

Transilvania University of Braşov, Romania

Study program: Business Administration (in English)

Faculty: Economic Sciences and Business Administration

Study period: 3 years (Bachelor)

The 1st year of study

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Economics	5	2	2	-	-

Course description (Syllabus): Functioning of an economic system and the three fundamental questions; The opportunity cost. Studying choice in a world of scarcity; The supply and demand model. Market equilibrium; Price elasticity of demand; Theory of consumer behaviour; Production analysis and production costs; Perfectly competitive markets; Monopoly and other forms of imperfect competition; Oligopoly and the theory of games; The quest for profit on different market structures.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Informatics	5	1	-	2	-

Course description (Syllabus): Information, entropy Information System. Concepts of information and entropy; The concept of the system. cybernetic system; Company's information system and information; Integrated information systems (ERP). Algorithms. General characterization; Theoretical principles of structured programming; Algorithmic language; analysis of Algorithms; conventional language; Basic data structures; Fundamental algorithms (search, sort, merge); economic applications. Organization of Data Files. Article and File Structure; Collating and sorting files; Economic applications. Computer Architecture. History of computer systems; Structure and general operation of a computer; Arithmetic and logical foundations of computer; Personal computers; Operating Systems; Computer Networks.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Economics of the Company	6	2	1	-	-

Course description (Syllabus): Introduction to enterprise economy. Economic environment of the firm academic controversy; Entrepreneurship, small business and franchising; Leadership, managerial styles and communication; Internal organization of the firm. Formal and informal organization; Production/ operations management; Social responsibility and ethics in business.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Communication public relations in business	5	2	2	-	-

Course description (Syllabus): Communication process; Managerial communication; Verbal communication in business; Written communication in business; Image and public relations in business; Public relations strategies; Public Relation specialist; In-house and outsourcing Public Relations.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Ethics and academic integrity	5	2	2	-	-

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
World Geography and Economics	2	1	-	-	-

Course description (Syllabus): Fundamental concepts in the world economy; The components of the world economy. The global market; The world economy's governance; The economy of developed countries; The economy of developing countries; Underdevelopment. Evolutions in the underdeveloped countries; International integration. Forms of integration at the international level; The world economy's sectors; Global tendencies and evolutions at the world economy level. The main world economy's problems; Romania and the world economy.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Applied Mathematics in economy	5	2	2	-	-

Course description (Syllabus): Interest accumulation and effective rates of interest; Present value and equations of value; Nominal rates of interest; Effective and nominal rates of discount; The force of interest; Level payment annuities; Annuities with non-constant payments; The amortization method of loan repayment; Amortization of a loan with level payments; Bond valuation.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Accounting	5	2	2	-	-

Course description (Syllabus): Introduction to accounting; The balance sheet; The income statement; Depreciation of fixed assets; The T- account. Double - entry bookkeeping; Accounting documents; Business valuation methods; Inventory; The trial balance; Transaction analysis and the accounting equation.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Management	5	2	2	-	-

Course description (Syllabus): Management – science and art; Evolution of managerial thought; Managers and their roles in organizations; Management functions: planning, organizing, staffing, control and assessment; Decisional system of the organization; Informational system and communication in organizations; Change and innovation management; Basics in human resource management; Basics in strategic management.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Internet Technologies for business	4	2	2	-	-

Course description (Syllabus): History of the Internet. TCP/IP. Computer networks; Basic servers in the Internet; Security on the net; Search engines; Content management systems; Intranet and extranets; Portals and personalization within organizations; Internet of things; Multimedia on the net.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Environment Management	5	2	1	-	-

Course description (Syllabus): Introduction. Basic concepts regarding the environment and management. The evolution of environmental management. The definition and scope of environmental management. Problems and opportunities regarding EM. Criticism of environmental management. The establishment (founding) of environmental management. The nature of environmental management. Laws of ecology. Environmental management and business. Standards, monitoring, modelling, eco-auditing. Environmental Management Systems EMS and ISO 14001. Sustainable development and Environmental Management. Ecosystem management. Pollution and Environmental Management. Waste Management and Environmental Management. Corporate Social Responsibility (CSR) and Environmental Management. Environmental management and economics. Applications in Tourism. Environmental management and law (legislation)

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Business Law	3	2	2	-	-

Course description (Syllabus): Introduction in General Law Theory: The law and the state. The legal norm. Sources of Law - International comparisons; The juridical relation and its structure in civil law. Effects of the entry into force of the New Civil Code (NCC); Persons: Natural persons and Legal entities. Commercial Law: Definition and object of the Commercial Law. Sources of the Commercial Law - Effects of the entry into force of the NCC; Deeds of commerce and Mercantile operations; Entrepreneurs and Professionals: Categories of entrepreneurs. Goodwill; EU and National Company law: Nature and types of companies; Company formation. Labour Law: Labour Law: Object, and sources of Labour Law; The individual contract of employment.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Entrepreneurship culture	4	1	1	-	-

Course description (Syllabus): The course introduces students to the cultural, social, psychological and economic foundations of entrepreneurship in contemporary society. It explores how entrepreneurial thinking emerges, how ecosystems support it, and how individuals and communities cultivate a mindset centered on initiative, innovation, value creation, and responsible risk-taking.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
French/German/Spanish	2	-	2	-	-

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Physical Education and Sports	1	-	1	-	-

The 2nd year of study

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Economic Statistics	5	2	2	-	-

Course description (Syllabus): Basic Concepts of Statistics. Types of Data. Graphical Methods for Describing Qualitative Data. Measures of Central Tendency: means and position measures (structural) Measures of Variation. Variance, Standard deviation (squared mean deviation), Linear mean deviation, Variation coefficient. Describing the Variability of a Set Characterizing the distribution form. Shape indicators. Concentration indicators Indicators of an alternative characteristic. Indicators of a colectivity divided in groups. Fisher Test. ANOVA Analysis. Analysis methods of links between socio-economic phenomenon Time Series. The statistical indicators' system: absolute indicators, relative indicators, average indicators. Analysing the moments' time series. The components of time series. Models of time series. Adjusting and forecasting trend methods. Forecasting the seasonality in time series. The indices' method. Individual and Synthetic Indices. Systems of weights for indices. Relation between indices. Decomposition the variation of a complex phenomenon using the indices' method.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Marketing	5	2	1	-	-

Course description (Syllabus): Marketing definition; Market segmentation; Positioning; Product policy; Distribution policy; Price policy; Promotion policy; Marketing Management.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Finances	7	2	1	-	-

Course description (Syllabus): The course of Corporate Finance has the main purpose of developing the financial approach of the company activity, to offer instruments for the selection of the project investments, for calculating the cost of capital and the value of the company. Undergoing this course, students will be able to: - Use the specific financial vocabulary; Select the investment projects using discounted cash flow techniques; Determine and analyse the evolution of cash flow; Calculate and interpret the cost of equity, the cost of debt and the weighted cost of capital; Analyse the operating cycle and propose measures for improving the operating efficiency; Manage the inventories, account receivables and cash to ensure liquidity and solvability.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Business ethics	3	1	1	-	-

Course description (Syllabus): Ethical principles - introductory notions; The concept of business ethics; Fundaments of corporate social responsibility; The evolution of corporate social responsibility; The components of corporate social responsibility; Interferences between business strategy and ethical principles; Ethical principles regarding marketing policy; Consumer protection – component of corporate social responsibility; Environmental ethics – component of corporate social responsibility; Protection of employees. Ethical codes.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Econometrics	5	2	2	-	-

Course description (Syllabus): Economic and econometric model. Simple Regression Model – Ordinary Least Squares' Method (OLS). Assumptions Underlying OLS (Classical Linear Regression Model). Properties of estimators. Statistical hypotheses. Statistical tests. Statistical inference. Testing Hypotheses. Multiple regression model. Estimating the regression coefficients. Variance-Covariance Matrix of Estimators. Analysis of Variances. F-Test for Global Significance of Regression. Testing the Coefficients. Adding New Variables. Chow Test. Multi-co linearity and Selection of Explanatory Variables. Partial Correlation. Coefficients of Partial Correlation. The causes of errors' autocorrelation. The nature of errors' autocorrelation. Consequences and Remedies of errors' autocorrelation. OLS estimators in errors' autocorrelation presence. Forecasting with the econometric model.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Economic and Financial Analysis	5	2	2	-	-

Course description (Syllabus): The course provides specific tools for the analysis and diagnose of companies' financial situation, for the sustainable increase of company value and the efficiency of its activities, increase the profit and profitability, as well as the means for consolidating and developing the client portfolio. The course provides the students with methods of analyzing the level, structure and evolution of sales, added value, of the efficiency of employing material and human resources, of profit and profitability, as well as of analyzing the overall financial situation of the companies and verify reaching the main goal of sustainable increase in company value. The analysis of sales turnover and value added: structural, factorial analysis. The consequences of sales and value-added evolutions upon company financial performances. The analysis of human resources' efficiency: forms of labor productivity, the balance of working time. The analysis of labor productivity and of its consequences upon the evolution of company financial performances. The analysis of efficiency in using total assets. The analysis of efficiency in using current assets. The analysis of profit margins, The analysis of profitability ratios; Using the DuPont method for analyzing the profitability ratios, The analysis of company financial situation: Liquidity, solvency, indebtedness. The value of the company, relation with the balance sheet items.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Logistics	5	2	2	-	-

Course description (Syllabus): Introduction in logistics; The supply - component goods logistics; The distribution of goods; Goods handling; Storage of goods; Goods expeditions and transport; Customs operations in international transport of goods; Management and inventory control; European logistics market conditions; Exploiting information and communication technology.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
International Trade	5	2	1	-	-

Course description (Syllabus): Trade globalization and international competitiveness; Trade policy: Definition and functions; Tariffs / customs measures; Non-tariff barriers; Arguments for free trade and for protectionism; The World Trade Organization (WTO).

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Insurance and Re-insurance	4	2	2	-	-

Course description (Syllabus): The basic deterministic model; The life table; Life annuities; Life insurance; Insurance and annuity reserves; Fractional durations; Continuous payments; Select mortality; Multiple life contracts; Expenses.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Managerial accounting	4	2	2	-	-

Course description (Syllabus): Methods and tools of managerial accounting, focusing on the use of accounting information for planning, controlling and decision-making within organizations. Unlike financial accounting, managerial accounting supports internal management by providing relevant, timely and actionable information for operational and strategic decisions.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Promotion Techniques	4	2	2	-	-

Course description (Syllabus): Fundamental concepts, theories and methods of sociology. It explores how societies are organized, how social groups interact, and how cultural, economic and political structures shape human behavior. Emphasis is placed on understanding social norms, inequality, institutions and global transformations that influence modern life.

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

Course description (Syllabus): The general frame of development for promotional activities; Advertising; Public relations; Publicity; Sales promotions; Direct Marketing techniques; Personal selling and sales management.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
French/German/Spanish	2	-	2	-	-

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Physical education	1	-	1	-	-

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Internship.	4	-	-	-	6

The 3rd year of study

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Management and business projects	4	2	2	-	-

Course description (Syllabus): Investments and their economic purpose; Economic efficiency – basic element for investment decision; The investments resources best use; Feasibility study; Optimal size and site of an investment objective; The importance and the necessity of quantifying the influence of the time factor; The methodology of the efficiency of investments financed by the World Bank; The investment and financial market; Investment risk.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Monetary and Financial Economics	4	2	2	-	-

Description of the activity of the most important international financial institutions; General presentation of the financial market; The monetary market; Stocks and bonds; The securities transaction mechanism on the spot market; How to get financial resources from the capital market? ; The international market of external debt; The exchange rate regimes; The derivative market; Foreign direct investments.

Course title	No. of Credits	Number of hours per week			
		course	seminar	laboratory	project
Human Resources Management	5	2	2	-	-

Course description (Syllabus): Introduction to Human Resources Management. The World of Human Resources – factors influencing HR and the dynamics of HR. Personnel Organization: the HR Department and organizational structures. Personnel Needs Forecasting. HR Strategies. Organisational Management & Leadership. HR Motivation: Motivational Theories. Job Analysis, Wages and Benefits. Personnel Recruitment, Selection and Interviewing. HR Promotion and Development. Performance Management: Practices of Assessing HR. Career Management: Starting and Ending Careers & Developing Careers. Conflict Management and Industrial Relations Management: Unions versus Owners. Stress Management and Labour Relations.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Strategic Management	5	2	1	-	-

Course description (Syllabus): Strategic management – basic concepts; The environment; Strategic capabilities; Strategic purpose; Business strategy; Corporate strategy; Strategy in action; Evaluating strategy; Leadership and strategic change; The practice of strategy.

Course title	No. of Credits	Number of hours per week			
		course	seminar	laboratory	project
Quality Management	4	2	2	-	-

Course description (Syllabus): Evolution of quality concept and approach; Quality management functions and basic principles; Models for Quality Management Systems (QMS), ISO 9000 standards; Approach by processes; QMS processes – Management responsibility; QMS processes – Product realization; QMS processes – Quality control and improvement – requirements and examples; QMS implementation and certification – stages, auditing, certification; QMS performances – quality costs, achieving excellence.

Course title	No. of Credits	Number of hours per week			
		course	seminar	laboratory	project
Entrepreneurship	4	2	2	-	-

Course description (Syllabus): Business environment. Idea development. Entrepreneurial personality. Business plan.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Product Design and Development	5	2	2	-	-

Course description (Syllabus): Introduction to principles of product design, product development, specific concepts.

Course title	No. of Credits	Number of hours per week			
		course	seminar	laboratory	project
E-commerce	5	2	2	-	-

Course description (Syllabus): Introduction to EC Internet - global communication environment. What's a network? Commercial services in Internet and necessary resources. Resources - equipment and programs. E-business ideas, SWOT analysis and decision matrix. Marketing and branding Online. E-commerce - next generation. From marketing to sales. Motivation of buying. Buyer needs, Knowing shoppers. Market segmentation. Publicity online. Commercials and publicity on Internet. Copywriting and video principles. Economic and branding aspects behind an e-shop, e-shop/website presentation – from idea to reality.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Advertising design and Production	3	1	1	-	-

Course description (Syllabus): Basics of advertising creation, distances, techniques.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Negotiation techniques	5	2	2	-	-

Course description (Syllabus): Behaviour of masses, organizational behaviour.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Technique of tourism operations	5	2	2	-	-

Course description (Syllabus): This course provides an in-depth understanding of the operational techniques used in the tourism industry. Students explore the processes, tools, systems and organizational mechanisms that enable the planning, production, distribution and delivery of tourism services. Emphasis is placed on practical skills, industry standards, technological systems and professional procedures required in tourism enterprises.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Sustainable development	5	2	2	-	-

Course description (Syllabus): This course provides a comprehensive introduction to the concepts, frameworks and practices of sustainable development. It explores the interaction between economic progress, social equity and environmental protection, offering students the analytical tools needed to understand global challenges and design sustainable solutions at local, national and international levels. The course is aligned with the United Nations 2030 Agenda and the Sustainable Development Goals (SDGs).

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
International economic relations	5	2	2	-	-

Course description (Syllabus): The course analyzes the main forms, mechanisms and institutions of international economic relations in the contemporary global economy. It examines trade, capital flows, migration, international organizations and regional integration processes, with a focus on how countries, companies and institutions interact in global markets.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
International Marketing.	4	2	2	-	-

Course description (Syllabus): The scope and challenge of international marketing; The international environment of the company; The international marketing strategy; Foreign markets selection and entry strategies in international markets; Product in international marketing; International distribution systems; Promotion policy in international marketing; Pricing policy in international marketing; The international marketing plan.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
European Business Environment	4	2	2	-	-

Course description (Syllabus): The evolution of the European Union; Customs Union; Single Market; The enlargement of the EU; Main effects of the introduction of the EURO; Institutions of the EU.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Acquisition	4	2	2	-	-

Course description (Syllabus): Techniques for acquisition.

Course title	No. of credits	Number of hours per week			
		course	seminar	laboratory	project
Methodology of Writing the Graduation Paper	4	-	-	-	6