



Ellective Disciplines
Academic year 2018-2019
Specialization Business Administration in – line of study English
2nd Year
FULL-TIME

Sem. I

Studentii vor alege 1 din cele 4 discipline prezentate

Nr. crt	Disciplina	Titular	credite	Forma de verificare	Ore curs	Ore seminar	Ore laborator
1.	Environmental Economy/ Economia mediului	Conf.univ.dr. Crina Dacina Petrescu	3	C	2	1	0
2.	Microfinance/ Microfinanțare	Lect.univ.dr. Cristina Ioana Balint	3	C	2	1	0
3.	Business Economics/ Economia firmei	Conf.univ.dr. Valentin Toader	3	C	2	1	0
4.	Financial and Actuarial Mathematics/ Matematici financiare și actuariale	Conf.univ.dr. Gabriela Reghina Petrușel	3	C	2	1	0

Sem. II

Studentii vor alege 1 din cele 3 discipline prezentate

Nr. crt	Disciplina	Titular	credite	Forma de verificare	Ore curs	Ore seminar	Ore laborator
1.	Prelucrări statistice pe computer/Computer Applied Statistics	Conf.univ.dr. Gabriela Regina Petrușel	3	C	1	0	2
2.	Contabilitate financiară aplicată/Applied Accounting	Lect.univ.dr. Iustin Atanasiu Pop	3	C	1	0	2
3.	Simulări de marketing & management/ Marketing&Managament Simulations	Lect.univ.dr. Cristina Fleșeriu/	3	C	1	0	2





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 structure:

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

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

Business Economics

Professors: conf.univ.dr. Valentin TOADER, asist.dr. Oana BODE

Number of hours/week: 2 hours of lecture + 1 hour of seminar

Number of ECTS: 3

Semester: second year, first semester

Why is useful to study Business Economics?

After studying **Business Economics**, you will:

- understand better the concept of productivity
- know the relationship between productivity and production costs
- be able to calculate the firm's revenues, expenditures and profit
- recognize the level of competition in a specific market
- understand how is made the decision regarding the prices and the quantities the firms will be sell in a market according to the level of competition

The structure

The main topics:

- Producers' behavior
- The analysis of production process
- The firms' revenues, expenditures and profit
- Perfect competition
- Monopoly and specific monopoly cases in the real economy
- Oligopoly and game theory
- Monopolistic competition and differentiation strategies

Teaching approach during the classes

During the lectures, in order to understand the theoretical aspects and to be able to relate them with the real economy, we will:

- discuss case studies
- watch and discuss video materials





During the seminars, in order to understand the real situations the firms face in their daily activity, we will:

- debate based on cases studies and video materials
- use simulations and role play
- use calculation and problem solving to determine firms' revenues, expenditures and profit

Evaluation method

Lectures:

- 50% out of your final grade: Project / Written exam (multiple choice questions with 1 correct answer) – your option
- Bonus points questions

Seminars:

- 50% out of your final grade: 20% seminar activity and 30% project / essay
- Bonus points activities

The evaluation method will be established at the beginning of the semester.

FINANCIAL AND ACTUARIAL MATHEMATICS

1. Reviewing concepts of financial mathematics

- ✓ The notion of simple interest;
- ✓ The elements of simple interest;
- ✓ Another formula for simple interest;
- ✓ Number and divisor method;

1. Simple interest rate operations

- ✓ Average replacement amount;
- ✓ Average replacement maturity;
- ✓ Average replacement percentage;

2. The notion of compound interest

- ✓ The elements of compound interest;
- ✓ Real percentage, nominal percentage and instant interest;

3. Operations with compound interest rate

- ✓ Average replacement amount;
- ✓ Average replacement maturity;
- ✓ Average replacement percentage;

4. Discount operations

- ✓ simple discount;
- ✓ compound discount;

5. Real discount percentage



- ✓ Operations equivalent under discount;
- 6. Installment payments**
- ✓ Impressed annuities;
- 7. Temporary anticipated annuities**

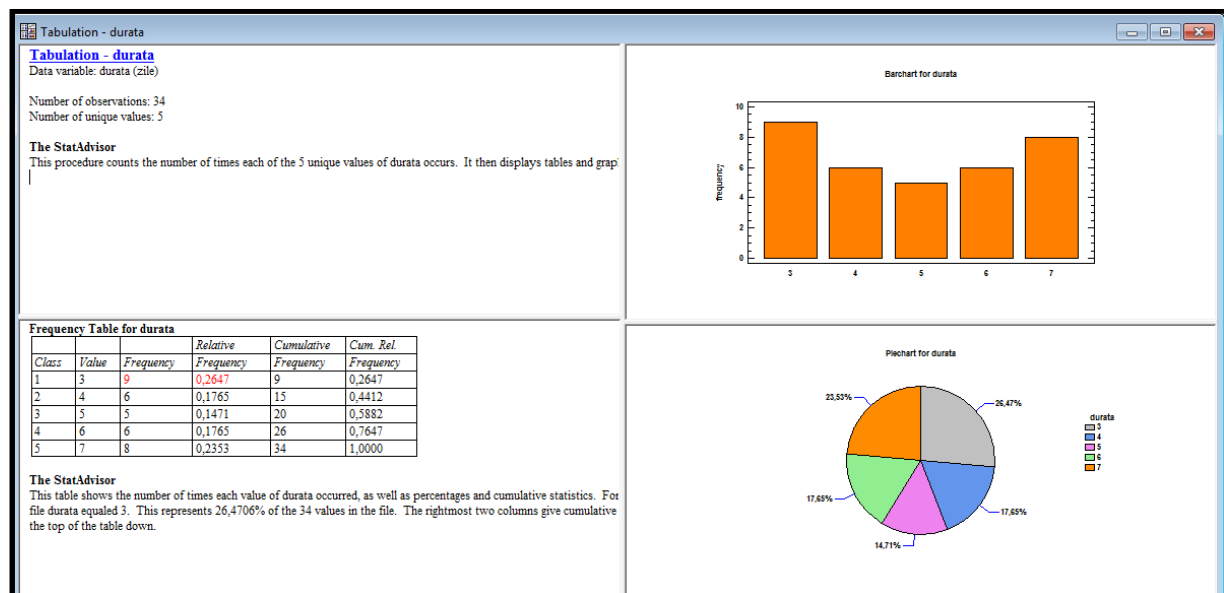
- 8. Operations covered**
- ✓ Operations temporary covered
- 9. Mixed staggered payments - Revision**
- 10. Repayment of the single payment**
- 11. Repayment with anticipated interest**
- 12. Repayment by interest-bearing annuity**
- 13. Revision**
 - ✓ review exercises and problems

Computer applied statistics

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.



MARKETING & MANAGEMENT SIMULATIONS

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

