing regulations in order to obtain a microfinance |
| Microfinance impact assessment methodologies |
| The future of microfinance |

