



Listă cursuri/ cărți/ îndrumare Program licență Administrarea Afacerilor (în limba engleză)

Anul I/First Year

ILE0083 MICROECONOMIE/MICROECONOMICS

1. Landsburg S.E. – Price Theory & Applications (Eight Edition), SouthWestern Cengage Learning, 2011
2. Arnold R.A. – Microeconomics (Tenth Edition), South-Western Cengage Learning, 2011
3. Mankiw N.G. – Principles of Economics (Sixth Edition), South-Western Cengage Learning, 2012

ILE0086 MATEMATICĂ APLICATĂ ÎN ECONOMIE/APPLIED MATEHEMATICS

1. Cristian Chifu, Gabriela Petrușel: Matematica aplicata in administrarea afacerilor, Casa Cărții de Știință, Cluj-Napoca 2012, 240 p.
2. Wilkes M., Mathematics for Business, Finance and Economics, International Thomson Business Press, 1999.

ILE0003 MANAGEMENT GENERAL / GENERAL MANAGEMENT

1. BARTOL, Kathryn, MARTIN, David C., Management, International Edition, McGraw-Hill Inc., 1998.
2. DAFT, Richard L. Management (12th Edition), South-Western College Pub (1900), 2015
3. DRUCKER Peter F., The Practice of Management, Harper Business, 2006
4. MINTZBERG, Henry, The Nature of Managerial Work, Prentice-Hall, Englewood Cliffs. H.S. 1980.
5. PORTER, M.E., Competitive Advantage: Creating and Sustaining Superior Performance New York: Free Press, 1998.
6. WILSON, David C., ROSENFELD, Robert H., Managing Organizations, Text, Reading and Cases, McGraw-Hill Book Company, 1990

ILE0004 LEADERSHIP

1. Roe Kevin, (2017), Leadership. Practice and Perspectives, 2nd Edition, Oxford University Press.
2. Peter G. Nordhausen, (2022), Leadership. Theory and Practice, Sage
3. Marian Iszatt-White and Christopher Saunders, (2017), Leadership, 3rd Edition, Oxford University Press.
4. Belbin, M., (1981), Management Teams. Why they succeed or fail, Elsevier
5. Daniel Goleman, Richard Boyatzis, Annie McKee, (2004) Primal Leadership, Harvard Business School Press.
6. Frances Hesselbein, Marshall Goldsmith, Richard Beckhard, (1996), The Leader of the Future, Jossey Bass.
7. Grint, Keith, (1999) Leadership: classical, contemporary, and critical approaches. Oxford: Oxford University

ILE0067 INFORMATICĂ PENTRU AFACERI/BUSINESS INFORMATICS

1. Benson E.G. Introduction to Information Technology: Basic Insight Into The Modern World of Technology, independently published, ISBN-13: 979-8865457633, 2023;
2. Douglas C. E., The Internet Book Everything You Need to Know about Computer Networking and How the Internet Works, ISBN 9781138330290, 2019;



3. Leonardich M., Succeeding In Information Technology: Tips and Strategies to be an IT Superstar, selfpublishing.com, ISBN-13: 979-8891094697, 2023.
4. Tutunea M.-F., Instrumente IT pentru administrarea afacerilor, Presa Universitara Clujeana , Cluj-Napoca, 2012;
5. Tutunea Mihaela-Filofteia, Instrumente IT pentru administrarea afacerilor. Aplicatii, Presa Universitara Clujeana, 2012;

ILE0095 METODOLOGIA CERCETĂRII/RESEARCH METHODOLOGY

1. Bailey, S. (2017) Academic writing: A handbook for international students (5th Edition). London: Routledge.
2. Collis, J. and Hussey, R. (2023) Business Research – Practical Guide for Undergraduate and Postgraduate Students (3rd Edition). Houndmills: Palgrave Macmillan.
3. Cottrell, S. (2024). The study skills handbook (6th Edition). London: Bloomsbury Publishing.
4. Pears, R and Shields, G. (2022) Cite Them Right – The Essential Referencing Guide (12th Edition). London: Bloomsbury Publishing.
5. Saunders, M. N. K., Lewis, P. and Thornhill, A. (2023) Research Methods for Business Students (9th Edition). Harlow: Pearson.

ILE0102 MACROECONOMIE/MACROECONOMICS

1. Abel A.B., Bernanke B.S., Croushore D. - Macroeconomics (10th Edition), Pearson, 2020
2. Mankiw N.G. – Principles of Economics (7th Edition), South-Western Cengage Learning, 2015

ILE0047 STATISTICĂ APLICATĂ ÎN BUSINESS/BUSINESS APPLIED STATISTICS

1. Carter Hill, R., Griffiths, W.E., Lim, G.C., Principles of Econometrics, 5th Edition, 2018, Wiley
2. Briand, G., Carter Hill, R., Using Excel for Principles of Econometrics, 5th Edition, 2018, E-book.
3. Brandimarte P., Quantitative Methods – an introduction for Business Management, Wiley&Sons, 2011
4. Berenson M.L., Levine D.M., Krehbiel T.C., Basic Business Statistics. Concepts and applications, 11th edition, Pearson Education, 2009;
5. Anderson D., Sweeney D., Williams T., Quantitative Methods for Business, Thomas Learning, London, 2001. (biblioteca facultății)
6. Fleming M.C., Nellis J.G., Principles of Applied Statistics, Second Edition, Thomas Learning, 2000. (biblioteca facultății)

ILE0069 FINANȚE PUBLICE/PUBLIC FINANCE

1. Duma F., Paun D., Finante publice. Abordari teoretice si practice. EFES, ClujNapoca , 2010
2. Codul fiscal al României, 2020 and 2021 7.
3. Khan Aman, Budget theory in the public sector, Quorum Books, 2002
4. Rosen H & Gayer T., Public finance, McGraw Hill, 2014
5. Shah Anwar Fiscal Management, The World Bank, 2005
6. Shah Anwar Local Budgeting, The World Bank, 2007
7. Tresch, R. Public Finance, Third Edition: A Normative Theory, Academic Press, 2014
8. Ihori, T., Principles of Public Finance, Springer Singapore, 2017



ILE0009 BAZELE CONTABILITĂȚII/BASIC ACCOUNTING

1. Fundamental financial and managerial accounting concepts. Boston ; Burr Ridge, Ill Dubuque, McGraw-Hill/Irwin, 2007.
2. International accounting: standards, regulations, and financial report. Amsterdam; Boston; Heidelberg, Elsevier, 2006.
3. Manea Cristina Lidia, Nichita Elena Mirela, Curpă Alina Mihaela, Rapcencu Cristian, Basics of accounting: solve and learn: case studies, București : Editura A.S.E., 2009

ILE0010 DREPTUL AFACERILOR/BUSINESS LAW

1. Course written by the course coordinator
2. C. Cojocaru, Romanian Business Law. Fundamental concepts - 2022. Second edition, revised and added, Universul Juridic, Bucuresti, 2022
3. L. Bercea (coord.), Romanian Company Law. A Handbook, Ed. C. H. Beck, Bucuresti, 2021
4. A Miff, „Business Law ”, Volume 1 Introduction to Business Law, Sfera Juridica Publishing House, 2009
5. C. Cojocaru, „Adoption of the New Romanian Civil Code and some Effects thereof on the Business Law”, Journal of Advanced Research in Law and Economics, Volume 4, Issues 2, 2013, pp. 96-100

Anul II/Second Year

ILE0011 PRINCIPIILE MARKETINGULUI/ PRINCIPLES OF MARKETING

1. Armstrong, G., Kotler, Ph., Opresnik, M.O., Marketing: An Introduction, 14th Global Edition, Pearson Education Limited, 2019.
2. Baker, M.J., Saren, M., Marketing Theory: A Student Case, 3rd Edition, Sage Publications Inc., London, 2016.
3. Cosma, S., Bota, M., Bazele marketingului, Editura Alma Mater, Cluj-Napoca, 2004.
4. Kotler, Ph., Keller, K.L., Marketing Management, 15th Edition, Pearson Education Limited, 2016.
5. Kotler, Ph., Armstrong, G., Principles of marketing, 18th Edition, Pearson Education Limited, 2020.
6. Kotler, Ph., Armstrong, G., Harris, L.C., He, H., Principles of marketing, 8th European Edition, Pearson Education Limited, 2020.

ILE0048 INTRODUCERE ÎN ECONOMETRIE/INTRODUCTION TO ECONOMETRICS

1. Anderson D.R., Sweeney D.J., Williams T.A., Essential Statistic for Business and Economics, Second Edition, Pearson Education Limited, 2011.
2. Briand, G., Carter Hill, R., Using Excel for Principles of Econometrics, 5th Edition, 2018, E-book.
3. Brandimarte P., Quantitative Methods – an introduction for Business Management, Wiley&Sons, 2011
4. Berenson M.L., Levine D.M., Krehbiel T.C., Basic Business Statistics. Concepts and applications, 11th edition, Pearson Education, 2009;
5. Anderson D., Sweeney D., Williams T., Quantitative Methods for Business, Thomas Learning, London, 2001. (biblioteca facultății)
6. Fleming M.C., Nellis J.G., Principles of Applied Statistics, Second Edition, Thomas Learning, 2000. (biblioteca facultății)



ILE0103 FINANȚELE FIRMEI/CORPORATE FINANCE

1. Eugene F. Brigham, Michael C. Ehrhardt, Financial Management: Theory & Practice - 15th Edition, Cengage Learning; 2020
2. Greg Shields, Risk Management: The Ultimate Guide to Financial Risk Management as Applied to Corporate Finance, Bravex Publications, 2020
3. Ross Stephen, Westerfield Randolph, Jordan Bradford, Fundamentals of Corporate Finance, McGraw-Hill Education, 2021
4. Paul Asquith, Lawrence A. Weiss, Lessons in Corporate Finance: A Case Studies Approach to Financial Tools, Financial Policies, and Valuation, Wiley, 2019
5. Stephen Ross, Randolph Westerfield, Bradford Jordan; Essentials of Corporate Finance, McGraw-Hill Education; 10 edition, 2019
6. Paul Asquith, Lawrence A. Weiss, Lessons in Corporate Finance: A Case Studies Approach to Financial Tools, Financial Policies, and Valuation, Wiley; 2 edition, 2019

ILE0014 CONTABILITATE FINANCIARĂ/FINANCIAL ACCOUNTING

1. Fundamental financial and managerial accounting concepts. Boston ; Burr Ridge, Ill Dubuque; McGraw-Hill/Irwin, 2007.
2. International accounting : standards, regulations, and financial report. Amsterdam ; Boston; Heidelberg, Elsevier, 2006.
3. Manea Cristina Lidia, Nichita Elena Mirela, Curpăn Alina Mihaela, Rapcencu Cristian, Basics of accounting: solve and learn: case studies: Editura A.S.E., 2009

ILE0037 SISTEME INFORMATICE ÎN AFACERI/BUSINESS INFORMATION SYSTEMS

1. Baltzan, Paige (2021), Business Driven Information Systems, 7th Edition, McGraw Hill.
2. Kroenke, D. M.&Boyle R. J. (2021), Using MIS, 11th edition, Pearson.
3. Monk, Ellen, Joseph Brady, and Emilio Mendelsohn (2020). Problem Solving Cases In Microsoft Access and Excel. Cengage Learning.
4. Reding, E. E., & Wermers, L. (2016). Illustrated Microsoft Office 365 & Excel 2016: Comprehensive.
5. Turban, Efraim, Carol Pollard, and Gregory Wood (2021). Information Technology for Management: Driving Digital Transformation to Increase Local and Global Performance, Growth and Sustainability. John Wiley & Sons.
6. Wallace, Patricia (2020), Introduction to Information Systems, 4th edition, Pearson.

ILE016 CERCETARI DE MARKETING/MARKETING RESEARCH

1. Cosma S., Cercetări de marketing. Aplicații. Editura Presa Universitară Clujeană, Cluj-Napoca, 2008.
2. Kotler, Ph., Armstrong, G., Principles of marketing, 18th edition, Pearson Education Limited, 2020.
3. Kotler, Ph., Keller, K.L., Marketing Management, 15th Edition, Pearson Education Limited, 2016.
4. Malhotra, N. K., Marketing Research: An Applied Orientation, 7th edition, Global Edition, Pearson, 2019.
5. Nunan, D., Birks, D. F. and Malhotra N. K., Marketing Research Applied Insight, 6th Edition, Pearson Education Limited, 2020.



ILE0018 PIETE FINANCIARE SI VALUTARE INTERNATIONALE/FINANCIAL MARKETS

1. Stanyer, Peter (2014) - The Economist Guide to Investment Strategy: How to Understand Markets, Risk, Rewards, and Behaviour, Profile Books Ltd, Londra
2. Levinson, Marc (2014) - The Economist Guide to Financial Markets: Why they exist and how they work, The Economist
3. Webb, R., Brahma, S. (2013) - Financial markets and Institutions, editura Pearson
4. Madura, J. (2020) - Financial markets and Institutions, Cengage Learning; 13th edition
5. Kidwell, D et al (2020) - Financial institutions, markets and money, EMEA edition, Wiley
6. Brandl, M.W. (2020) - Money, Banking, Financial Markets and Institutions, Cengage Learning

ILE0019 CONTABILITATE MANAGERIALĂ/MANAGERIAL ACCOUNTING

1. Fundamental financial and managerial accounting concepts. Boston ; Burr Ridge, Ill Dubuque; McGraw-Hill/Irwin, 2007.
2. International accounting : standards, regulations, and financial report. Amsterdam ; Boston; Heidelberg, Elsevier, 2006.
3. Manea Cristina Lidia, Nichita Elena Mirela, Curpăn Alina Mihaela, Rapcencu Cristian, Basics of accounting: solve and learn: case studies: Editura A.S.E., 2009

ILE0025 MANAGEMENTUL RESURSELOR UMANE/HUMAN RESOURCE MANAGEMENT

1. Raymond Noe, John R. Hollenbeck, Barry Gerhart and Patrick M. Wright, (2016) Fundamentals of Human Resource Management, McGraw-Hill Irwin, Faculty of Business Library
2. Adrian Wilkinson & Tom Redman, (2013) Contemporary Human Resource Management. Texts and Cases. 4 th edition. Pearson
3. Armstrong M, (2012) A Handbook of Human Resource Management Practice, 12th Edition,
4. David A. DeCenzo and Stephen P. Robbins, (2010), Fundamentals of Human Resource Management, John Wiley & Sons, Inc.
5. Lefter, V. si colab., 2007, Fundamente ale managementului resurselor umane, editura Economica, Bucuresti.

ILE0034 ECONOMIA FIRMEI/ENVIRONMENTAL ECONOMICS

1. Burny, Ph, Petrescu, D. C. (2008), Environmental Economics, EFES, Cluj-Napoca, Les Presses Agronomiques de Gembloux ASBL, Gembloux
2. Börger, T. (2012). Social desirability and environmental valuation (p. 265). Peter Lang International Academic Publishers.
3. Common, M., Stagl, S. (2005). Ecological economics: an introduction. Cambridge University Press.
4. Costanza, R., Alperovitz, G., Daly, H., Farley, J., Franco, C., Jackson, T., ... & Victor, P. (2016). Building a sustainable and desirable economy-in-society-in-nature. In Green Economy Reader: Lectures in Ecological Economics and Sustainability (pp. 367-454). Cham: Springer International Publishing.
5. Daly, H., Farley, J. (2004), Ecological Economics, Island Press.
6. Dempsey, J. (2016). Enterprising nature: Economics, markets, and finance in global biodiversity politics. John Wiley & Sons.

ILE0042 MICROFINANȚARE/MICROFINANCE

1. Arun, T. and D. Hulme (2003), 'Balancing supply and demand – the emerging agenda for microfinance institutions', Journal of Microfinance, 5(2).
2. Ellis, F. (2000), Rural Livelihoods, Oxford: Oxford University Press.
3. Edegbe, Uty (2014) - Microfinance and Poverty Reduction, Diplomica Verlag, Hamburg



4. Green, C. J., Kirkpatrick, C. H. and Murinde, V. (eds) (2005) Finance and Development, Surveys of Theory, Evidence and Policy, Cheltenham: Edward Elgar Publishing Ltd.
5. Mersland, Roy, Strom, Oystein (2014) - Microfinance institutions : financial and social performance, Houndmills, Basingstoke, Hampshire ; New York, NY : Palgrave Macmillan
6. Reprinted from J. Green, C. H. Kirkpatrick and V. Murinde (eds) (2005), Finance and Development, Cheltenham: Edward Elgar, pp. 304–14.
7. Astha, A. (2016), Microfinance. Battling a wicked problem, Editura P.I.E. PETER LANG
8. Watkins, T.A. (2018), Introduction to microfinance, Editura World Scientific

ILE0044 ECONOMIA FIRMEI/BUSINESS ECONOMICS

1. Landsburg S.E. – Price Theory & Applications (Eight Edition), South-Western Cengage Learning, 2011
2. Arnold R.A. – Microeconomics (Tenth Edition), South-Western Cengage Learning, 2011
3. Mankiw N.G. – Principles of Economics (Sixth Edition), South-Western Cengage Learning, 2012

ILE0082 MATEMATICI FINANCIARE ȘI ACTUARIALE/FINANCIAL MATHEMATICS

1. Horia Tudor, Ovidiu Popescu, Matematici financiare și actuariale, Editura Albastra, 2004, 220 p.
2. Wilkes M., Mathematics for Business, Finance and Economics, International Thomson Business Press, 1999

ILE0029 PRELUCRĂRI STATISTICE PE COMPUTER/COMPUTER APPLIED STATISTICS

1. Statgraphics Centurion User Manual

ILE0073 CONTABILITATE APLICATĂ/APPLIED ACCOUNTING

1. <http://www.sagasoft.ro/>, varianta gratuită
2. *** Legea contabilității nr. 82/1991, republicată, M. Of. nr.48/14.01.2005
3. *** OMFP nr. 1802/2014 pentru aprobarea reglementărilor contabile privind situațiile financiare anuale individuale și situațiile financiare anuale consolidate publicat în M.O. nr. 963/30.12.2014
4. *** OMFP nr. 2634/2015 privind documentele financiar-contabile
*** Legea nr. 227/2015 privind Codul fiscal

ILE0091 SIMULĂRI DE MANAGEMENT ȘI MARKETING/ MANAGEMENT AND MARKETING SIMULATIONS

1. Kotler, Ph. & Armstrong, G. (2017), Principles of marketing, Seventeenth edition, Pearson, London.
2. Kotler Ph. & Keller K.L. (2015), Marketing management, 15-th edition, Pearson, London.
3. Mathur U.C. (2008), Business-to-Business Marketing, New Age International (P) Ltd., New Delhi
4. Proctor T. (2005), Essentials of marketing Research, Forth Edition, Prentice Hall, London
5. Wilson R. M. S. & Gilligan C. (2005), Strategic Marketing Management, Third Edition, Elsevier, London



Anul III/Third Year

ILE0021 MANAGEMENT OPERAȚIONAL/OPERATIONS MANAGEMENT

1. A. E. Everett, JR., R. J. Ebert, Managementul producției și al operațiunilor, Editura Teora, București, 2001
2. L. Krajewskip, L. Ritzman, M. Malhontra, Operations Management- Processes and Value Chains, Pearson Prentice Hall, 2007
3. D. M. Lambert, J.R. Stock, Strategic Logistics Management, Irwin, 1992
4. M. Naghi, R. Stegorean, Managementul producției industriale, Editura Dacia, Cluj-Napoca, 2004
5. M. Naghi, O. A. Gică, Managementul operațional al producției, Editura Risporint, ClujNapoca, 2007
6. N. Slack, S. Chambers, R. Johnston, Operations Management, 5 th Ed., Prentice Hall, Harlow, 2007
7. W.J. Stevenson, Operations Management, 8th Edition, McGraw Hill, 2005
8. D. Waters, Logistics: An Introduction to Supply Chain Management, Palgrave-Macmillan, Houndmills, United Kingdom, 2003

ILE0022 NEGOCIERI ÎN AFACERI/BUSINESS NEGOCIATIONS

1. Abbe, A., Gelfand, M. J., & Sycara-Cyranski, K. (2013). Models for Intercultural Collaboration and Negotiation. Dordrecht: Springer.
2. Adair, W., & Olekalns, M. (2013). Handbook of Research on Negotiation. Cheltenham: Edward Elgar.
3. Asherman, I. (2012). Negotiation at Work : Maximize Your Team's Skills with 60 High-impact Activities. New York: AMACOM.
4. Benoliel, M. (2014). Negotiation Excellence : Successful Deal Making. Hackensack, NJ: World Scientific.
5. Opresnik, M. O. (2014). Hidden Rules of Successful Negotiation and Communication : Getting to Yes!. Cham: Springer.
6. Penetrante, A., & Sjöstedt, G. (2013). Climate Change Negotiations : A Guide to Resolving Disputes and Facilitating Multilateral Cooperation. Milton Park, Abingdon, Oxon: Routledge.
7. Petrescu, Dacina Crina, 2014, Negocieri în afaceri, course notes.
8. Pruitt, D. G., & Warr, P. (2013). Negotiation Behavior. Burlington: Academic Press.
9. Ramirez, A. (2014). Negotiation : 51 Most Asked Questions: What You Need to Know. [Brisbane, Australia]: Emereo Publishing.
10. Rubin, J. Z., & Brown, B. R. (2013). The Social Psychology of Bargaining and Negotiation. Burlington: Academic Press

ILE0023 ASIGURĂRI ȘI REASIGURĂRI/INSURANCE AND REINSURANCE

1. Dorfman M, Cather D. - Introduction to Risk Management and Insurance, 10th Edition) (Prentice Hall Series in Finance), 2013
2. Vaughan E.J., Vaughan T.M. - Fundamentals of Risk and Insurance, 11th Edition, Willey Ed. 2014



ILE0041 CONTROL ȘI AUDIT FINANCIAR/FINANCIAL AUDIT AND CONTROL

1. Fundamental financial and managerial accounting concepts. Boston ; Burr Ridge, Ill Dubuque,: McGraw-Hill/Irwin, 2007.
2. International accounting : standards, regulations, and financial report. Amsterdam ; Boston; Heidelberg, Elsevier, 2006.
3. Manea Cristina Lidia, Nichita Elena Mirela, Curpăn Alina Mihaela, Rapcencu Cristian, Basics of accounting: solve and learn: case studies: Editura A.S.E., 2009

ILE0081 TEHNICI DE ANALIZĂ ȘI PREVIZIUNI FINANCIARE/ FINANCIAL FORECASTS AND ANALYSIS TECHNIQUES

1. Anghelache, C., Panait, M., Marinescu, I.A., Ni, G. (2017). Modele i indicatori utilizai în prognoza macroeconomic / Models and indicators used in macroeconomic forecast, Romanian Statistical Review, Supplement, no. 3, pp. 29-39 / 40-48
2. Albrecht, W. S., L. L. Lookabill, and J. C. McKeown (1977). "The time-series properties of annual earnings". Journal of Accounting Research. 15(2): 226-244.
3. Konstantinidi, T. and P. F. Pope (2016). "Forecasting risk in future earnings". Contemporary Accounting Research. 33(2): 487-525.
4. Fairfield, P. M., S. Ramnath, and T. L. Yohn (2009). "Do industry-level analyses improve forecasts of financial performance?" Journal of Accounting Research. 47: 147-178.

ILE0095 METODOLOGIA CERCETĂRII ȘTIINȚIFICE/SCIENTIFIC RESEARCH METHODOLOGY

1. Collis, J., Hussey, R. (2013). Business Research. A Practical Guide for Undergraduate and Postgraduate Students, Palgrave.
2. Cooper, D.R., Schindler, P.S. (2013). Business Research Methods, McGraw-Hill.
3. Eco, U. (2006). Cum se face o teză de licență, Polirom, Iași.
4. Greener, S. (2008). Business Research Methods, Bookboon.
5. Saunders, M.N.K., Lewis, P., Thornhill, A. (2016). Research Methods for Business Students, Pearson.
6. Sreejesh, S., Mohapatra, S., Anusree, M.R. (2014). Business Research Methods. An Applied Orientation, Springer.
7. Zikmund, W.G., Babin, B.J., Carr, J.C., Griffin, M. (2012). Business Research Methods, South-Western College Publication.
8. Wallace, W. (2012). Introduction to Business Research I: The Research Proposal, Edinburgh Business School, Heriot-Watt University.

ILE0026 ANALIZĂ ECONOMICĂ ȘI FINANCIARĂ/ECONOMIC AND FINANCIAL ANALYSIS

1. Bătrâncea L. (2021), *Economic and Financial Analysis Coursebook*. Cluj-Napoca: Risoprint.
2. Bătrâncea I., Bătrâncea L.M., Moscviciov A., & Nichita A. (2012). *Financial Statements Analysis*. Cluj-Napoca: Risoprint.
3. Berk, J., & DeMarzo, P. (2019). *Corporate Finance, Global Edition*, 5th Edition. Harlow: Pearson Education Limited.
4. Bernstein, L.A., & Wild, J.J. (2000). *Analysis of Financial Statements*. New York: McGraw-Hill.
5. Damodaran, A. (2022). *Applied Corporate Finance*, 4th Edition. Hoboken: John Wiley & Sons.
6. Ehrhardt, M., Fox, R., & Brigham, E. (2019). *Financial Management EMEA: Theory and Practice*, 2nd Edition. Boston: Cengage Learning.
7. Elliot, A., & Elliot, J. (2002). *Financial Accounting & Reporting*. Harlow: Pearson Education Limited.



8. Friedlob, G.T., & Schleifer, L.L.F. (2003). *Essentials of Financial Analysis*. Hoboken: John Wiley & Sons.
9. Peterson Drake, P., & Fabozzi, F.J. (2013). *Analysis of Financial Statements*, 3rd Edition. Hoboken: John Wiley & Sons.
10. Robinson, T.R., Henry, E., Pirie, W.L., Broihahn, M. & Cope, A.T. (2012). *International Financial Statement Analysis*, 2nd edition. Hoboken: John Wiley & Sons.
11. Weaver, S.C. (2012). *The Essentials of Financial Analysis*. New York: McGraw-Hill.

ILE0027 MANAGEMENTUL RELAȚIILOR CU CLIENTII/CUSTOMER RELATIONSHIP

1. Buttle, F. & Maklan S. (2019), *Customer Relationship Management. Concepts and Technologies*, 4-th edition, Routledge, Oxford.
2. Peppers, D. & Rogers M. (2011), *Managing Customer Relationships. A Strategic Framework*, Second Edition, John Wiley & Sons, Inc., New Jersey.
3. Kumar V. & Reinartz W. (2018), *Customer Relationship Management: Concept, Strategy, and Tools*, 3-rd edition, Springer, Berlin.
4. Specchia, A. (2022), *Customer Relationship Management (CRM) for Medium and Small Enterprises. How to Find the Right Solution for Effectively Connecting with Your Customers*, Routledge, New York.

ILE0043 ANTREPRENORIAL/ENTREPRENEURSHIP

1. Calcagnini, Giorgio; Favaretto, Ilario (editors), 2011, *The Economics of Small Businesses. An International Perspective*, Springer Physica-Verlag.
2. Friend, Graham; Zehle, Stefan, 2004, *The Economist Guide to Business Planning*, The Economist Newspaper Ltd.
3. Getz, Donald; Carlsen, Jack; Morrison, Alison, 2004, *The Family Business in Tourism and Hospitality*, CABI Publishing.
4. Gordon, Michael E., 2012, *Antreprenoriatul. Transformă-ți ideile în mașini de făcut bani*, Curtea Veche.
5. Harris, Wendy Beech, 2001, *Against all Odds: Ten Entrepreneurs Who Followed Their Hearts and Found Success*, John Wiley & Sons.
6. Hatten, Timothy S., 2012, *Small Business Management. Entrepreneurship and Beyond*, 5th edition, South-Western CENGAGE Learning.
7. Neck, Heidi M., Neck, Christopher P., Murray, Emma L., 2020, *Entrepreneurship - International Student Edition. The Practice and Mindset*, Sage Publications (Library of the Faculty of Business).
8. Otolă, Iwona (Editor), Grabowska, Marlena (Editor), 2020, *Business Models: Innovation, Digital Transformation, and Analytics (Data Analytics Applications)* 1st Edition, Auerbach Publications (Library of the Faculty of Business).
9. Pinson, Linda, 2003, *Anatomy of a Business Plan*, 5th edition, eBook.

ILE0024 E-BUSINESS/E-BUSINESS

1. Belanger, France; Van Slyke, Craig; Crossler, Robert E., *Information Systems for Business: An Experiential Approach*, ISBN 9781943153015
2. Chaffey D., *E-business and E-commerce Management: Strategy, Implementation and Practice*, fourth edition, Prentice Hall, 2009
3. Combe C., *Introduction to E-business Management and strategy*, Linacre House, 2006
4. Douglas E. Comer, *Internet Book: Everything You Need to Know about Computer Networking and How the Internet Works*, ISBN 9781138330290



5. Durie, Bruce, E-Business essentials: [10 key steps to e-volutionise your business], Ed. Essentials, Oxford, 2001
6. Michel Robert, E-strategy pure & simple: connecting your internet strategy to your business strategy, McGraw-Hill, New York, 2001
7. Passi A., Ajvaz V., Oracle E-Business Suite Development & Extensibility Handbook, McGraw-Hill, 2009
8. Turban E., King D., Lee J., et al, Electronic Commerce: A Managerial Perspective, Prentice Hall, 2008
9. Tutunea Mihaela-Filofteia- E-business – support de curs – format digital;
10. Woods, Dan; Guliani, Gautam, Open Source for the Enterprise, ISBN 9780596101190

ILE0032 CERCETAREA DEZVOLTAREA PRODUSELOR/ RESEARCHING AND DEVELOPING NEW PRODUCTS

1. Kotler, Ph. & Armstrong, G. (2017), Principles of marketing, Seventeenth edition, Pearson, London.
2. Kotler Ph. & Keller K.L. (2015), Marketing management, 15-th edition, Pearson, London.
3. Trott P. (2017), Innovation management and new product development, Sixth Edition, Pearson, London.
4. Ulrich K.T. & Eppinger S.D. (2012), Product Design and Development, Fifth edition, McGraw-Hill Companies, New York, (bibliotică).

ILE0085 FISCALITATE/TAXATION

1. Hugh Dalton, Principles of public finance
2. Khan Aman, Budget theory in the public sector, Quorum Books, 2002
3. Rosen H & Gayer T., Public finance, McGraw Hill, 2014
4. Shah Anwar Fiscal Management, The World Bank, 2005
5. Shah Anwar Local Budgeting, The World Bank, 2007
6. Tresch, R. Public Finance, Third Edition: A Normative Theory, Academic Press, 2014
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ILE0099 CONTRACTE COMERCIALE/COMMERCIAL CONTRACTS

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