

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

Sem. I

Studentii vor alege 1 din cele 3 discipline prezentate

Nr. crt	Disciplina	Titular	credite	Forma de verificare	Ore curs	Ore seminar	Ore laborator
1.	Economia firmei/Business Economics	Conf.univ.dr. Valentin Toader	3	C	2	1	0
2.	Microfinanțarea serviciilor de ospitalitate/ Microfinance of Hospitality Services	Lect.univ.dr. Cristina Ioana Balint	3	C	2	1	0
3.	Contabilitate în ospitalitate și turism/Accounting fro Hospitality and Tourism	Lect.univ.dr. Iustin Atanasiu Pop	3	C	2	1	0

Sem. II

Studentii vor alege 1 din cele 4 discipline prezentate

Nr. crt	Disciplina	Titular	credite	Forma de verificare	Ore curs	Ore seminar	Ore laborator
1.	Comportament intercultural în industria ospitalității/Intercultural Behavior in Hospitality Industry	Prof.univ.dr. Adina Negrușă	3	C	1	2	0
2.	Tehnologii internet pentru afaceri/Internet Technologies fos Business	Conf.univ.dr. Mihaela Filofteia Tutunea	3	C	1	0	2
3.	Simulări de marketing&management/ Marketing & Management Simulations	Lect.univ.dr. Cristina Fleșeriu	3	C	1	0	2
4.	Prelucrări statistice pe computer/Computer-Based Statistical Processing	Conf.univ.dr. Gabriela Regina Petrușel	3	C	1	0	2



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.

MICROFINANCE OF HOSPITALITY SERVICES

Objectives

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

Content:

Basic notion regarding microfinance
Financing schemes
Specific risk factors
Activity and financial indicators
Financing programs for the types of establishments- general concepts
Types existing financing programs for the types of establishments
Attractiveness of microfinance programs
Existing regulations in order to obtain a microfinance
Microfinance impact assessment methodologies
The future of microfinance

Intercultural behavior in Hospitality Industry

In order to be successful, tourism marketers should have cultural knowledge of their target markets. They must know and understand the major value orientations of their customers, and be aware of and sensitive to cultural differences among international tourist markets and local hosts. Tourism marketers and managers should learn, understand, and respect the influence of national culture on human behavior.

This course is collaborative because the students are expected to provide some of the content. The weekly readings target particular aspects of cultural differentiation. Working within those topics, teams of students are asked to describe aspects of tourism behavior in particular cultures based on their research and/or personal experiences. Students use both formal presentations and informal discussions to engage each other in learning about different cultural expectations.

- To understand the definition of culture and how it applies to international tourism issues.





- To understand tourist behavior from the cultural point of view
- To identify how national cultures influence tourists' purchases, choices, and experiences
- To review the concepts and issues surrounding international culture and business management
- To identify the reasons for specific tourist reactions to the external environment
- To understand the relation between strategic decisions and cultural approach of tourists behavior

The course highlights that cultural factors are the most significant determinants of international tourist behavior. This course assured the skills needed for a detailed cultural analysis of the international tourist background.

Why **INTERNET TECHNOLOGIES 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:

- Use of a comprehensive set of free and open source software tools to support business activities
- 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

MARKETING AND 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.

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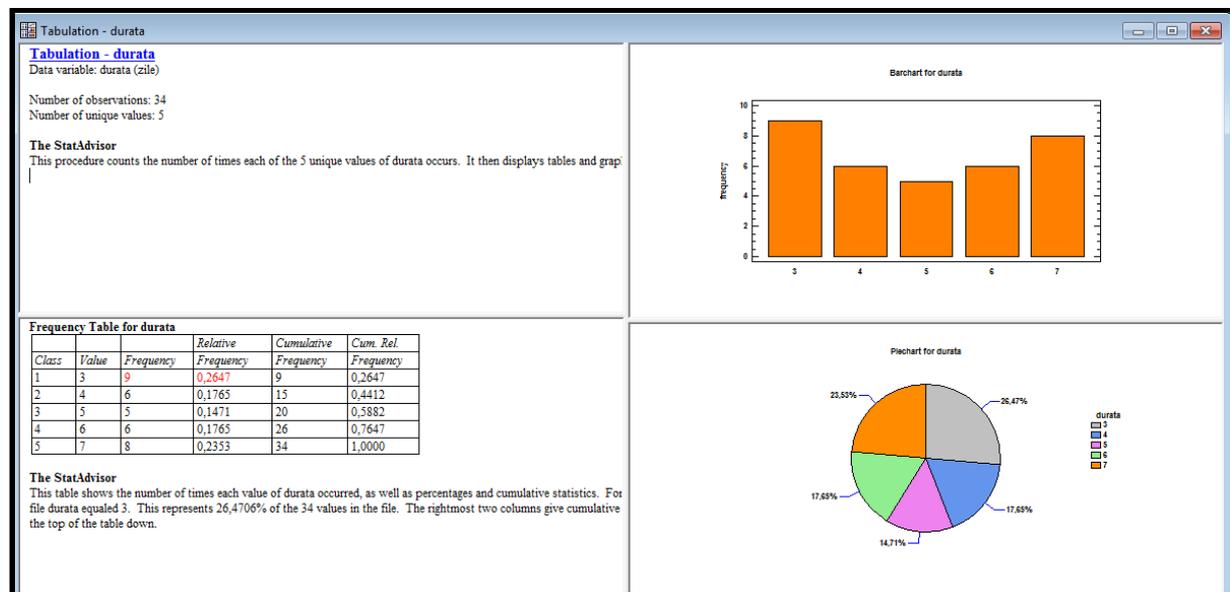
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COMPUTER APPLIED STATISTICS

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.