

Transilvania University of Braşov, Romania

Study program: Economics of Trade, Tourism and Services

Faculty: Economics Science and Business Administration

Study period: 3 years (bachelor)

1st Year

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Microeconomics	MIC1	5	2	2		

Course description (Syllabus): The market: demand, supply, market equilibrium; Consumer's behaviour: preferences, utility, choice; Producer's behaviour: productivity, cost, profit, optimal choice; Market competition; Perfect competition market; Monopoly; Oligopoly; Externalities; Public goods.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Mathematics Applied in Economics	MAE1	5	2	2		

Course description (Syllabus): Infinite series; Power series; Functions of several variables; Optimization; Linear programming; Improper integrals; Probability; Random variables.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Basics of Economic Informatics	BIE1	5	2		2	

Course description (Syllabus): Information, entropy, information system; Arithmetic and logical fundamentals of computer; Algorithms; Organization of economic data in fees; Personal computer architecture.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Principles of Commodity Science	FSM1	4	2	1	1	-

Course description (Syllabus): Science of commodities study object; Products and services quality; Quality assurance system; Goods classification and coding; The qualitative and quantitative reception of goods; Packaging of the goods; Goods preservation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
European Economy	EEU1	4	2	1		

Course description (Syllabus): Theoretical aspects regarding the international integration process; Understanding the European Union - The origin and the evolution of European Union; Specific integrational stages of European history. On the way to the Single Market; General aspects regarding the European governance. European institutions; General issues regarding the European politics; The European Union's enlargement; The European Business. Competing in the global market; Euromarketing; Romania and the European Union.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Company Economics	EIN1	4	2	1		

Course description (Syllabus): The organizational environment of the firm; Entrepreneurship, small business and franchising; Leadership power communications; Internal organization of the firm; Production management; Marketing; Quality management; Computers in business; Social responsibility; Future trends in business management.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
English 1	LE01	2	1	1		

Course description (Syllabus): Communication problems; Building relationships in business; International marketing. International brands; Defining success in business; Job satisfaction; Everyday risk vs. risk in business; E-commerce. The use of the internet.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
French 1	LF01	2	1	1		

Course description (Syllabus): Cours de conversation et de rédaction des textes sur les thèmes: Communication d'affaires; La monnaie, l'argent et la banque; Transports et livraisons; Management des ressources humaines; L'entité, la firme, l'entreprise; Comptes bancaires; Tourisme rural; Le rôle de la publicité dans la société de consommation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Macroeconomics	MAC2	5	2	1		

Course description (Syllabus): National economy: institutional sectors, macroeconomic indicators; National income: consumption and saving, investment, equilibrium; Aggregate demand and supply, macroeconomic equilibrium; Labor market; Unemployment; Inflation; Economic (business) cycles; Economic growth; Money, capital and currency markets; International trade.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Economic statistics	ST2	4	2	2	-	-

Course description (Syllabus): Data analysis strategy; Types of variables; Univariate analysis; Bivariate analysis; The analysis of variance (ANOVA) and the t-test; Chi-squared test; Linear regression; Correlation; Non-parametric methods; Time Series Analysis; Spatial analysis.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Food Products and Consumer Security	MAS2	4	2	1	1	

Course description (Syllabus): Classification of foods; Food packaging; Food labelling; Food composition; Preservation of food; Characterization of major food groups.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Law	DAF2	4	2	1	-	-

Course description (Syllabus): Business law overview; Juridical relation in business law; Sources of legal obligations; Subjects of business law; Contract.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Basic Accountancy	BC2	4	2	1	-	-

Course description (Syllabus): The evolution of accountancy; The role and the place of the accountancy in the economic information system; The documentation of economic operations in accountancy; The evolution in accountancy; The

financial statements and the European instruction; Theory and model regarding the account; The analyse and the recording of transactions; The accounting cycle; The revenue and expenses in accountancy; Closing works of the financial exercise.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Data Bases	BD2	4	2		2	

Course description (Syllabus): Database - General concepts; Database models; Relational Databases; Relational algebra; SQL; Designing relational databases. Databases table normalisation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Academic Ethics and Integrity	ETIA2	2	1	1		

Course description (Syllabus): Principles of academic writing; Avoiding plagiarism. Copyright versus plagiarism; Structure of a research work; How to cite bibliographic sources; How to write a CV and a Letter of Intent; Ethics Code of Transilvania University of Brasov; Basic concepts of scientometrics.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
English 2	LE02	2	1	1		

Course description (Syllabus): Team building. Successful team working; Ways of raising money; Customer service. Dealing with complaints; Crisis management; Management styles. Do's and don'ts for managers; Takeovers and mergers; The future of business.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
French 2	LF02	2	1	1		

Course description (Syllabus): Cours de conversation et de rédaction des textes sur les thèmes: Communication d'affaires; La monnaie, l'argent et la banque; Transports et livraisons; Management des ressources humaines; L'entité, la firme, l'entreprise; Comptes bancaires; Tourisme rural; Le rôle de la publicité dans la société de consommation.

2nd Year

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Economics of Services	ECS3	5	2	2		

Course description (Syllabus): Introduction to Services – concepts, features, classifications; The Place and the Role of Services in an Economy; The Services Market; The Supply and Demand in the Tertiary Sector; Services for Production; Services for Final Consumers; International Services; The Human and Material Resources in the Tertiary Sector; The Services' Economic and Social Efficiency.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Economics of Tourism	ET3	5	2	2		

Course description (Syllabus): Tourism – a socio-economic activity; The contents and characteristics of the tourist market; The demand, offer and price on the tourist market; The touristic potential; Tourism infrastructure; Human resources in tourism; Tourist services; Coordination of tourism services; Socio-economic efficiency in tourism.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Managerial Accounting	CG3	4	2	1	-	-

Course description (Syllabus): The Management Accountant's role in the management process; The future of Management Accounting; Cost Accounting and Management Accounting; Classification of costs; Accounts system of Management Accounting; Methods of allocating indirect production costs; Procedures for determining variable and fixed production costs; Evaluation and calculation procedures of interdependent manufacturing production costs; Calculation procedures of cost per unit; The budgeting process.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
General management	MNG3	4	2	1	-	

Course description (Syllabus): Historical and basic concepts; Environment of organization; Strategic management elements; Decision; Organizing; Operations management; Human resource management; Motivation; Leadership; Control and corporate social responsibility.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Non-food Products and User Security	MNS3	5	2	1	1	-

Course description (Syllabus): Assortment and properties of chemical products; Assortment and properties of wood products; Assortment and properties of textile products; Assortment and properties of metallic products; Assortment and properties of leather products.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
English 3	LE03	2	1	1		

Course description (Syllabus): Business Organisations; Marketing; Describing Performance; Money and Banking; Funding the Business; Accounting; Auditing; Mergers and Takeovers; Transport and Delivery; Selling and Buying.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
French 3	LF03	2	1	1		

Course description (Syllabus): Cours pratique de grammaire française: Le verbe – applications dans des exercices ayant un vocabulaire spécialisé, économique; L'Indicatif; La voix passive; Le Si conditionnel; Le Subjonctif; Le participe passé et son accord; La concordance des temps.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	Project
Resources and tourist destinations	TIN3	4	2	2		

Course description (Syllabus): Tourism resources – definitions and typology; Conceptual clarifications regarding tourism destinations; Cultural tourism resources and destinations; Spa&wellness tourism resources and destinations; Coastal tourism resources and destinations; Mountain tourism resources and destinations; Other types of tourism resources and destinations; Using interpretation techniques for the valorisation of tourism resources.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Fundamentals of Commercial Activity	BC3	4	2	2	-	-

Course description (Syllabus): The Commerce – professional activity inside the Economy; The relationship between traders and producers; The relationship between commerce and consumers; The technical and material basis of commerce; The commerce financial resources; The efficiency of trade activity.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Hotel and Restaurant Technology	THR4	5	2	2	-	-

Course description (Syllabus): The hospitality industry; Relationships between the hospitality industry and the tourism industry; Accommodation supply and types of units; Food service supply and types of units; Classifications and rating systems; Lodging properties exploitation systems; Independent and chain hotels; Hotel organization; Room division; Food and beverage division.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
General Finance	FG4	4	2	1		

Course description (Syllabus): The financial system; Public goods; The system of public expenditure; The measures of public expenditure; The public expenditure for economic objectives; The system of public revenue; The flat tax system versus progressive taxation; Considerations about taxes; Tax evasion; International double taxation; The main objective of the firm; Financial approach; The investment decision.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing	MK4	5	2	1	-	-

Course description (Syllabus): Marketing origins and concepts; Characteristics of contemporary marketing; Marketing environment; Market characteristics; Market segmentation and positioning; Product policy; Price policy; Distribution policy; Promotion policy.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business administration and entrepreneurship in commerce, tourism, services	MCT4	5	2	2	-	-

Course description (Syllabus): Introduction. Basic concepts: management / services. Service management principles. The role, tasks and responsibilities of services organization manager. Planning services. Mission, objectives and strategies of commerce, tourism and services organizations. Human Resource Management. The role of staff in service firms. Particularities of human resource management in trade, tourism and services organizations. Communication Management in commerce, tourism and services organizations. Customer Relationship Management (CRM) in commerce, tourism and services organizations. Quality management services. Models for assessing the quality of services. Services and sustainable development. Moral development stages of commerce, tourism and services organizations. Particular aspects of management in tourism organisation. Particular aspects of management in commerce organisation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Ecotourism and rural tourism	ERR4	4	2	2		

Course description (Syllabus): An analysis of the development of tourism from a sustainable perspective; Ecotourism, between theory and practice; Identifying the trends in the development of international ecotourism; Development of ecotourism in Romania; Introduction in rural tourism; The importance of quality in rural tourism destinations; The integrated quality management system in rural destinations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Distribution and logistic systems	SDL 4	4	2	2	-	-

Course description (Syllabus): Defining aspects of goods distribution process; The Logistics concept; Customers attending; Goods Acquisition; Goods transportation; Goods stocks; Goods storing.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
English 4	LE04	2	1	1		

Course description (Syllabus): Format of business letters; Letter of complaint. Replying to a letter of complaint; Letter of enquiry. Replying to a letter of enquiry; Orders. Accepting/ declining orders; Letter of application. Accepting/ turning down an application; Invitation. Accepting /declining an invitation; Personal recommendation; Contracts; Report. Memo; Proposal. Minutes.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
French 4	LF04	2	1	1		

Course description (Syllabus): Textes de spécialité économique: La publicité et le marketing; La Roumanie dans les journaux de l'Europe; Termes généraux du marketing; La sociologie du tourisme; La déontologie professionnelle; Traditions culinaires européennes; Le langage non verbal du client, etc.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Internship	PR4	4				7

Course description (Syllabus): Company presentation; Company organization, structure and human resources; Company's current market; Company's concerns regarding the quality of products and services; Observations on business activity and proposals for improvement.

3rd Year

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Commercial Negotiation	NEC4	4	2	1	-	-

Course description (Syllabus): The negotiation – main communication form in business; Types of negotiation; Types of negotiators. Negotiation styles; Negotiation tactics, technics and structures; Negotiation deployment; Negotiators training. Negotiators team; Price fixing in business negotiation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Tourism operations technique	THT5	5	2	2	-	-

Course description (Syllabus): Selling tourism products; Distribution channels in the tourism industry; Intermediaries in tourism; Global distribution systems and computerized reservation systems; Tour operators; Travel agents; Characteristics of the airline industry; Airline operations and airports; Mergers and alliances in the airline industry.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Promotional techniques	TPR5	4	2	1		

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	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Tourism marketing	MKT5	5	2	1		

Course description (Syllabus): General aspects concerning the application of marketing in the tourism field; The marketing environment of tourism businesses; Tourism market segmentation; The tourism product policy; The tourism pricing policy; The distribution policy in tourism; The promotion policy in the tourism field; Human resources the tourism field; Other variables of the tourism marketing mix.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Human Resources Management	MRU5	4	2	1	-	-

Course description (Syllabus): Human Resources Management – basic principles; Organisation design – organisational charts; Leadership in organisations; Motivation theories; Waging and benefits; Human Resources Strategies; Industrial Relationships; Stress Management; Communication Management; Economic Evaluation of Human Resources.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing Research in Commerce, Tourism and Services	CMT5	4	2	2	-	-

Course description (Syllabus): Introduction in marketing research; Stages of marketing research; Exploratory research; Observation; Descriptive research – Surveys; Questionnaire design; Sample design; Descriptive analysis; Inferential analysis; Parametric and non-parametric tests.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Tourism spatial planning	ATT5	4	2	2		

Course description (Syllabus): Tourism spatial planning – basic concepts; Tourism spatial planning and protection of the environment; Methodology of tourism spatial planning; Tourism spatial planning of coastal destinations; Tourism spatial planning of spa resorts; Tourism spatial planning of mountain destinations; Tourism spatial planning of urban and suburban zones; Tourism spatial planning of protected areas.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sales Management	THV5	4	2	2		

Course description (Syllabus): Basic notions about sales; Theories about purchasing and selling; Negotiation and selling techniques; The sale ending; Sales agents characteristics; The interaction buyer – seller; Specific aspects for sales force management.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Economics of Commerce	ECO 6	5	2	2	-	-

Course description (Syllabus): The place, role and importance of commerce inside the economy; The implications of market mechanism in trade activity; Goods and services Market; The Consumption, it's structure and economic laws; Goods Demand; Goods Offer; The Prices in Commerce; Typological approach in wholesale trade activity; Typological approach in retail activity; Trade services; Organisation systems for the trade apparel; The microeconomic approach of trading economy science – fundamentals of trading firm marketing.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Aesthetics and Design of Goods	DEM6	4	2	1		

Course description (Syllabus): Introduction to Design and Aesthetics of Goods; Evolution of design and aesthetics; Line, shape, colour, graphics; The role of design in commerce; Elements of ambient design; Packaging design and aesthetics

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Economic and Financial Analysis	AEF6	4	2	1	-	-

Course description (Syllabus): Significance of the Financial Analysis and Diagnosis at the Company's level; timing, reasons, in and outside company players, expected outcome. Methodology of the Financial and Economic Analysis. Qualitative and Quantitative methods. Other methods. Analysis of the internal resources of the company. Analysis of the Human Resources. Analysis of the Material resources. Performance analysis through specific indicators. Past and future performance analysis. Analysis of the turnover, value added and commercial margin. Factorial models of the performance indicators. Cost analysis. Dynamic, structure and analysis of fixed costs, variable costs, direct and indirect costs. Analysis of the total expenses, salary expenses, depreciation and financial expenses through factorial models. Results analysis based on the Income statement. Factorial models of the Operations Result, Gross and Net Profit. Return ratios analysis – factorial models. Commercial profitability ratio, Return on Assets, Return on Equity, Total expenses profitability ratio. Analysis of the financial situation of the company based on financial reports (balance sheet and annexes). Structure ratios analysis. Financial Stability analysis. Solvency and liquidity ratios analysis.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Services Marketing	MKS6	4	2	1		

Course description (Syllabus): Introduction to Services; Consumer Behaviour in Services; Service Quality; Customer Expectations and Perceptions of Service; Service Development and Design; Physical Evidence and the Servicescape; Employees and Customers' Roles in Service Delivery; Pricing of Services; Managing Demand and Capacity; Services Marketing Communications.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Consumer Behaviour in Commerce, Tourism and Services	CCO6	4	2	2		

Course description (Syllabus): Introduction to consumer behaviour; Perception; Learning, memory and product positioning; Motivation; Personality; Attitudes and influencing attitudes; Lifestyle; External influences: Group influences on consumer Behaviour; Consumer decision process; Consumer research methods.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Preparation of Bachelor Thesis	ELL6	5				5

Course description (Syllabus): The discipline "Preparation of bachelor thesis" has the following objectives: to get bachelor students accustomed with the essential issues of the dissertation thesis; to train and develop graduate skills of developing projects; to assist students in using correct methods, techniques and models of analysis necessary to address the chosen theme; to help students in substantiation of conclusions and proposals specific to each topic; to guide students to identify innovative solutions to solve the proposed thesis theme.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Hotel and Restaurant Management	GHR6	4	2	2	-	-

Course description (Syllabus): The hotel staff; Front office organization and front office communication; Guest cycle in a hotel; Room reservation procedures; Check-in procedures; Guest services and procedures during tourists' stay; Check-out and settlement. Front office accounting; Revenue management; Hotel management features. Evaluating hotel performance.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Internet Technologies and Electronic Commerce	TIC6	4	2	2	-	-

Course description (Syllabus): Introduction to e-commerce; E-Commerce Infrastructure: The Internet, client-server architecture of Internet applications, standard Internet services, HTTP and World Wide Web; Markup languages (HTML, XML, etc.), dynamic Web content, security and cryptography; E-commerce Business Models and Concepts; Electronic Payment Systems; Ethical, Social and Political Issues in E-Commerce; E-Commerce Applications: Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), Business-to-Business(B2B); Building eCommerce web site; Mobile Computing and eCommerce.