

Transilvania University of Brașov, Romania

Study program: Sociology

Faculty: Sociology and Communication

Study period: 3 years, bachelor

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction to Sociology	IntS01	6	2	2	-	-

Course description (Syllabus): Introductory course: the question of knowledge and sociological paradigms; The question of truth. Prediction, prophecy, imputation and attribution; the question of discourse; On theory of exchange; social and economic exchange, theory of value, money and "gift"; Cooperation – competition; game-theory; on trust; Conflict: functions of conflicts; typology of conflicts; strategies to solve conflicts; Conformity and submission; innovation and social ritualics; the question of deviance; stigma and the abnormal; the question of norm; socializing – general elements; Coercion; politics; violence; Power, domination and authority; Weber and Foucault.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Applied Informatics for Social Sciences	Info01	3	1		1	

Course description (Syllabus): Information, communication and society - modern communication in democracy digital space; Computer use: General and basic architecture. Presentation of most used software and system applications for Sociology use. Methods and techniques of academic written materials. Norms and rules of scientific writing; Using and building schemes (Figures); Using and constructing tables; Using and building graphics; Building a database in Microsoft Excel; Building a database in SPSS Internet applications - from Web 1.0 to Web 2.0 .

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Academic and Communication Skills	ACC01	4	1	2	-	-

Course description (Syllabus): Developing verbal, non-verbal and written communication skills by adequate learning, understanding and using of the fundamental concepts and categories of communication sciences; Analyzing the main theories, concepts, paradigms, methodologies used in communication sciences; Identifying and evaluating different styles and models of communication; Evaluation of strategies and processes of personal and group communications Communication and Language; Persuasion.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction in Philosophy	IstFil01	4	2	1	-	-

Course description (Syllabus): The place and the relevance of Philosophy in the cultural whole. The classic age of the Greek antique Philosophy: the Atomism, the Sophists, Socrates, Plato, Aristotle. The Medieval Philosophy: the Apologetics: Tertullian and Origen; the Patristics: Saint Augustine; the scholastic Philosophy. "The quarrel of universals": Pierre Abelard and Tomas d'Aquino. The Renaissance Philosophy: General presentation; Erasmus of Rotterdam and Michel de Montaigne. The Modern Age Philosophy: General presentation; the Empiricism: Fr. Bacon, J. Locke, G. Berkeley; the Rationalism: R. Descartes, B. Spinoza, G.W. Leibniz. The German classical Philosophy: Im. Kant, G.W.F. Hegel; The Western Philosophy of the second half of the XIXth century: K. Marx, A. Comte, H. Spencer; The "Non-rationalistic" Philosophy of the XIXth century: S. Kierkegaard, A. Schopenhauer, Fr. Nietzsche. Directions in the XXth century Philosophy: H. Bergson, L. Wittgenstein, Ed. Husserl, M. Heidegger, J.-P. Sartre, H. Marcuse, J. Habermas, L. Blaga, E. Cioran.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Jobs and Careers with the Profession of Sociologist	JC201	5	2	2		

Course description (Syllabus): Career counselling; Lay theory on professions and occupations: conjectures and refutations; The labor market *versus* professional services market: salarial *versus* on your own; Self-awareness; Sociology as profession. "Works" of the sociologist; What can you do with a bachelor's degree in sociology.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Logic	LOG01	4	2	1		

Course description (Syllabus): Logic and language; Principles of logic; Theory of terms; Logic of sentences; Theory of interferences; Inductive logic; Theory of argumentation; Argumentative typology; Argumentation errors.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Academic Writing	SAcad01	2	1	2		

Course description (Syllabus): Academic Writing is a course focused on familiarising students with the current standards regarding how to draft, present and/or publish various types of academic papers. This course entails an approach that will allow students to attain a greater level of understanding and proficiency in writing an academic text. More specifically, this course includes relevant information and skills about the authoring process related to all the stages of producing a finished piece of text: (1) the types of academic documents; (2) envisaging what to write; (3) planning the text in outline; (4) drafting passages; (5) writing the whole text; (5) revising and rewriting it; (6) finishing the academic document in an appropriate form, together with publishing all of it or parts of the text. A particular attention is given to the accuracy of authoring, which includes but is not limited to: (a) considerations regarding the writing style; (b) the correct editing of bibliographic references; (c) the measures needed to avoid plagiarism; (d) the principles of representing data, tables and graphics.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Juridical Sociology	SoJurd02	4	2	1		

Course description (Syllabus): General Sociology and Juridical Sociology; The emergence and the history of the Juridical Sociology; The functions of the Juridical Sociology; The basic concepts in Juridical Sociology – Part 1; The basic concepts in Juridical Sociology – Part 2; The social group and the micro-group concept; Status and social role a legal perspective; The socialization process; Social order and the limits of law; Perception of deviance and criminality – social and legal debate.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Social Demography	DemSO02	5	2		2	

Course description (Syllabus): Population: A Systems Approach. Information sources in Demography. Analysis of World Population trends. Theories of population growth. Indicators for population dynamics. Population growth models. Demographic processes. Analysis of demographic phenomena: Mortality, Birth, Marriage, Divorce. Migration phenomena in Romania and worldwide. Theories of migration phenomena.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Epistemology	Epist02	4	2	1		

Course description (Syllabus): Precursors of logical empiricism: F. Brentano, G. Frege, B. Russell, L. Wittgenstein; Logical empiricism. Vienna Circle, Berlin Circle; Pragmatic empiricism: W. van O. Quine; Critical rationalism: K. R.

Popper; New philosophy of science; Epistemological relevance of the standard interpretation of quantum mechanics; New philosophy of nature. D. Bohm; Epistemological audacities; Common knowledge, scientific knowledge, symbolic knowledge; Scientific theory; Scientific hypothesis; Theories of truth.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Social Psychology	PsihS02	4	2	2	-	-

Course description (Syllabus): Social psychology; Self definition and social identity; Attitude and behavior; The change of attitudes; The group as psycho-sociological formation; Gender stereotype; Pro-social and antisocial behavior.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Social Anthropology	Antr02	4	2	2		

Course description (Syllabus): This course addresses the field of social Anthropology. Its objectives are to explain and provide a better understanding of human diversity and to provide the proper scientific corpus of knowledge that would allow students to develop tolerance and respect towards other cultures. The main issues approached in this course include, but are not limited to: The understanding of anthropology as a science specialized in the holistic study of humanity. Presenting the main fields of study in anthropology, emphasizing the purpose, objectives and specificity of cultural anthropology. Presenting the evolution and disciplines of cultural anthropology, and the relation between ethnography, ethnology and anthropology. Discussing the main perspectives of social anthropology: holistic, comparative, applied. The definition, analysis and interpretation of culture as a subject of study. The identification and analysis of socio-cultural change processes. Presenting the cultural patterns and the various attitudes towards it.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
General Sociology	SoGen02	4	2	1	-	-

Course description (Syllabus): Self-Identity and Socialization; Dyad and Triad; The Group; The Community; The Organization; Masses, Population and Collective Behavior; Social Stratification; Social Mobility.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Ethics and academic integrity	EIA02	3	1	1	-	-

Course description (Syllabus): Typology of scientific works. The relevance of ethics in scientific research: sources of error, conflicts of interest and intellectual property rights. Planning a scientific work. Organizing a scientific work. Principles of presentations and visual representations of research results. Accuracy of writing a scientific work. Technical aspects: citation and paraphrasing, bibliographic references, list of bibliographic references and bibliography. Citation systems: APA, Chicago/Tarubian, MLA, Oxford, etc. Plagiarism and self-plagiarism. Techniques for avoiding plagiarism. Completing a scientific work: Proofreading and publishing a text according to scientific codes of conduct.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
English	LE01/ LE02	2	1	1	-	-
French	LF01/ LF02					
Spanish	LS01/LS02					

Course description (Syllabus): Building the theoretical and practical knowledge to successfully practicing foreign language in written or oral communication contexts.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
The History of Sociology	Ist.So03	5	2	2		

Course description (Syllabus): Introduction: social history and the history of social thought; thinkers as founders of "discursivity". Karl Marx -general aspects of Marxist thought before 1848: *Early Writings* and *Manifesto of the Communist Party*; Alienation; Theory of social change; theory of revolution; Ideology; Critique of Marxism. Max Weber; Emile Durkheim.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Methods and techniques in sociological research I. Descriptive methods	MTCS1	5	2	2	-	-

Course description (Syllabus): Scientific method – the modernist paradigm for successful knowledge production and legitimization; How do we manage in sociology the resources of the scientific method; Fundamentals of descriptive sociological research; Observation method in the sociological research; Sociological survey method; Content analysis method.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction in social statistics	Stat03	5	2		2	

Course description (Syllabus): Measurement problems in social sciences; Principles of sampling; Sampling procedures; Univariate data analysis : statistical indicators, tables, graphs; Hypothesis Testing; Bivariate data analysis.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociology of Community Development	SoCom03	4	2	1		

Course description (Syllabus): Social development paradigm; Sustainable development and culture-development paradigm; The concept of *community development*; Theories about human communities; Objectives, resources and strategies of community development; Community participation; Social capital; Solidarity and community action; Good practices in community development.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Methods and techniques in sociological research II. Explicative and predictive methods	MTCSII	5	2	2	-	-

Course description (Syllabus): Fundamentals of explicative sociological research. Generating hypotheses; Hypotheses judging admissibility at testing. Hypotheses testing; The method of experiment in sociological research; Experimental techniques in sociological research; Fundamentals of predictive sociological research; Predictive techniques in sociological research.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Political Sociology	SocPol04	3	2	1		

Course description (Syllabus): Definitions and functions of political sociology; Political power; Political ideologies; State and society; Political parties; Political regimes; Political culture.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociological Paradigms	ParadSo4	5	2	2		

Course description (Syllabus): Introduction; The Frankfurt school: Erich Fromm, Herbert Marcuse, Jürgen Habermas; Functionalism: Talcott Parsons, Robert K. Merton; Symbolic interactionism: G.H. Mead, Erving Goffman; Ethnomethodology: H. Garfinkel; Postmodernism – general aspects: Baudrillard, Foucault, Bauman, Derrida, Deleuze.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Justice and Social Cohesion	Coez06	4	2	1		

Course description (Syllabus): Justice as utility. John Stuart Mill. Justice as fairness. John Rawls. Reaction on Rawls's theory. Ronald Dworkin. Libertarianism. Communitarians. Socialist theories of justice. Feminist theories. Human rights.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociology of International Relations	SoRel03	4	2	1		

Course description (Syllabus): Introduction to International Relations; International Relations theories and concepts; The concept of World Order in International Relations; War and Peace studies; International Organizations and Institutions; The notion of Integration; The principles, objectives, competencies, responsibilities of the European Union – Part 1; The principles, objectives, competencies, responsibilities of the European Union – Part 2; The criteria for accession to the European Union; Romania's integration in European Union – a case study.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociology of Conflicts	SoConf03	4	2	1	-	-

Course description (Syllabus): Introduction and conceptual delimitations in the Sociology of Conflicts. Concepts and paradigms in the Sociology of Conflicts. Classical and modern theories of conflict. On war and peace: Theoretical foundations and contemporary implications. Conceptual delimitations and perspectives on conflict. Typologies of conflicts. Analysis of conflicts in the context of international relations. Conflict and war in international relations. Crisis management; conflict management and resolution. Means of peaceful resolution of international disputes. International management and international cooperation policies. Organizations and institutions with a role in conflict management. Conflict prevention and crisis management; approach from the perspective of international law and international organizations. Evolution of International Relations, in the 21st century, in the context of globalization: implications, benefits, risks. The post-2020 world: crises, wars and global transformations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Rural Sociology	SoRu03	4	2	2	-	-

Course description (Syllabus): The First Monographic Rural School in Romania. The Formation of the System of the Sociological Monograph. Social Units: the Groups of Young Men.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Urban sociology	SoUrb03	4	2	2		

Course description (Syllabus): Conceptual clarifications: urban, urbanization, urbanism, urban sociology; Appearances of the city; Starting points in studying the urban phenomenon; Preoccupations and perspectives in urban sociology; Urbanization as process. Theories, strategies, indices and indicators; Organization of the urban social space; Dwelling and mobility; Urban evolution.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Ergonomics and workplace health promotion	ErgPro04	4	2	2		

Course description (Syllabus): Ergonomics versus promoting health in the workplace. Micro determinants of population health: socio-demographic, biological, psychological, socio-cultural, economic, behavioural. Psychosocial risk factors in the workplace. Theories of health behaviour change. General aspects of Safety and Security in the workplace. Macro determinants of population health: economic, medical, social, environmental, legislative, cultural. Organizational and environmental factors of worker's health. Physical Ergonomics and Cognitive Ergonomics.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociology of knowledge	SoCun04	4	2	2		

Course description (Syllabus): Social dimension of knowledge (Existential bases of knowledge. Types of knowledge. Interests of knowledge. Social representations. Social memory. Cognitive dissonance. Human ethology). Dynamics of cognitively relating to the world (Stages of knowledge at A. Comte. From realism to nominalism in the history of thought at G. Simmel. Ideational, idealistic and sensualist phases in the cultural evolution at P. Sorokin. Archaeology and episteme at M. Foucault. History of the imaginary at G. Durand and L. Boia. Paradigms of knowledge at F. Capra). Sociological dimension of scientific knowledge (Common knowledge and scientific knowledge. Scientific revolution. Mechanisms of scientific knowledge and cumulative progress. Explication and understanding. Types of researchers and research relations. Ethos of scientific knowledge).

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociology of Sport	SoOrg05	4	2	2		

Course description (Syllabus): Multidisciplinary approaches to the sociology of sport; Historical perspective on the sociology of sport. The role of sport in contemporary society; Influential theoretical perspectives: functionalism versus conflictualism. The relationship between sport and leisure. The nature of sport: Concepts, notions, characteristics. Sport ethics: values, behavioral models. Models and levels of sport participation. Multidimensional explanations of sport behavior: socialization, family, school, socio-demographic variables. Models and explanatory theories of sport behavior. Social influences and female participation in sport. The role of social class in sport. Sport and health: influences and mutual impact. Sport management and marketing.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Environmental Sociology	SoMed04	4	2	2		

Course description (Syllabus): Introduction to Environmental Sociology. What are our environmental problems? Fundamentals of Environmental Sociology. Theories in Environmental Sociology: human ecology, political ecology, ecological Marxism, the new environmental paradigm, modernization, world systems, social construction. Population, development and the environment. Social behavior and the environment. Consumerism. Environmental movements. The movement for simple living.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociology of Work	SoMun04	4	2	4		

Course description (Syllabus): Introduction to the sociology of work. Work-life balance. Employee well-being. Burnout. Unemployment and professional retraining. Social implications. Employment policy at EU level. Social capital. Emotions and social-human capital. Conflict, resistance and crime in the workplace. Labour market perspectives. Precariousness and inequalities in the labour market. Flexicurity of work.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
The Sociology of Organizations	SoOrg05	4	2	1		

Course description (Syllabus): Introduction: fundamental paradigms of organizational study; The organization as bureaucracy: Weber, von Mises, Merton, Woodward, Mintzberg; Theories on organizational contingency: Tom Burns, Oliver E. Williamson; Theories on organization management: Peter Drucker, Peters-Waterman, Rosabeth Moss Kanter; Theories on decision-making: H. Simon, J. March, Michel Crozier; General tendencies regarding organizational evolution today (theoretical perspectives);

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Sociology of Family	Sofam05	4	2	1	-	-

Course description (Syllabus): Sociology of Family - introductory issues; Psycho-social prerequisites in the process of partner choice; Statuses, roles and role expectations in family; Power and decision making in the family; Distribution of domestic tasks; Family planning; Satisfaction and dissatisfaction in family life; Divorce; Nonmarital alternatives in the contemporary world; Family's future.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Human Resource Management	MRU05	4	2	1		

Course description (Syllabus): The course examines the key human resource management functions, such as recruitment, selection, development, appraisal, retention, compensation, and labour relations. **Topics:** Jobs and career in human resource. Job analysis: methods of analysis, job description and job specifications. The recruitment procedure: internal and external recruitment. Selection: mixed methods in personnel selection. Selection interviews. Induction: orientation and socialization program. Work motivation: strategies and tactics. Personal and professional development: designing training and team-building sessions. Performance management and performance appraisal systems. Reward management: total reward and payroll. Career management and career planning. Labour relations in Romania.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociology of identity	Solden05	3	2	1		

Course description (Syllabus): General approaches of identity: philosophy, psychology, sociology; self-identification, other-identification; identity for self, identity for other; socio-psychological theories of identity: social identity theory, social categorization theory, role identity theory; looking glass self (Cooley), generalized other (Mead), dramaturgical approach (Goffman), habitus (Bourdieu), reflexive project of self (Giddens); general characteristics of identity: social character, the symbolic construction of identity, process; identity dimensions: cognitive, affective, evaluative; identity crises; identification: individual and collective identification, stigmatization; identity construction; identity expression: symbols, possession, impression management, self-presentation tactics; types of identity: primary and secondary identities, individual and collective identities – ethnic, national, gender, professional identity; self: self-image, self-esteem, self-discrepancies, self-monitoring, self-efficacy, self-handicapping, self-actualization; scientific research of identity: tests, scales; qualitative research of identity: biographical research, narrative identity.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Qualitative techniques of social research	TehCal05	5	2	2		

Course description (Syllabus): Creativity as an aptitude. The creative process. Association of ideas. Analogy. Individual creative techniques. Group creative techniques. Brainstorming and its varieties. Creative techniques in the working procedures of advertising and public relations agencies. General creative concepts of the latest generation: gamification & memorable experience design.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociology of Religion	SoRel06	4	2	1		

Course description (Syllabus): Phenomenology of sacred; Theories of sacred; Social functions of religiosity; Current dimensions of the religious phenomenon.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociology of Education	SoEdu05	4	2	1	-	-

Course description (Syllabus): Subject – sociology of education branch of sociology science; The Habitus – deep structure of personality; Models of crisis in education; Other social theories of schooling; The Theory of codes and school (Basil Bernstein, 1978); Hidden Curriculum; Gender and education.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Multivariate descriptive social statistics	Stat06	5	1		2	

Course description (Syllabus): Research report based on questionnaire survey. Predictions in population. Analysis of various indicators that change over time. Causal explanation. Statistical methods for checking the causality. The interdependence techniques. The dependence techniques.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Comparative Sociology of Life Styles and Life Quality	SoCal06	4	2	1	-	-

Course description (Syllabus): Introduction to Comparative Sociology. Concepts of lifestyle and quality of life – theoretical approaches. Methods for comparative assessment of quality of life. Lifestyles in contemporary societies. Social inequalities and quality of life. Culture, values and life models in comparative perspective. Leisure time and cultural consumption – a comparative approach. Healthy lifestyles and quality of life. Technology and lifestyle transformations. Environment, sustainability and quality of life. Public policies and quality of life. Future perspectives: globalization and new life models.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociology of Mass-media	SoMass05	5	2	2		

Course description (Syllabus): Mass-Media: Object of Sociological Analysis - connotations the term media, Periods and research issues. Research Methods and Techniques - Sociological Survey, Press inquiry, Content analysis, semantic differentiator, Mediometric Studies. Means of Mass Communication - Media types and characteristics: print media / electronic media, independent media, broadcast media, communication media. The Mass Communication Process - individual and social communication, functions of mass communication, models of analysis for mass communication, the content of mass communication, advertising and propaganda. The Effects of Media Communication - Media Audiences, the impact of media consumption: current status and public opinion, sociological paradigms of communication media, persuasion and attitudinal changes.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociology of public opinion and electoral analysis	AnalElect05	5	2	2		

Course description (Syllabus): Opinion polls and the management of election campaigns, theoretical approach to voting behavior (Conceptual Delimitations, The Sociological Perspective, The Electoral Marketing Perspective), research methodology in voting behavior (Specificity of the Voting Behaviour Researches, Variables used in Voting Behaviour

Analysis, Limitations of Voting Behaviour Measurements), Modern Electoral Practices (Focusing on the Mass Media, Types of Electoral Innovations, The Role of Contextual Factors, Implications of New Electoral Practices).

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociology of Cyberspace	SocVirt05	5	2	2		

Course description (Syllabus): Introduction - defining the scope and applicability of sociology of cyberspace in current sociological research. Changes and developments of Internet: Web 1.0 and Web 2.0; Virtual space as a new social environment. Specific applications in Social Media and new directions of development of the Internet: Web 2.0 and beyond; Real spaces and virtual spaces. On-line and off-line. A sociological perspective on the virtual space: George Ritzer – Mc Donaldization of Internet; Methods and techniques of scientific research on the Internet; Methodological Insights on the virtual space: content analysis, frequency analysis, readability analysis, evaluative analysis; Measuring audiences in the online environment: basic terminology in audience measurement, server-centric measurements; Applications of Social Media Content analysis - Case studies on Facebook; Audience measurement systems and Internet traffic in Romania.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociology of Business	SoBuss05	5	2	2	-	-

Course description (Syllabus): The postmodern condition of business in Jean Francois Lyotard. Early analysts of the business phenomenon: Adam Smith, John Stuart Mill, Jean Baptiste Say. Classics of business sociology: from Tocqueville to Bourdieu. Karl Marx's contributions to the critique of political economy. Economy and society: Max Weber's outline of interpretative sociology. Economic action. Religious ethics and economic rationality. The market: its impersonality and ethics. Class, status, party. Georg Simmel and the philosophy of money. Karl Polanyi and the great transformation. Societies and economic systems. The evolution of the market model. The self-regulating market and fictitious commodities: labor, land and money. Economic action and social structure: the problem of embeddedness in Mark Granovetter.

Theory of the luxury class in Thorstein Veblen. Creative destruction (Joseph Schumpeter). Innovation (Peter Drucker). Competitive advantage (Michael Porter). The theory of complex phenomena in Friedrich von Hayek. How to stabilize an unstable economy in the perspective of Hyman Minsky. The grammar of business in Jacques Derrida. A study on business modes in the vision of Bruno Latour.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Creative techniques and creativity development	Creat06	5	2	2		

Course description (Syllabus): Creativity as process. Creativity as aptitude. The limits of bimodular theories. Creativity as aptitude. Alternative ways of theorizing. Creativity as aptitude. Operational definitions. Creative organizations. Basic ways of creative ideation: association of ideas and analogy. Individual creative techniques. Group creative techniques.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Public Relations	PR06	5	2	2	-	-

Course description (Syllabus): Historical perspective: origin, evolution and maturation of PR. Basic notions in PR. Press Agentry, Public Affairs, Issues Management, Lobby, Investor Relations. Means and methods of communication in PR. Conceiving and managing PR programs.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Organizational Development	DezOrg06	5	2	2		

Course description (Syllabus): Introductive course; Organizational climate; attitudes and attitude change; Fundamentals of Strategic Management: Investigation phase: analysis of the business portfolio; analysis of the profit potential; analysis of competition; business dynamics; organizational evaluation. Design phase; Implementation; Fundamentals of Communication; within the organization; within the socio-economic environment; Power and Leadership in Organizations; Leadership Styles; Analysis of Organizational Crisis.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sociology of Migration and Ethnicity	DezOrg06	5	2	2		

Course description (Syllabus): Introduction to the course. From Migration to Transnationalism. The paradigm shift in Sociology. Theories of migration. From Functionalist Theories to Integrative Theories. The emergence of the migration system in Post-Communist Romania. Return migration and the cultural model of migration. Recent migration waves in Europe and EU migration policy. Ethnicity as an object of study in Sociology. Race and racism – an anthropological and sociological approach. Stereotypes, prejudices, ethnic and racial discrimination. Interethnic conflicts. Ethnic minorities in Romania and the concept of ethnic economy. Cultural adaptation of students abroad and the development of intercultural competences.