

**DISCIPLINE SYLLABUS****1. Program Information**

1.1 Higher-Education Institution	„Lucian Blaga” University of Sibiu
1.2 Faculty	Economic Sciences
1.3 Department	Management, Marketing, and Business Administration
1.4 Study Domain	Business Administration
1.5 Study Level	Bachelor
1.6 Study Program/ Qualification	Business Administration

**2. Discipline Information**

2.1 Discipline name	<b>Marketing Research</b>						
2.2 Course Teacher	Lect. Univ. dr. Mihai Țichindelean						
2.3 Seminar Teacher	Asist. Univ. dr. Simona Vinerean						
2.4 Year of Study	3 <sup>rd</sup>	2.5 Semester	1 <sup>st</sup>	2.6 Evaluation Type	E	2.7 Discipline Type	DD

**3. Estimated Total Time (hours/semester for teaching activities)**

3.1 Hours/Week	4	Out of which: 3.2 course	2	3.3 seminar/laboratory	2
3.4 Total hours from learning plan	56	Out of which: 3.5 course	28	3.6 seminar/laboratory	28
<b>Learning time schedule</b>					<b>Hours</b>
Learning by using course materials, references and personal notes					25
Additional learning by using library facilities, electronic databases and on-site information					20
Preparing seminars/laboratories, homework, portfolios and essays					20
Tutorial activities					2
Exams					2
Other activities .....					-
3.7 Total individual study hours					69
3.9 Total hours per semester					125
3.10 ECTS					5

**4. Preconditions (if needed)**

4.1 curriculum	- Marketing, Statistics
4.2 competences	-

**5. Conditions (if needed)**

5.1. course related	-
5.2. seminar/laboratory related	-



**6. Developed competences**

<b>Professional</b>	<ul style="list-style-type: none"> <li>- Explaining and interpreting quantitative and qualitative data for having arguments in various decision making contexts;</li> <li>- Solving problems in well-defined marketing contexts;</li> <li>- Gathering and analyzing marketing data from secondary and primary sources with the purpose optimizing the organizations' marketing activity;</li> </ul>
<b>Transversal</b>	<ul style="list-style-type: none"> <li>- Applying professional ethic's principles, norms, and values within the personal working strategy in a rigorous, efficient, and responsible way;</li> <li>- Identification of roles and responsibilities within a multi-specialized team and application of relational techniques and efficient work within the considered team.</li> </ul>

**7. Course objectives (resulted from developed competencies)**

7.1 Main course objective	Understanding the importance of marketing research as starting point for every marketing activity
7.2 Specific course objectives	<ul style="list-style-type: none"> <li>• Understanding the concepts, research methods and techniques for obtaining, analyzing and interpreting marketing data</li> <li>• Developing the ability of making decisions based on the interpreted/analyzed marketing data</li> </ul>

**8. Content:**

<b>8.1 Course</b>	Teaching methods	Observation
Introduction – Course Structure and Bibliography	Debate	2 hours
1. Defining Marketing Research	Debate	2 hours
2. Types of Marketing Research	Debate	4 hours
3. Marketing Research Process	Debate	2 hours
4. Measuring Marketing Phenomena	Debate	4 hours
5. Observation	Debate	2 hours
6. Survey	Debate	2 hours
7. Computing the Sample Size and Choosing the Sampling Method	Debate	4 hours
8. Data Analysis of Marketing Variables	Debate	4 hours
9. Trends in Marketing Research	Debate	2 hours
<b>Bibliography:</b>		
<ul style="list-style-type: none"> <li>• Cătoiu, I. (coord) – Tratat de cercetări de marketing , Ed. Uranus, București , 2009;</li> <li>• Iacobucci, D. – Marketing Models, Multivariate Statistics and Marketing Analytics, International Edition, Cengage Learning, 2013;</li> <li>• Malhotra N.K., - Marketing Research. An Applied Orientation, 6th Edition, Pearson Education, 2010.</li> </ul>		
<b>8.2 Seminar/laboratory</b>	Teaching methods	Observation
1. Seminar Structure. Marketing Research Definition.	Debate. Conversation	2 hours
2. Case Study: The Role of Marketing Research	Case Study. Debate. Conversation	2 hours
3. Case Study: The Typology of Marketing Research. Scope. Methods. Using Marketing Research Results in Marketing	Case Study. Debate. Conversation	2 hours



Plans.		
4. Case Study: Marketing Research Classification	Case Study. Debate. Conversation	2 hours
5. Case Study: Analysis of the Marketing Research Process.	Case Study. Debate. Conversation	2 hours
6. Applications for the Measuring Marketing Phenomena	Applications. Debate. Conversation	2 hours
7. Measuring in Marketing Phenomena in an Online Environment. Case study.	Case Study. Debate. Conversation	2 hours
8. Internal and External Secondary Data in Marketing Research.	Case Study. Debate. Conversation	2 hours
9. Qualitative Data. Interview, Focus Group, Projective techniques.	Case Study. Debate. Conversation	2 hours
10. Developing a Marketing Research.	Case Study. Debate. Conversation	2 hours
11. Applied Marketing Research in the Online Environment	Case Study. Debate. Conversation	2 hours
12. Univariate Data Analysis of data. Applications on Nominal Scales.	Applications. Debate. Conversation	2 hours
12. Bivariate Data Analysis of data. Applications on Nominal Scales.	Applications. Debate. Conversation	2 hours
14. Test	Debate. Conversation	2 hours
<b>Bibliography:</b>		
<ul style="list-style-type: none"> <li>• Malhotra N.K., Marketing Research. An Applied Orientation, 7th Edition, Pearson Education, 2018.</li> <li>• Naresh K. Malhotra, 2015. Essentials of Marketing Research: A Hands-On Orientation. 1st Edition. Pearson.</li> <li>• Field, A. – Discovering Statistics Using IBM SPSS Statistics, Fourth Edition, Sage Publishing, 2013;</li> <li>• Cătoi, I. (coord) – Tratat de cercetări de marketing , Ed. Uranus, București , 2009.</li> </ul>		

**9. Conjunction of the discipline's content with the expectations of the epistemic community, professional associations and significant employers of the specific teaching program**

For developing the content and the teaching methods for the present course, education platforms of other domestic and foreign universities were consulted. Moreover, dialogs with employers were undertaken for knowing their expectations regarding the desired skills students should have for being performant employees.

**10. Evaluation**

Activity type	10.1 Evaluation Criteria	10.2 Evaluation Methods	10.3 Percentage in the Final Grade
10.4 Course	Knowing and understanding the course's topics	Final exam (written exam)	40%
	Knowing and	Course tests	10%



**ULBS**

Universitatea "Lucian Blaga" din Sibiu

Ministerul Educației Naționale și Cercetării Științifice

Universitatea "Lucian Blaga" din Sibiu

Facultatea de Științe Economice

	understanding the course's topics		
10.5 Seminar/laboratory	Developing and presenting the Seminar Project	Group evaluation	20%
	Active participation within the seminar's debates	Evaluation of the student's seminar activity	10%
	Knowing and understanding the seminar's topics	Seminar Test – individual evaluation	20%
<b>10.6 Minimum performance standard</b>			
<ul style="list-style-type: none"><li>- For graduating this discipline, the final grade should be minimum 5 (five);</li><li>- The student should know the discipline's basic concepts evaluated through the final exam; the final exam is considered passed if the student obtains a minimum grade of 5 (five);</li><li>- The student should have the ability of using the theoretical concepts into practice – seminar activities and projects.</li></ul>			

Fill-in Date

25.09.2020

Signature of Course Teacher

Signature of Seminar Teacher

Department Acceptance Date

28.09.2020

Signature of Department Director



## DISCIPLINE SYLLABUS \*

### 1. Program Information

Higher-Education Institution	Lucian Blaga University of Sibiu
Faculty	Economic Sciences
Department	Management, Marketing, Business Administration
Study Domain	Business Administration
Study Level	Bachelor Studies
Study Program	Business Administration

### 2. Discipline Information

Discipline Name	<b>Consumer Behavior</b>			
Course Code	Course Type	Year of Study	Semester	Credit Number
DD	compulsory	3	2	5
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
Exam	DD=domain			
Course Teacher	Assoc. Prof. PhD. Oana Duralia			
Seminar/laboratory /project Teacher	Asist.univ.dr. Mircea Fuciu			

### 3. Estimated Total Time

Discipline Extension within the Curriculum – Number of Hours per Week				
Course	Seminar	Laboratory	Project	Total
2	2	-	-	4
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total ( <i>NOAD<sub>sem</sub></i> )
24	24	-	-	48

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		38
Additional learning by using library facilities, electronic databases and on-site information		12
Preparing seminars/laboratories, homework, portfolios and essays		23
Tutorial activities		2
Exams		2
Total Number of Hours for Individual Study ( <i>NOSI<sub>sem</sub></i> )		77
<b>Total Hours per Semester (<i>NOAD<sub>sem</sub></i> + <i>NOSI<sub>sem</sub></i>) = credits x 25</b>		<b>125</b>

### 4. Preconditions (if needed)

Disciplines needed to be passed	Marketing
Competences	Basing and developing the marketing mix



## 5. Conditions (if needed)

Course related	Room with multimedia teaching equipment and internet access
Seminar/laboratory related	Room with multimedia teaching equipment and internet access

## 6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"><li>To know, explain and use specialized concepts, approaches, theories and models of consumer behavior;</li></ul>
Transversal Competences	<ul style="list-style-type: none"><li>To apply the principles, norms and values of professional ethics within their own work strategy, in a rigorous, effective and accountable manner;</li><li>To make a synthesis, evaluate and predict trends related to consumer behavior;</li><li>To identify the roles and responsibilities in a multi-specialized team and to apply relationship and effective teamwork techniques, by highlighting diversity and multi-culturalism.</li></ul>

## 7. Discipline Objectives (as resulted from the matrix of gained specific competencies)

General Objective of the Discipline	<ul style="list-style-type: none"><li>To understand and predict consumer behavior in the market place.</li></ul>
Specific Objectives	<ul style="list-style-type: none"><li>To develop students' ability to define, explain and use the main concepts regarding the consumer behavior, such as: the process of market segmentation, the influences on consumer's buying behavior; the consumer decision-making process;</li><li>To acquire practical skills in designing consumer research studies.</li></ul>

## 8. Content

Course		Hours
Course 1	Relationship marketing;	2
Course 2	The peculiarities of consumer behavior;	2
Course 3	The dimensions of consumer behavior;	2
Course 4	The typology of the consumer and market segmentation;	2
Course 5	Buying decision process;	2
Course 6	Directly observable influences on consumer behavior;	2
Course 7	Endogenous influences on consumer behavior (perception, motivation);	2
Course 8	Endogenous influences on consumer behavior (learning, personality, attitude);	2
Course 9	Exogenous influences on consumer behavior (family, social class);	2
Course 10	Exogenous influences on consumer behavior( affiliation groups, reference groups)	2
Course 11	Exogenous influences on consumer behavior(culture and subcultures);	2
Course 12	Handing in group projects;	2
<b>Total Course Hours:</b>		<b>24</b>
Seminar/Laboratory		Hours
Sem 1	Introduction, requirements, structure	2



Sem 2	Consumer behavior. Concept. Definition. Evolution.	2
Sem 3	Market segmentation - fundamental element in the study of consumer behavior.	2
Sem 4	The buying decision process – in a broad sense	2
Sem 5	The buying decision process - case study	2
Sem 6	Directly observable influences on consumer behavior;	2
Sem 7	Endogenous influences on consumer behavior. Perception.	2
Sem 8	Endogenous influences on consumer behavior. Perception + Perceptual map	2
Sem 9	Endogenous influences on consumer behavior. Learning, Motivation and Attitude;	2
Sem 10	Endogenous influences on consumer behavior. Personality + Brand personality	2
Sem 11	Exogenous influences on consumer behavior	2
Sem 12	Project presentation	2
<b>Total Seminar/laboratory hours</b>		<b>24</b>

### Teaching Methods

Lecture/Debate/ Application solving/case study		
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### Bibliography

Recommended Bibliography	<ul style="list-style-type: none"> <li>• Catoiu, I., Teodorescu, N., - Consumer Behavior- Ed.Uranus, Bucharest, 2004;</li> </ul>
	<ul style="list-style-type: none"> <li>• Otnes, C., Tuncay Zayer, L., - Gender, Culture and Consumer Behavior, Ed. Routledge Academic, 2012</li> </ul>
	<ul style="list-style-type: none"> <li>• Schiffman, L. , Wisenblit, J. - Consumer behavior, Ed. Pearson Education Limited, 2013;</li> </ul>
	<ul style="list-style-type: none"> <li>• Solomon, M., -“Consumer Behavior. Global Edition”-, Ed. Pearson Education Limited, 2014;</li> </ul>
	<ul style="list-style-type: none"> <li>• Swarbrooke, J. &amp; Horner, S. -Consumer Behaviour in Tourism, 2007</li> </ul>
Additional Bibliography	<ul style="list-style-type: none"> <li>• Palmer, A. – Principles of Services Marketing, Ed. McGraw-Hill Education Europe, 2014;</li> </ul>
	<ul style="list-style-type: none"> <li>• Leon G. Schiffman, Leslie Lazar Kanuk -Consumer Behavior, 9th edition, Pearson Education</li> </ul>

### 9. Conjunction of the discipline’s content with the expectations of the epistemic community, professional associations and significant employers of the specific teaching program

Will be achieved through periodical meetings with the mentioned stakeholders.





## 10. Evaluation

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	Acquiring and understanding the issues dealt with in the course	Multiple choice test	30%	CEF
	Group project presentation for the course activity	Project presentation	20%	CPE
Seminar/ Laboratory	Project for the seminar	Uploading the project on classroom by the deadline and assessment under the conditions that it respects the guidelines	20%	CPE
	Activities undertaken during the online seminar	Evaluating the students' activity along the entire semester, solving the exercises / case studies / answering the questions / attendance and in class participation etc.	30%	nCPE
<b>Minimum performance standard</b>				

(\*) **The Discipline Syllabus will encompass components adapted to persons with disabilities in accordance with their type and degree.**

(\*\*) CPE – Conditions Exam Participation; nCPE – Does Not Condition Exam Participation; CEF – Conditions Final Evaluation;

Filling Date: 25.09.2020

Department Acceptance Date 28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Assoc. Prof. PhD. Oana Duralia	
Seminar/laboratory Teacher	Asist.univ.dr. Mircea Fuciu	
Department Director	Assoc. Prof.PhD. Camelia Budac	





## DISCIPLINE SYLLABUS \*

### 1. Program Information

Higher-Education Institution	Lucian Blaga University of Sibiu
Faculty	Economic Sciences
Department	Management, Marketing, Business Administration
Study Domain	Business Administration
Study Level	Bachelor Studies
Study Program	Business Administration

### 2. Discipline Information

Discipline Name	<b>Customer Relationship Management</b>			
Course Code	Course Type	Year of Study	Semester	Credit Number
DD	optional	3	1	5
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
Exam	DD=domain			
Course Teacher	Assoc. Prof. PhD. Oana Duralia			
Seminar/laboratory /project Teacher	Assoc. Prof. PhD. Oana Duralia			

### 3. Estimated Total Time

Discipline Extension within the Curriculum – Number of Hours per Week				
Course	Seminar	Laboratory	Project	Total
2	2	-	-	4
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total ( <i>NOAD<sub>sem</sub></i> )
28	28	-	-	56

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		35
Additional learning by using library facilities, electronic databases and on-site information		12
Preparing seminars/laboratories, homework, portfolios and essays		20
Tutorial activities		-
Exams		2
Total Number of Hours for Individual Study ( <i>NOSI<sub>sem</sub></i> )		69
<b>Total Hours per Semester (<i>NOAD<sub>sem</sub></i> + <i>NOSI<sub>sem</sub></i>) = credits x 25</b>		<b>125</b>

### 4. Preconditions (if needed)

Disciplines needed to be passed	Marketing
Competences	Basing and developing the marketing mix

**5. Conditions (if needed)**

Course related	Room with multimedia teaching equipment and internet access
Seminar/laboratory related	Room with multimedia teaching equipment and internet access

**6. Gained Specific Competences**

Professional Competences	<ul style="list-style-type: none"> <li>To know, explain and use specialized concepts, approaches and strategies of CRM;</li> </ul>
Transversal Competences	<ul style="list-style-type: none"> <li>To identify the key elements of implementing a CRM strategy consistent with the changing legal and ethical parameters in business.</li> <li>To understand the business-to-business (B2B) and business-to-customer (B2C) contexts of CRM.</li> </ul>

**7. Discipline Objectives** (as resulted from the matrix of gained specific competencies)

General Objective of the Discipline	<ul style="list-style-type: none"> <li>To understand the premise of Relationship Marketing, the foundation for CRM, and the meaning of "creating value" for customers.</li> </ul>
Specific Objectives	<ul style="list-style-type: none"> <li>To understand how customer relations is related to other business functions and its importance to the success of the business entity.</li> <li>To familiarize students with data mining and strategic uses of information.</li> </ul>

**8. Content**

Course		Hours
Course 1	Introduction - Relationship Marketing	2
Course 2	Foundation of CRM	2
Course 3	Planning and implementing customer relationship management projects	2
Course 4	Developing, managing and using customer-related databases	2
Course 5	Customer portfolio management	2
Course 6	Customer relationship management and customer experience	2
Course 7	Creating value for customers	2
Course 8	Managing the customer lifecycle: customer acquisition	2
Course 9	Managing the customer lifecycle: customer retention and development	2
Course 10	Managing networks for customer relationship management performance	2
Course 11	Future of CRM	2
Course 12	Handing in group projects;	2
<b>Total Course Hours:</b>		<b>24</b>
Seminar/Laboratory		Hours
Sem 1	Introduction, requirements, structure	2
Sem 2	CRM contexts: B2B (business-to-business)/B2C (business-to-customer)/Consumer lifetime value (LTV)	2
Sem 3	The Stages of a CRM Strategy	2
Sem 4	Case Study: General Motors (GM)	2
Sem 5	Managing supplier and partner relationships	2
Sem 6	Managing investor and employee relationships	2



Sem 7	Information technology for customer relationship management	2
Sem 8	Organizational issues and customer relationship management	2
Sem 9	Benefits of CRM	2
Sem 10	Case Study: Guaranty Bank	2
Sem 11	Case Study: Hewlett-Packard (HP)	2
Sem 12	Project presentation	2
<b>Total Seminar/laboratory hours</b>		<b>24</b>

### Teaching Methods

Lecture/Debate/ Application solving/case study		
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### Bibliography

Recommended Bibliography	<ul style="list-style-type: none"> <li>• Buttle, F.- Customer Relationship Management. Concepts and Technologies, Second edition, Elsevier, 2009</li> </ul>
	<ul style="list-style-type: none"> <li>• Cunningham, M.- Customer Relationship Management, Capstone Publishing, 2002</li> </ul>
	<ul style="list-style-type: none"> <li>• Graham, R.P.- Customer relationship management : How to turn a good business into a great one!, 2001</li> </ul>
	<ul style="list-style-type: none"> <li>• Knox, S. et al.- Customer Relationship Management. Perspectives from the Marketplace, Butterworth-Heinemann, 2003</li> </ul>
	<ul style="list-style-type: none"> <li>• Sharp, D.- Customer Relationship Management Systems Handbook, Auerbach Publications, 2003</li> </ul>
Additional Bibliography	<ul style="list-style-type: none"> <li>• Kumar, V. -Customer Relationship Management, Springer, 2018;</li> </ul>
	<ul style="list-style-type: none"> <li>• Peelen, E.-Customer Relationship Management, Pearson ELT, 2013;</li> </ul>

### 9. Conjunction of the discipline's content with the expectations of the epistemic community, professional associations and significant employers of the specific teaching program

Will be achieved through periodical meetings with the mentioned stakeholders.

### 10. Evaluation

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	Acquiring and understanding the issues dealt with in the course	Multiple choice test	30%	CEF
	Group project presentation for the course activity	Project presentation	20%	CPE



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Seminar/ Laboratory	Project for the seminar	Uploading the project on classroom by the deadline and assessment under the conditions that it respects the guidelines	20%	CPE
	Activities undertaken during the online seminar	Evaluating the students' activity along the entire semester, solving the exercises / case studies / answering the questions / attendance and in class participation etc.	30%	nCPE
<b>Minimum performance standard</b>				

(\*) **The Discipline Syllabus will encompass components adapted to persons with disabilities in accordance with their type and degree.**

(\*\*) CPE – Conditions Exam Participation; nCPE – Does Not Condition Exam Participation; CEF – Conditions Final Evaluation;

Filling Date: 25.09.2020

Department Acceptance Date 28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Assoc. Prof. PhD. Oana Duralia	
Seminar/laboratory Teacher	Assoc. Prof. PhD. Oana Duralia	
Department Director	Assoc. Prof. PhD. Camelia Budac	

## DISCIPLINE SYLLABUS \*

### 1. Program Information

Higher-Education Institution	Lucian Blaga University of Sibiu
Faculty	Faculty of Economic Sciences
Department	Management, Marketing and Business Administration
Study Domain	Business Administration
Study Level	Bachelor
Study Program	Business Administration

### 2. Discipline Information

Discipline Name	Electronic commerce			
Course Code	Course Type	Year of Study	Semester	Credit Number
	DD	3	2	5
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
Course Teacher	Associated Professor Razvan Sorin Serbu, Ph.D			
Seminar/laboratory /project Teacher	Lecturer Eugen Popescu, Ph D			

### 3. Estimated Total Time

Discipline Extension within the Curriculum – Number of Hours per Week				
Course	Seminar	Laboratory	Project	Total
2	2			4
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total (NOAD <sub>sem</sub> )
24	24			48

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		22
Additional learning by using library facilities, electronic databases and on-site information		22
Preparing seminars/laboratories, homework, portfolios and essays		22
Tutorial activities		5
Exams		5
Total Number of Hours for Individual Study (NOSI <sub>sem</sub> )		77
<b>Total Hours per Semester (NOAD<sub>sem</sub> + NOSI<sub>sem</sub>) = credits x 25</b>		<b>125</b>

### 4. Preconditions (if needed)

Disciplines needed to be passed	
Competences	Knowing and understanding of the basic concepts in business

### 5. Conditions (if needed)

Course related	Videoprojector, laptop & internet connection
Seminar/laboratory related	Videoprojector, laptop & internet connection

## 6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"> <li>•Identifying, describing and explaining the main concepts, categories and theories of electronic commerce – in order to use them in specific contexts;</li> <li>•Define and describe the main concepts of opportunity in electronic commerce;</li> <li>•Applying the most appropriate tools in electronic commerce related problems;</li> <li>•Identify and describe the necessary strategy in starting and operating an electronic business.</li> <li>•Applying the most appropriate tools to optimize the strategic process within the organization in an electronic environment</li> </ul>
Transversal Competences	<ul style="list-style-type: none"> <li>•Familiarize students with situations arising in electronic commerce thus ensuring a better perception of electronic business in a global economy.</li> <li>•Presenting concepts of electronic commerce and interpret different situations;</li> <li>•Analysis of case studies and the ability to correlate the theoretical elements and studied cases in electronic commerce;</li> <li>•It also develops the student's ability to apply the acquired knowledge in practice, research skills, creativity and ability to create projects and run them;</li> <li>•Identifying roles and responsibilities in a multi-specialized team and applying networking and effective work techniques within the team in creating an electronic business;</li> <li>•Identifying training opportunities and effective use of resources and learning techniques for personal and professional development;</li> <li>•Working with electronic commerce specific vocabulary in English.</li> </ul>

## 7. Discipline Objectives (as resulted from the matrix of gained specific competencies)

General Objective of the Discipline	<ul style="list-style-type: none"> <li>•To introduce students in the world of electronic commerce, why is it crucial for economy to have more entrepreneurs in electronic environment and how can they determine a sustainable and competitive environment</li> </ul>
Specific Objectives	<ul style="list-style-type: none"> <li>•Understanding the electronic business process and the key-role of strategy within it;</li> <li>•Developing the ability to work in teams and to lead working teams in order to elaborate – formulate – implement – control and evaluate a company's e-business management;</li> <li>•The acquisition and developing of knowledge and skills enabling creative and critical thinking, fast and timely decisions, and proactive behaviors;</li> </ul>

## 8. Content

Course		Hours
Course 1	Introduction to E-commerce; Main concepts, categories and features of E-commerce	2
Course 2	Origins and growth of E-commerce	2
Course 3	Types of E-commerce	2
Course 4	E-commerce infrastructure	2
Course 5	Building an E-commerce presence	2

Course 6	E-commerce payment system	2
Course 7	E-commerce security	2
Course 8	Business models for E-commerce	2
Course 9	E-commerce marketing	2
Course 10	Ethics, law, and E-commerce	2
Course 11	Social Media and Communities	2
Course 12	The future of E-commerce, M-commerce,	2
<b>Total Course Hours:</b>		<b>24</b>
<b>Seminar/Laboratory</b>		<b>Hours</b>
Sem 1	Introduction to electronic commerce. the history of internet and online commerce.	2
Sem 2	Pro's and con's of selling online.	2
Sem 3	On-line business and revenue models.	2
Sem 4	Creating a webstore.	2
Sem 5	Selling on-line.	2
Sem 6	On-line payments.	2
Sem 7	E-commerce security.	2
Sem 8	Mobile commerce.	2
Sem 9	Creating an online webstore.	2
Sem 10	Creating an online webstore.	2
Sem 11	Project presentation 1	2
Sem 12	Project presentation 2	2
<b>Total Seminar/laboratory hours</b>		<b>24</b>

### Teaching Methods

Lecture, Explanation; Classroom discussion; Case Study; Demonstration; Collaboration, Classroom Action Research		
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### Bibliography

Recommended Bibliography	<ul style="list-style-type: none"> <li>•Turban Efraim, David King, Jae Kyu Lee and Dennis Viehland – „Electronic Commerce 2018 A Managerial and Social Networks Perspective”, Prentice Hall, 2018;</li> <li>•David Chaffey – “E-Business and E-Commerce Management” , Financial Times/Prentice hall 5 edition, 2011</li> <li>•Rajkumar Buya, Internet of things, principles and paradigms, Elsevier 2016</li> <li>•Kenneth Laudon , Carol Guercio Traver – E-Commerce : Business. Technology. Society, Prentice hall, 2014</li> </ul>
Additional Bibliography	<ul style="list-style-type: none"> <li>•Schneider Gary – „Electronic commerce”, Thomson Course Tehnology, 2010.</li> <li>•PERCIVAL-STRAUNIK, Lindsay, E-commerce, London: The Economist in association with Profile Books, 2001</li> <li>•Chaffey, D. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing, 5th Edition, Routledge. 2017</li> <li>•Meerman Scott, D., (2009) “The new rules of marketing &amp; PR”, John Wiley &amp; Sons.</li> <li>•Dărăban C., (2019) – Ecommerce No Bull\$#!t – Tot ce ai nevoie pentru a vinde online</li> <li>•The Economist</li> </ul>



**9. Conjunction of the discipline’s content with the expectations of the epistemic community, professional associations and significant employers of the specific teaching program**

Will be achieved through periodical meetings with the mentioned stakeholders.

**10. Evaluation**

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	Knowing and understanding of the concepts, categories and theories of the course	Exam	50%	
	Class participation	Continuous evaluation	10%	nCPE
Seminar/ Laboratory	The ability to apply in practice theoretical notions learned periodic assessment by oral and / or written mock examinations	• Final project evaluation	20%	CPE
	Continuous assessment throughout the semester	• Case study 1	5%	nCPE
	Continuous assessment throughout the semester	• Case study 2	5%	nCPE

**Minimum performance standard**




- The student to identify and classify the basic concepts for E-commerce
- The student to define, recognize and implement the use of Internet, the World Wide Web , and the mobile apps to transact business
- The student to conceptualize and to operate with the basic concepts, to identify them into case studies;
- The student to develop a proper and coherent representation of the significance of E-commerce

**(\*)The Discipline Syllabus will encompass components adapted to persons with disabilities in accordance with their type and degree.**

**(\*\*)** CPE – Conditions Exam Participation; nCPE – Does Not Condition Exam Participation; CEF –Conditions Final Evaluation;

Filling Date: ....25.09.2020

Department Acceptance Date:28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Associated Professor Razvan Sorin Serbu, Ph.D	
Seminar/laboratory Teacher	Lecturer Eugen Popescu, Ph D	
Department Director	Associated Professor Camelia Budac	



## DISCIPLINE SYLLABUS \*

### 1. Program Information

Higher-Education Institution	Lucian Blaga University of Sibiu
Faculty	The Faculty of Economic Sciences
Department	Department of Management, Marketing and Business Administration
Study Domain	Business Administration
Study Level	Bachelor
Study Program	Business Administration in English

### 2. Discipline Information

Discipline Name	Financial Markets			
Course Code	Course Type	Year of Study	Semester	Credit Number
	Op	III	I	5
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
E	DS			
Course Teacher	Prof.univ.dr. Livia Ilie			
Seminar/laboratory /project Teacher	Asist. Univ. Diana Vasiu			

### 3. Estimated Total Time

Discipline Extension within the Curriculum – Number of Hours per Week				
Course	Seminar	Laboratory	Project	Total
2	2			4
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total (NOAD <sub>sem</sub> )
28	28			56

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		20
Additional learning by using library facilities, electronic databases and on-site information		25
Preparing seminars/laboratories, homework, portfolios and essays		20
Tutorial activities		2
Exams		2
Total Number of Hours for Individual Study (NOSI <sub>sem</sub> )		69
<b>Total Hours per Semester (NOAD<sub>sem</sub> + NOSI<sub>sem</sub>) = credits x 25</b>		<b>125</b>

### 4. Preconditions (if needed)

Disciplines needed to be passed	
Competences	

### 5. Conditions (if needed)

Course related	laptop, Google classroom
Seminar/laboratory related	laptop, Google classroom



## 6. Gained Specific Competences

Professional Competences	<p>The specific professional competences acquired in the discipline Financial Markets consider the knowledge, the understanding of the basic concepts of the field as well as the use of the knowledge to explain and interpret some concepts and situations:</p> <ul style="list-style-type: none"> <li>• the correct use of specialized terms in the field of financial markets</li> <li>• defining / naming specific concepts for operations on financial markets;</li> <li>• arguing statements that have as their object the problem of financial markets</li> <li>• solving problems specific to stock exchange operations</li> <li>• the ability to use the gained knowledge in analyzing the phenomena that occur at the level of a financial market;</li> <li>• the ability to evaluate financial securities based on the models assimilated during the course</li> <li>• the ability to estimate price trends on stock markets</li> </ul>
Transversal Competences	<p>Within the discipline, values and attitudes such as economic efficiency, economic rationality, active and responsible economic behavior are promoted, contributing at the same time to the acquisition of the following transversal competences:</p> <ul style="list-style-type: none"> <li>• ability to analyse and synthesize</li> <li>• positive reaction to suggestions, requirements, teaching tasks, satisfaction of responding;</li> <li>• involvement in scientific activities related to the discipline;</li> <li>• the ability to behave ethically;</li> <li>• ability to collaborate with specialists from other fields</li> </ul>

## 7. Discipline Objectives (as resulted from the matrix of gained specific competencies)

General Objective of the Discipline	Knowledge and understanding of the main concepts used by the capital markets, financial securities, initial public offer, investment banks, future contracts and options, etc.
Specific Objectives	<ul style="list-style-type: none"> <li>• Knowing the way in which the capital markets work.</li> <li>• Understanding how capital markets are regulated,</li> <li>• Development of knowledge and skills for the evaluation of financial securities on capital markets.</li> </ul>

## 8. Content

Course		Hours
Course 1	Basic concepts of the financial market.	2
Course 2	Types of financing alternatives according to the life cycle of a firm	2
Course 3	Initial Public Offering. Process	2
Course 4	The role of investment banks. Cost of issuing	2
Course 5	Financial markets. Primary and secondary markets. Typology of financial securities	2
Course 6	Stock exchanges and their importance on financial markets	2



Course 7	Organization and operation of a stock exchange	2
Course 8	Evaluation of securities: bonds and shares	2
Course 9	Evaluation of securities: bonds and shares	2
Course 10	Evaluation of securities: bonds and shares	2
Course 11	Portfolio theory	2
Course 12	CAPM Model	2
Course 13	Efficient market Hypothesis	2
Course 14	Review	2
<b>Total Course Hours:</b>		<b>28</b>
<b>Seminar/Laboratory</b>		Hours
Sem 1	Financial markets: general concepts	2
Sem 2	Stock exchanges history worldwide. Stock exchanges in Romania	2
Sem 3	Stock exchanges. Stock indices Case study: Bucharest Stock Exchange (BVB)	2
Sem 4	Operations technique in financial markets	2
Sem 5	Initial Public Offer Process (IPO). Case Study.	2
Sem 6	The role of investment banks. Case Study.	2
Sem 7	Opportunity costs. Time value of money	2
Sem 8	Bond valuation	2
Sem 9	Stock valuation	2
Sem 10	Portfolio	2
Sem 11	Computing beta	2
Sem 12	Financial crises. Case study: the documentary Inside job	2
Sem 13	Review	2
Sem 14	Tests	2
<b>Total Seminar/laboratory hours</b>		<b>28</b>

### Teaching Methods

Lecture; Explication; Exposure; Debate and problematization; Case study; The demonstration; Teamwork		
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### Bibliography

Recommended Bibliography	Ilie, L., <i>Piața de capital</i> , Ed. Continent, 2007
	Ilie, L., Class Notes, 2020
	Mishkin, FS, Eakins, SG, <i>Financial Markets and Institutions</i> . Global edition, Pearson, 2017
	Haan J., Schoenmaker, D., Wierst, P., <i>Financial Markets and institutions. A European perspective</i> , 4th bedition, Cambridge University Press, 2020
	Littlewood, J., <i>The Stock Market</i> , Londra, Financial Times, Pitman Publishing, 1998
Additional Bibliography	Mishkin, F. S., <i>The Economics of Money, Banking and Financial Markets</i> , Pearson Addison Wesley, 2004
	Mahar Maggie, Bull. A history of the boom and bust, 1984-2004, Harper Business, 2004

**9. Conjunction of the discipline's content with the expectations of the epistemic community, professional associations and significant employers of the specific teaching program**

Will be achieved through periodical meetings with the mentioned stakeholders.

**10. Evaluation**

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	Understanding and application of the concepts of financial markets	Final written and oral exam,	60%	CEF
	Course Attendance	Active class participation	10%	CEF
Seminar/ Laboratory	Application of the concepts	Assignments and quizzes	30%	n CEF

**Minimum performance standard**



- To complete this discipline it is necessary to obtain a final mark of at least 5 (five);
- The given grades are between 1 (one) and 10 (ten);
- The student knows the main concepts, recognizes them and defines them correctly;
- The student proves the knowledge of the recommended bibliography.

(\*) **The Discipline Syllabus will encompass components adapted to persons with disabilities in accordance with their type and degree.**

(\*\*) CPE – Conditions Exam Participation; nCPE – Does Not Condition Exam Participation; CEF – Conditions Final Evaluation;

Filling Date: 25.09.2020

Department Acceptance Date: 28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Prof.univ.dr. Livia Ilie	
Seminar/laboratory Teacher	Asist.univ.dr.Diana Vasii	
Department Director	Conf.univ.dr. Camelia Budac	

**DISCIPLINE SYLLABUS \*****1. Program Information**

Higher-Education Institution	Lucian Blaga University of Sibiu
Faculty	Facultatea de Științe Economice
Department	Departamentul de Management, Marketing și Administrarea Afacerilor
Study Domain	Administrarea afacerilor – în limba engleză
Study Level	Licență
Study Program	Business Administration

**2. Discipline Information**

Discipline Name	<b>Information systems and applications in Business Administration</b>			
Course Code	Course Type	Year of Study	Semester	Credit Number
	OB	III	1	4
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
	DD			
Course Teacher	Prof. Univ. Dr. Liviu Mihăescu			
Seminar/laboratory /project Teacher	Prof. Univ. Dr. Liviu Mihăescu			

**3. Estimated Total Time**

Discipline Extension within the Curriculum – Number of Hours per Week				
Course	Seminar	Laboratory	Project	Total
1	1			2
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total ( $NOAD_{sem}$ )
14	14			28

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		30
Additional learning by using library facilities, electronic databases and on-site information		24
Preparing seminars/laboratories, homework, portfolios and essays		14
Tutorial activities		2
Exams		2
Total Number of Hours for Individual Study ( $NOSI_{sem}$ )		72
<b>Total Hours per Semester (<math>NOAD_{sem} + NOSI_{sem}</math>) = credits x 25</b>		<b>100</b>

**4. Preconditions (if needed)**

Disciplines needed to be passed	
Competences	

**5. Conditions (if needed)**

Course related	Internet connection, laptop, videoprojector, graphic tablet
Seminar/laboratory related	Internet connection, laptop, videoprojector, graphic tablet



## 6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"> <li>▪ Identification, explanation and interpretation of the specific concepts, theories, methods and tools;</li> <li>▪ Understanding the way of preparing, organizing and conducting informational systems;</li> <li>▪ Harnessing the knowledge and experience of the performances for the informational management.</li> </ul>
Transversal Competences	<ul style="list-style-type: none"> <li>▪ Understanding and applying the norms and principles for success in business;</li> <li>▪ Treating information and humans as the basic strategic resources of the organizations, through which the company, in fact, propagates its image and realizes its interests;</li> <li>▪ Applying information management methods that ensures not only the expected results but also good forecasts .</li> </ul>

## 7. Discipline Objectives (as resulted from the matrix of gained specific competencies)

General Objective of the Discipline	Knowledge of the main elements and coordinates of business globalization, of how business is conceived and carried out in the global environment
Specific Objectives	Understanding the phenomena and processes specific to the evolution of the contemporary world that have generated the knowledge-based economy, the change and globalization of businesses and the way of adapting the Romanian companies to these objective evolutions

## 8. Content

Course		Hours
Course 1	Information Systems: An Overview	1
Course	Data Communication: Delivering Information Anywhere and Anytime	1
Course 3	E-Commerce	1
Course 4	Global Information Systems	1
Course 5	Principles of Building Successful Information Systems	1
Course 6	Enterprise Systems	1
Course 7	Management Support Systems	1
Course 8	Intelligent Information Systems	1
Course 9	Emerging Trends, Technologies And Applications	1
Course 10	Securing Information Systems	1
Course 11	Achieving Operational Excellence and Customer Intimacy: Enterprise Applications	1
Course 12	Building Information Systems	3
Course 13		
Course 14		
<b>Total Course Hours:</b>		<b>14</b>
Seminar/Laboratory		Hours
Sem 1	Information Systems: An Overview	1
Sem 2	Data Communication: Delivering Information Anywhere and Anytime	1
Sem 3	E-Commerce	1





Sem 4	Global Information Systems	1
Sem 5	Principles of Building Successful Information Systems	1
Sem 6	Enterprise Systems	1
Sem 7	Management Support Systems	1
Sem 8	Intelligent Information Systems	1
Sem 9	Emerging Trends, Technologies And Applications	1
Sem 10	Securing Information Systems	1
Sem 11	Achieving Operational Excellence and Customer Intimacy: Enterprise Applications	1
Sem 12	Building Information Systems	3
Sem 13		
Sem 14		
<b>Total Seminar/laboratory hours</b>		<b>14</b>

## Teaching Methods

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## Bibliography

Recommended Bibliography	<ul style="list-style-type: none"> <li>• Ralph M. Stair, George W. Reynolds, Fundamentals of Information Systems, Cengage Learning, 2016</li> <li>• John R. Pierce, An Introduction To Information Theory, Dover Publications, Inc. Newark, 2016</li> <li>• Edward H. Shortliffe and Lynette I. Millett, <i>Editors, Strategies and Priorities in Information Technology, The National Academy Press, Washington DC, 2016</i></li> <li>• John Baschab, Jon Piot, The Executive's Guide To Information Technology, John Wiley &amp; Sons, Inc. 2017</li> <li>• <i>New Scientific articles in the field.</i></li> </ul>
Additional Bibliography	<ul style="list-style-type: none"> <li>▪ <i>Case studies offered in support of seminars.</i></li> </ul>

## 9. Conjunction of the discipline's content with the expectations of the epistemic community, professional associations and significant employers of the specific teaching program

Will be achieved through periodical meetings with the mentioned stakeholders.

## 10. Evaluation

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	Exam	Exam	40%	CEF
Seminar/ Laboratory	Tests during the semester	Periodic evaluation through oral and / or written checks	50%	CPE
<b>Minimum performance standard</b>				



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- The student knows the main concepts, recognizes them and defines them correctly;
- The student proves the knowledge of the compulsory bibliography recommended;
- The specialized language is simple, but correctly used.

(\* **The Discipline Syllabus will encompass components adapted to persons with disabilities in accordance with their type and degree.**

(\*\*) CPE – Conditions Exam Participation; nCPE – Does Not Condition Exam Participation; CEF – Conditions Final Evaluation;

Filling Date: 20/09/2020

Department Acceptance Date 28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Prof.univ.dr. Liviu Mihăescu	
Seminar/laboratory Teacher	Prof.univ.dr. Liviu Mihăescu	
Department Director	Conf.univ.dr. Camelia Budac	

**DISCIPLINE SYLLABUS \*****1. Program Information**

Higher-Education Institution	Lucian Blaga University of Sibiu
Faculty	Economic Sciences
Department	Management, Marketing and International Business
Study Domain	Business administration
Study Level	Bachelor
Study Program	Business administration

**2. Discipline Information**

Discipline Name	<b>International Business</b>			
Course Code	Course Type	Year of Study	Semester	Credit Number
jjjfy6	DR	3	1	5
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
	DR			
Course Teacher	Prof. Sorin Burnete, Ph.D			
Seminar	Teach. Assis. Cristina Popa, Ph.D			

**3. Estimated Total Time**

Discipline Extension within the Curriculum – Number of Hours per Week				
Course	Seminar	Laboratory	Project	Total
2	2	-	-	4
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total ( <i>NOAD<sub>sem</sub></i> )
28	28	-	-	56

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		28
Additional learning by using library facilities, electronic databases and on-site information		14
Preparing seminars, homework, portfolios and essays		14
Tutorial activities		3
Exams		10
Total Number of Hours for Individual Study ( <i>NOSI<sub>sem</sub></i> )		69
<b>Total Hours per Semester (<i>NOAD<sub>sem</sub></i> + <i>NOSI<sub>sem</sub></i>) = credits x 25</b>		<b>125</b>

**4. Preconditions (if needed)**

Disciplines needed to be passed	Macroeconomics, Management
Competences	Knowledge of the fundamental concepts of macroeconomics and management

**5. Conditions (if needed)**

Course related	Students must keep their webcam on throughout the course
Seminar related	Students must keep their webcam on throughout the seminar

**6. Gained Specific Competences**

Professional Competences	Students will be able to assess and advise on business operations and relationships
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Transversal Competences	Students will be able to act ethically, diplomatically, and with emotional sensitivity in international business environments
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## 7. Discipline Objectives (as resulted from the matrix of gained specific competencies)

General Objective of the Discipline	<ul style="list-style-type: none"><li>Students' grasp of economic, organizational, technological, environmental and competitiveness issues firms are encountering in a globalized world</li></ul>
Specific Objectives	<ul style="list-style-type: none"><li>Students' grasp of main changes in international trade induced by globalization</li><li>Students' grasp of the opportunities offered to firms by globalization (capital mobility, offshoring, strategic alliances etc.</li><li>Students' grasp of how international business is influenced by the world's cultural disparities</li><li>Students' grasp of the principal theories of international trade and investment</li></ul>

## 8. Content

Course		Hours
Course 1	Operations, techniques and instruments used in the trade in physical goods: exporting, countertrade, re-exporting, loan	2
Course 2	Trade-related aspects of intellectual property rights: licensing, know-how transfer, franchising	2
Course 3	Trade on organized markets: commodity markets (export auctions, commodity exchanges, requests for tender)	2
Course 4	Trade policies: objectives, tariffs	2
Course 5	Trade policies: non-tariff barriers, export stimulation and promotion	2
Course 6	Legal environment for international business: international business law, the contract for international sale of goods	2
Course 7	Foreign investment: motives, specific elements, classification, forms	2
Course 8	Foreign investment: factors that determine foreign investments' dynamics	2
Course 9	Export logistics (terms of delivery, international forwarding)	2
Course 10	Payments and guarantees: methods of payment that use remittances (payment in advance, open account)	2
Course 11	Methods of payment by means of negotiable instruments: documentary collection, documentary credit	2
Course 12	Trade finance: short-term export financing	2
Course 13	Trade finance: medium- and long-term export financing	2
Course 14	Trade finance: alternative financing methods (forfaiting, factoring, leasing)	2
<b>Total Course Hours:</b>		<b>28</b>
Seminar		Hours
Sem 1	Operations, techniques and instruments used in the trade in physical goods: exporting, countertrade, re-exporting, loan	2
Sem 2	Trade-related aspects of intellectual property rights: licensing, know-how transfer, franchising	2
Sem 3	Trade on organized markets: commodity markets (export auctions, commodity exchanges, requests for tender)	2
Sem 4	Trade policies: objectives, tariffs	2



Sem 5	Trade policies: non-tariff barriers, export stimulation and promotion	2
Sem 6	Legal environment for international business: international business law, the contract for international sale of goods	2
Sem 7	Foreign investment: motives, specific elements, classification, forms	2
Sem 8	Foreign investment: factors that determine foreign investments' dynamics	2
Sem 9	Export logistics (terms of delivery, international forwarding)	2
Sem 10	Payments and guarantees: methods of payment that use remittances (payment in advance, open account)	2
Sem 11	Methods of payment by means of negotiable instruments: documentary collection, documentary credit	2
Sem 12	Trade finance: short-term export financing	2
Sem 13	Trade finance: medium- and long-term export financing	2
Sem 14	Trade finance: alternative financing methods (forfaiting, factoring, leasing)	2
<b>Total Seminar hours</b>		<b>28</b>

### Teaching Methods

- Topic presentation
- Addressing the main concepts, notions, terms etc. through:
  - debates (answering questions, stating viewpoints etc.)
  - case studies
- Identifying and explaining causalities
- Drawing conclusions and making predictions

### Bibliography

Recommended Bibliography	<ul style="list-style-type: none"> <li>• Griffin R. W., Pustay M. W.: <i>International Business</i>, 5th edition, Pearson Prentice Hall, 2007</li> <li>• August R.: <i>International Business Law</i>, Prentice Hall, Englewood Cliffs, 1993</li> <li>• Greenbaum S.I., Thakor, A.V.: <i>Contemporary Financial Intermediation</i>, 2<sup>nd</sup> ed., Elsevier 2007</li> <li>• Thakor A.V., Boot A.W.A. (eds): <i>Handbook of Financial Intermediation and Banking</i>, Elsevier, 2008</li> <li>• Moffett M. et al.: <i>Fundamentals of Multinational Finance</i>, 3rd ed., Pearson Education, 2009</li> <li>• O'Brien T.J.: <i>International Financial Economics</i>, Oxford University Press, 2006</li> <li>• Trompenaars F., Hampden-Turner C. – <i>Riding the Waves of Culture, Understanding Cultural Diversity in Global Business</i>, 2nd ed., McGraw-Hill, 1998</li> <li>• Branch, Alan E.: <i>Export Practice and Management</i>, Chapman&amp;Hall, 1994</li> <li>• Albaum G., Strandkov J., Duerr E.: <i>International Marketing and Export Management</i>, Prentice Hall, 2002</li> <li>• Briggs, P.: <i>Principles of International Trade and Payments</i>, Blackwell Business, 1994</li> </ul>
Additional Bibliography	<ul style="list-style-type: none"> <li>• Herciu M., <i>Business International Competitiveness : Determinants, Challenges, Constrains</i> , 2015</li> <li>• Mason A Carpenter, <i>International Business</i>, University of Wisconsin at Madison, 2011</li> <li>• HILL, Charles W.L. , <i>International Business : Competing in the Global Marketplace</i>, 2007</li> </ul>



### 9. Conjunction of the discipline's content with the expectations of the epistemic community, professional associations and significant employers of the specific teaching program

Will be achieved through periodical meetings with the mentioned stakeholders.

The course meets the requirements and expectations of a wide variety of public segments which might have an interest therein: businesses, public administration sectors, academic institutions and others.

### 10. Evaluation

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	<ul style="list-style-type: none"> <li>accurate answers to the test questions</li> <li>correctly dealing with the subject-matter</li> </ul>	Final written exam	50%	nCPE
Seminar	<ul style="list-style-type: none"> <li>active involvement in discussions</li> <li>the quality and insight of in-class comments</li> <li>correct solving of the exercises</li> </ul>	Class participation	10%	nCPE
	<ul style="list-style-type: none"> <li>accurate answers to the test questions</li> <li>correctly dealing with the subject-matter</li> </ul>	Midterm exam	20%	nCPE
	<ul style="list-style-type: none"> <li>compliance with project requirements</li> <li>critical and self-critical behaviour</li> </ul>	Essay	20%	nCPE

#### Minimum performance standard

(\*) **The Discipline Syllabus will encompass components adapted to persons with disabilities in accordance with their type and degree.**

(\*\*) CPE – Conditions Exam Participation; nCPE – Does Not Condition Exam Participation; CEF – Conditions Final Evaluation;

Filling Date: 25.09.2020

Department Acceptance Date: 28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Prof. Sorin Burnete, Ph.D	
Seminar Teacher	Teach. Assis. Cristina Popa, Ph.D	
Department Director	Assist. Prof. Camelia Budac, Ph. D	

## DISCIPLINE SYLLABUS \*

### 1. Program Information

Higher-Education Institution	Lucian Blaga University of Sibiu
Faculty	The Faculty of Economic Sciences
Department	Department of Management, Marketing and Business Administration
Study Domain	Business Administration
Study Level	Bachelor
Study Program	Business Administration in English

### 2. Discipline Information

Discipline Name	<b>Investments and corporate finance</b>			
Course Code	Course Type	Year of Study	Semester	Credit Number
	Op	III	II	4
Evaluation Type	Discipline Category ( <i>DF=fundamental.; DD=domain; DS=specialty; DC=complementary</i> )			
E	DS			
Course Teacher	Prof.univ.dr. Livia Ilie			
Seminar/laboratory /project Teacher	Assistant Anca Serban			

### 3. Estimated Total Time

Discipline Extension within the Curriculum – Number of Hours per Week				
Course	Seminar	Laboratory	Project	Total
2	2			<b>4</b>
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total ( <i>NOAD<sub>sem</sub></i> )
28	28			<b>56</b>

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		20
Additional learning by using library facilities, electronic databases and on-site information		5
Preparing seminars/laboratories, homework, portfolios and essays		15
Tutorial activities		2
Exams		2
Total Number of Hours for Individual Study ( <i>NOSI<sub>sem</sub></i> )		44
<b>Total Hours per Semester (<i>NOAD<sub>sem</sub> + NOSI<sub>sem</sub></i>) = credits x 25</b>		<b>100</b>

### 4. Preconditions (if needed)

Disciplines needed to be passed	
Competences	

### 5. Conditions (if needed)

Course related	laptop, Google classroom
Seminar/laboratory related	laptop, Google classroom





## 6. Gained Specific Competences

Professional Competences	<p>The specific professional competences acquired in the discipline Evaluation and financing of investments consider the knowledge, the understanding of the basic concepts of the field as well as the use of the knowledge to explain and interpret some concepts and situations:</p> <ul style="list-style-type: none"> <li>• the correct use of specialized terms in the field of evaluating and financing of investments</li> <li>• defining / naming specific concepts for operations on financial markets;</li> <li>• arguing statements that have as their object the problem of evaluating and financing of investments</li> <li>• solving problems specific to evaluation and financing of investments</li> <li>• the ability to determine the optimal capital structure of a company</li> <li>• the ability to understand the value of a company</li> </ul>
Transversal Competences	<p>Within the discipline, values and attitudes such as economic efficiency, economic rationality, active and responsible economic behavior are promoted, contributing at the same time to the acquisition of the following transversal competences:</p> <ul style="list-style-type: none"> <li>• ability to analyse and synthesize</li> <li>• positive reaction to suggestions, requirements, teaching tasks, satisfaction of responding;</li> <li>• involvement in scientific activities related to the discipline;</li> <li>• the ability to behave ethically;</li> <li>• ability to collaborate with specialists from other fields</li> </ul>

## 7. Discipline Objectives (as resulted from the matrix of gained specific competencies)

General Objective of the Discipline	Acquiring and understanding the main concepts and tools used in the financial department of a company.
Specific Objectives	<ul style="list-style-type: none"> <li>• Knowledge of general principles in making financial decisions.</li> <li>• Understanding the investment decision, the financing decision and the dividend decision at the company level.</li> <li>• Understanding the key factors that determine the value of the company.</li> <li>• Development of knowledge and skills for analyzing the performance of a company.</li> </ul>

## 8. Content

Course		Hours
Course 1	Evaluation and financing of investments: an overview	2
Course 2	Analysis of the economic performance of a company. Ratios	2
Course 3	Analysis of the economic performance of a company. The Dupont System	2
Course 4	The financial system and its role in the firm's decisions	2
Course 5	Profit and cash. Cashflows	2
Course 6	The Investment Decision	2



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Course 7	The Investment Decision	2
Course 8	Capital structure: Theory	2
Course 9	Capital structure: Practice	2
Course 10	The Dividend Policy	2
Course 11	The implications of financial decisions on the value of the company	2
Course 12	The implications of financial decisions on the value of the company	2
Course 13	Review	2
Course 14	Review	2
<b>Total Course Hours:</b>		<b>28</b>
<b>Seminar/Laboratory</b>		Hours
Sem 1	Developments in Evaluation and financing of investments	2
Sem 2	The Functions of the Financial Department in companies	2
Sem 3	Understanding the main financial statements. Case study 1	2
Sem 4	Understanding the main financial statements. Case study 2	2
Sem 5	Financial analysis. Case study 1	2
Sem 6	Financial analysis. Case study 2	2
Sem 7	Investment decision. The Net Present Value. Case study	2
Sem 8	The capital structure. Case study	2
Sem 9	Dividend policy	2
Sem 10	The value of the company - determining factors. Case study	2
Sem 11	Review	2
Sem 12	Review	2
Sem 13	Projects presentation	2
Sem 14	Projects presentation	2
<b>Total Seminar/laboratory hours</b>		<b>28</b>

### Teaching Methods

Lecture; Explication; Exposure; Debate and problematization; Case study; The demonstration; Teamwork		
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### Bibliography

Recommended Bibliography	1. Brealey, R. A. and Myers, S. C., Markus, A., <i>Principles of Corporate Finance</i> , McGraw-Hill, 2012
	2. Dragota, V., Mitrica, E., Catarma, D., Novac, L E, <i>Basic Finance</i> , Editura ASE, 2009
	3. Emery, D., Finnerty, J., Stowe, J., <i>Corporate Financial Management</i> , Prentice Hall, 2004
	4. Halpern, P., Weston, J.F., Brigham, E.F., <i>Finanțe manageriale – modelul canadian</i> , Editura Economică, 1998
	5. Ilie, L., <i>Dividend Controversy: a theoretical approach</i> , Studies in Business and Economics, vol 6.3., 2011, ISSN 1842-4120
	6. Stancu, D., Stancu, I., <i>Finanțe corporative cu Excel</i> , Editura Economica, 2012
Additional Bibliography	1. Ilie, L., Belascu, L., Ilie, A., <i>Trends in the Investment Banking Industry</i> , Proceedings of the 18 <sup>th</sup> International Economic Conference Crises after the Crisis. Inquiries from a national, European and global perspective, ULB Sibiu, mai 2011, ISBN 978-606-12-0139-6
	2. Harrison, W., Horngren, Ch., <i>Financial Accounting</i> , Prentice Hall, 2006.



	3. Keown, A., Martin, J., Petty, W., Scott, D., <i>Financial Management: Principles and Applications</i> , Prentice Hall, 2002
	4. Revsine, L., Collins, D., Johnson, B., <i>Financial Reporting and Analysis</i> , Prentice Hall, 2005.

### 9. Conjunction of the discipline's content with the expectations of the epistemic community, professional associations and significant employers of the specific teaching program

Will be achieved through periodical meetings with the mentioned stakeholders.

### 10. Evaluation

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	Understanding and application of specific concepts	Final written and oral exam	60%	CEF
	Course Attendance	Active participation in the course	10%	CEF
Seminar/ Laboratory	Team project	Case studies, team projects, participation in discussions	30%	n CEF

#### Minimum performance standard

- To complete this discipline it is necessary to obtain a final mark of at least 5 (five);
- The given grades are between 1 (one) and 10 (ten);
- The student knows the main concepts, recognizes them and defines them correctly;
- The student knows at least some of the calculation formulas and uses them accordingly
- • The student proves the knowledge of the recommended bibliography.

(\*) **The Discipline Syllabus will encompass components adapted to persons with disabilities in accordance with their type and degree.**

(\*\*) CPE – Conditions Exam Participation; nCPE – Does Not Condition Exam Participation; CEF – Conditions Final Evaluation;

Filling Date: 25.09.2020

Department Acceptance Date: 28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Prof.univ.dr. Livia Ilie	
Seminar/laboratory Teacher	Assistant Anca Serban	
Department Director	Conf.univ.dr. Camelia Budac	



## DISCIPLINE SYLLABUS \*

### 1. Program Information

Higher-Education Institution	"Lucian Blaga" University of Sibiu
Faculty	Economic Sciences
Department	Management, Marketing, and Business Administration
Study Domain	Business Administration
Study Level	Bachelor
Study Program	Business Administration

### 2. Discipline Information

Discipline Name	<b>LOGISTICS</b>			
Course Code	Course Type	Year of Study	Semester	Credit Number
	DD	3	2	4
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
E	DD			
Course Teacher	Vacar Anca			
Seminar/laboratory /project Teacher	Vacar Anca			

### 3. Estimated Total Time

Discipline Extension within the Curriculum – Number of Hours per Week				
Course	Seminar	Laboratory	Project	Total
2	2	0	0	4
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total ( $NOAD_{sem}$ )
24	24	0	0	48

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		20
Additional learning by using library facilities, electronic databases and on-site information		20
Preparing seminars/laboratories, homework, portfolios and essays		10
Tutorial activities		0
Exams		2
Total Number of Hours for Individual Study ( $NOI_{sem}$ )		52
<b>Total Hours per Semester (<math>NOAD_{sem} + NOI_{sem}</math>) = credits x 25</b>		<b>100</b>

### 4. Preconditions (if needed)

Disciplines needed to be passed	microeconomics, macroeconomics, management, marketing
Competences	familiar to management and marketing specific concepts

### 5. Conditions (if needed)

Course related	Google Classroom / Google Meet
Seminar/laboratory related	Google Classroom / Google Meet



## 6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"> <li>• The explanation and interpretation of the economic influence exercised by the external environment on the enterprise/ organization.</li> <li>• The application of suitable tools for the analysis of the influence exercised by the external environment on the enterprise/ organization.</li> <li>• The critical and constructive assessment of the explanation and/ or solving of problems arising from the economic influence exercised by the external environment on the enterprise/ organization.</li> <li>• The production of a research project regarding the economic influence exercised by the external environment on the enterprise/ organization.</li> <li>• The identification of the economic implications associated with the activity and management of an enterprise/ organization subdivision.</li> <li>• The explanation and interpretation of the economic implications associated with the activity and management of an enterprise/ organization subdivision.</li> <li>• The application of specific tools in order to analyze the activity of an enterprise/ organization subdivision.</li> <li>• The critical and constructive assessment of problem explanation and /or solving in the activity and management of an enterprise/ organization subdivision.</li> <li>• The drafting of a study regarding the operation and management of an enterprise/ organization subdivision.</li> </ul>
Transversal Competences	<ul style="list-style-type: none"> <li>• The identification of roles and responsibilities in a multi-specialized team and the application of efficient relationship and work techniques within a team.</li> </ul>

## 7. Discipline Objectives (as resulted from the matrix of gained specific competencies)

General Objective of the Discipline	<ul style="list-style-type: none"> <li>• Acquiring the necessary knowledge for the most correct and profound understanding from a theoretical and a practical perspective of the role of logistics in the enterprise and of the whole set of activities circumscribed to a logistic process.</li> </ul>
Specific Objectives	<ul style="list-style-type: none"> <li>• Assimilation of those theoretical knowledge and development of those practical skills that allow the correct fulfillment of the duties of a logistics specialist, regardless of the location of this type of activity.</li> <li>• Developing practical capabilities and skills in logistics.</li> </ul>

## 8. Content

Course	Hours	
Course 1	Logistics, the supply chain and competitive strategy	2
Course 2	Logistics and customer value	2
Course 3	Measuring logistics costs and performance	2
Course 4	Matching supply and demand	2
Course 5	Creating the responsive supply chain	2
Course 6	Strategic lead-time management	2
Course 7	The synchronous supply chain	2
Course 8	Complexity and the supply chain	2



Course 9	Managing the global pipeline	2
Course 10	Managing risk in the supply chain	2
Course 11	The era of network competition	2
Course 12	The supply chain of the future	2
<b>Total Course Hours:</b>		<b>24</b>
<b>Seminar/Laboratory</b>		<b>Hours</b>
Sem 1	Logistics, the supply chain and competitive strategy	2
Sem 2	Logistics and customer value	2
Sem 3	Measuring logistics costs and performance	2
Sem 4	Matching supply and demand	2
Sem 5	Creating the responsive supply chain	2
Sem 6	Strategic lead-time management	2
Sem 7	The synchronous supply chain	2
Sem 8	Complexity and the supply chain	2
Sem 9	Managing the global pipeline	2
Sem 10	Managing risk in the supply chain	2
Sem 11	The era of network competition	2
Sem 12	The supply chain of the future	2
<b>Total Seminar/laboratory hours</b>		<b>24</b>

### Teaching Methods

- Explanation	- Problematizing	- Debates
- Lecturing	- Case studies	- Class participation
- Demonstrating	- Collaborating	

### Bibliography

Recommended Bibliography	Bowersox, D. J., Closs, D. J., & Stank, T. P. (1999). <i>21st century logistics: making supply chain integration a reality</i>
	Bramel, J., & Simchi-Levi, D. (1997). <i>The logic of logistics: theory, algorithms, and applications for logistics management</i> (pp. 175-240). New York: Springer
	Buurman, J. (2002). <i>Supply chain logistics management</i> . McGraw-Hill
	Christopher, M. (2016). <i>Logistics &amp; supply chain management</i> . Pearson UK
	Coyle, J. J., Bardi, E. J., & Langley, C. J. (1996). <i>The management of business logistics</i> (Vol. 6). St Paul, MN: West publishing company
Additional Bibliography	Gourdin, K. (2006). <i>Global logistics management: a competitive advantage for the 21st century</i> . Wiley-Blackwell
	Harrison, A., & Van Hoek, R. I. (2008). <i>Logistics management and strategy: competing through the supply chain</i> . Pearson Education
	Lambert, D. M., & Stock, J. R. (1993). <i>Strategic logistics management</i> (Vol. 69). Homewood, IL: Irwin
	Schönsleben, P. (2007). <i>Integral logistics management: Operations and supply chain management in comprehensive value-added networks</i> . Auerbach Publications
	Waters, C. D. J. (2009). <i>Supply chain management: An introduction to logistics</i> (Vol. 2). New York: Palgrave Macmillan
	Waters, C. D. J., & Waters, D. (Eds.). (2003). <i>Global logistics and distribution planning: strategies for management</i> . Kogan Page Publishers



### 9. Conjunction of the discipline's content with the expectations of the epistemic community, professional associations and significant employers of the specific teaching program

The Logistics discipline aims to identify and meet the needs and expectations of the employers in the economic field in order to successfully solve the various situations of work that are circumscribed to the profession of management specialist in terms of efficiency and effectiveness.

### 10. Evaluation

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	Knowing and understanding the course's topics	Final exam	50%	
Seminar/ Laboratory	The ability to correctly use theoretical concepts in discussions on practical topics.	Essay	20%	
	Learning outcomes of the course and seminar, and supporting papers presenting real situations.	Project	30%	

#### Minimum performance standard

- For graduating this discipline, the final grade should be minimum 5 (five);
- The student should know the discipline's basic concepts evaluated through final test;
- The student should have the ability of using the theoretical concepts into practice – seminar activities and projects.

(\* **The Discipline Syllabus will encompass components adapted to persons with disabilities in accordance with their type and degree.**

(\*\*) CPE – Conditions Exam Participation; nCPE – Does Not Condition Exam Participation; CEF – Conditions Final Evaluation;

Filling Date: 25.09.2020

Department Acceptance Date: 28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Vacar Anca	
Seminar/laboratory Teacher	Vacar Anca	
Department Director	Conf. univ. dr. Camelia Budac	





## DISCIPLINE SYLLABUS \*

### 1. Program Information

Higher-Education Institution	Lucian Blaga University of Sibiu
Faculty	Faculty of Economic Sciences
Department	MANAGEMENT, MARKETING, BUSINESS ADMINISTRATION
Study Domain	BUSINESS ADMINISTRATION
Study Level	BACHELOR
Study Program	BUSINESS ADMINISTRATION – IN ENGLISH

### 2. Discipline Information

Discipline Name	<b>HUMAN RESOURCE MANAGEMENT</b>			
Course Code	Course Type	Year of Study	Semester	Credit Number
DD	mandatory	III	II	4
Evaluation Type	Discipline Category ( <i>DF=fundamental.; DD=domain; DS=specialty; DC=complementary</i> )			
Course Teacher	Asist.univ.dr. Anca Șerban			
Seminar/laboratory /project Teacher	Asist.univ.dr. Anca Șerban			

### 3. Estimated Total Time

Discipline Extension within the Curriculum – Number of Hours per Week				
Course	Seminar	Laboratory	Project	Total
28	28			<b>56</b>
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total ( <i>NOAD<sub>sem</sub></i> )
10	10		22	<b>44</b>

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		20
Additional learning by using library facilities, electronic databases and on-site information		10
Preparing seminars/laboratories, homework, portfolios and essays		10
Tutorial activities		2
Exams		2
Total Number of Hours for Individual Study ( <i>NOSI<sub>sem</sub></i> )		44
<b>Total Hours per Semester (<i>NOAD<sub>sem</sub> + NOSI<sub>sem</sub></i>) = credits x 25</b>		<b>100</b>

### 4. Preconditions (if needed)

Disciplines needed to be passed	Management
Competences	Knowledge of the English language

### 5. Conditions (if needed)

Course related	-
Seminar/laboratory related	-



## 6. Gained Specific Competences

Professional Competences	The ability to apply the principles and techniques of human resource management gained through this course to the discussion of major personnel issues and the solution of typical case problems.
Transversal Competences	Critical Thinking Communication skills Collaboration skills Decision making skills

## 7. Discipline Objectives (as resulted from the matrix of gained specific competencies)

General Objective of the Discipline	To familiarize students with the basic principles and techniques of human resource management.
Specific Objectives	<ul style="list-style-type: none"><li>▪ Appreciate the importance of human resource management as a field of study and as a central management function;</li><li>▪ Understand the implications for human resource management of the behavioral sciences, government regulations, and court decisions;</li><li>▪ Know the elements of the HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element's key concepts &amp; terminology;</li></ul>

## 8. Content

Course		Hours
Course 1	Introduction/ The importance of human resources	2
Course 2	Human resource management as a function of the organization	2
Course 3	The changing role of human resources management in the employment relationship	2
Course 4	Planning in HR	2
Course 5	Recruitment and selection of human resources	2
Course 6	Induction and Training	2
Course 7	Motivating employees	2
Course 8	Human resource evaluation	2
Course 9	Globalisation, economic policy and the labour market	2
Course 10	International Human Resource Management	2
Course 11	The dynamics of employee	2
Course 12	Changing patterns of workplace conflict and dispute resolution	2
Course 13	Diversity	2
Course 14	Review	2
<b>Total Course Hours:</b>		<b>28</b>
Seminar		Hours
Sem 1	Introduction	2
Sem 2	The HRM function	2
Sem 3	Scanning the contemporary work environment	2



Sem 4	HRM data systems	2
Sem 5	Recruitment and selection of human resources	2
Sem 6	Creative recruitment – group project	2
Sem 7	Training and career development	2
Sem 8	Performance appraisal	2
Sem 9	International HR issues	2
Sem 10	Discipline, motivation and labour relations	2
Sem 11	Diversity case study	2
Sem 12	Group project presentations and discussions	2
Sem 13	Group project presentations and discussions	2
Sem 14	Review	2
<b>Total Seminar hours</b>		<b>28</b>

### Teaching Methods

Lecture, Direct instruction		
Class discussion		
Reading assignments		
Group work		
Presentation		

### Bibliography

Recommended Bibliography	Armstrong M., Armstrong's Handbook of Strategic Human Resource Management, Kogan Page, 2011
	Nkomo, Fottler, McAfee, Human Resources Management Applications, 7 <sup>th</sup> Edition, South Western, 2011
	Fitz-enz J., The ROI of Human Capital, American Management Association AMACOM, New York, 2009
Additional Bibliography	Dessler, G. Fundamentals of Human Resource Management (4th Edition, Pearson)
	Armstrong, M., Baron, A., Strategic HRM: the key to improved business performance-seria Developing practice. London: Chartered Institute of Personnel & Development, London, 2002
	Becker, B., Huselid, M., Ulrich, D., The HR Scorecard- Linking people, strategy and performance, Harvard Business School Press, Boston, MA., 2001

### 9. Conjunction of the discipline's content with the expectations of the epistemic community, professional associations and significant employers of the specific teaching program

Will be achieved through periodical meetings with the mentioned stakeholders.

### 10. Evaluation

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	According to the evaluation guide	Written exam	50%	
Seminar/ Laboratory	According to the evaluation guide	Group project	30%	
		Homeworks	20%	



# ULBS

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## Minimum performance standard

(\* **The Discipline Syllabus will encompass components adapted to persons with disabilities in accordance with their type and degree.**

(\*\*) CPE – Conditions Exam Participation; nCPE – Does Not Condition Exam Participation; CEF – Conditions Final Evaluation;

Filling Date: 25.09.2020

Department Acceptance Date: 28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Asist.univ.dr. Anca Șerban	
Seminar/laboratory Teacher	Asist.univ.dr. Anca Șerban	
Department Director	Conf.univ.dr. Camelia Budac	



## DISCIPLINE SYLLABUS \*

### 1. Program Information

Higher-Education Institution	Lucian Blaga University of Sibiu
Faculty	Faculty of Economic Sciences
Department	Management, Marketing and Business Administration
Study Domain	Business Administration
Study Level	Bachelor
Study Program	Business Administration (english)

### 2. Discipline Information

Discipline Name	<b>Project management for business</b>			
Course Code	Course Type	Year of Study	Semester	Credit Number
	DA	III	1	5
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
V	DD			
Course Teacher	Lect. PhD. Dumitru TROANCA			
Seminar/laboratory /project Teacher	Teaching assist. PhD. Mircea FUCIU			

### 3. Estimated Total Time

Discipline Extension within the Curriculum – Number of Hours per Week				
Course	Seminar	Laboratory	Project	Total
2	2	-	-	4
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total ( $NOAD_{sem}$ )
28	28	-	-	56

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		21
Additional learning by using library facilities, electronic databases and on-site information		21
Preparing seminars/laboratories, homework, portfolios and essays		21
Tutorial activities		4
Exams		2
Total Number of Hours for Individual Study ( $NOSI_{sem}$ )		69
<b>Total Hours per Semester (<math>NOAD_{sem} + NOSI_{sem}</math>) = credits x 25</b>		<b>125</b>

### 4. Preconditions (if needed)

Disciplines needed to be passed	Management, Mathematics
Competences	

### 5. Conditions (if needed)

Course related	Classroom with computer and video-projector
Seminar/laboratory related	Classroom with computer and video-projector



## 6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"> <li>✓ Identification of the concepts related to planning, organizing, coordinating and controlling the activity of human resources in the context of business administration labor market specificity.</li> <li>✓ Explanation and interpretation of concrete situations/processes of business administration for the correct interpretation of labor market developments and trends within companies regarding employees.</li> <li>✓ Develop alternative calculations for different situations (decision variants) in the allocation of resources.</li> <li>✓ Establishing the necessary of material and financial resources in relation to the volume and efficiency requirements of trade and tourism organizations.</li> <li>✓ Participation in substantiation of prefeasibility and feasibility studies for business investment.</li> </ul>
Transversal Competences	<ul style="list-style-type: none"> <li>✓ Identifying roles and responsibilities in a multi-specialized team and application of networking techniques and effective work within the team.</li> </ul>

## 7. Discipline Objectives (as resulted from the matrix of gained specific competencies)

General Objective of the Discipline	Learning the concepts, methods and techniques related with management of changes, using projects
Specific Objectives	<p>Developing students' ability to organize and lead teams responsible for implementing various projects at the organization level.</p> <p>Getting students used with an applicative leading teams approach</p>

## 8. Content

Course		Hours
Course 1	Projects - nature and purpose	2
Course 2	Place and role of the projects in the strategic system of a company	2
Course 3	Project choice - numerical and non-numerical techniques	2
Course 4	Project organization - methods and structures	4
Course 5	Project planning	2
Course 6	Organizing the project. Project teams	4
Course 7	Project costing and budgeting	2
Course 8	Projects and change	2
Course 9	Resolving project problems	2
Course 10	Conflicts related to the project	2
Course 11	Projects monitoring and controlling	2
Course 12	Project completion	2
<b>Total Course Hours:</b>		<b>28</b>
Seminar/Laboratory		Hours
Sem 1	Projects - nature and purpose	2
Sem 2	Place and role of the projects in the strategic system of a company	2
Sem 3	Project choice - numerical and non-numerical techniques	2
Sem 4	Project organization - methods and structures	4
Sem 5	Project planning	2



Sem 6	Organising the project. Project teams	4
Sem 7	Project costing and budgeting	2
Sem 8	Projects and change	2
Sem 9	Resolving project problems	2
Sem 10	Conflicts related to the project	2
Sem 11	Projects monitoring and controlling	2
Sem 12	Project completion	2
<b>Total Seminar/laboratory hours</b>		<b>28</b>

## Teaching Methods

<p><b>Course:</b> Lecture, explanation, heuristic conversation, debate.  <b>Seminar:</b> Brainstorming, explanation, problem solving, case studies, graphic organizers.</p>		
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## Bibliography

Recommended Bibliography	Griffith, T., The plugged-in manager, Jossey-Bass, Wiley, San Francisco, 2012
	Heagney, J., Fundamentals of Project Management, 4th Edition, AMACOM, 2012
	Kerzner, H., Management de proiect, vol. 1 și 2, Ed. CODECS, București 2010
	Kerzner, H., Project management case studies, John Wiley & Sons, New Jersey, 2017
	Opran, C., Managementul proiectelor, Ed. Comunicare.ro, București, 2014
	Troanca, D., Managementul proiectelor, Suport de curs ULBS, 2015
Additional Bibliography	Pickerden, A., Planning and managing your work based project, bookboon.com, 2015
	Schwalbe, K., An Introduction to Project Management, 2013

## 9. Conjunction of the discipline's content with the expectations of the epistemic community, professional associations and significant employers of the specific teaching program

<p>Will be achieved through periodical meetings with the mentioned stakeholders.          After a series of meetings and professional debates with the stakeholders, the course content has been correlated with the requirements of the Romanian business environment.</p>
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## 10. Evaluation

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	Pre-examination	Written test, online	20%	nCPE
	Final examination	Oral evaluation, online	30%	
Seminar/ Laboratory	Progressive evaluation	Seminar activity evaluation	20%	CPE
		Project sustained during seminar	30%	nCPE





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<b>Minimum performance standard</b> 50%
A minimum of 4 attendances on the seminar activities are necessary for being admitted in the final evaluation
<ul style="list-style-type: none"><li>• knowing the key concepts which discipline is operating with</li><li>• the ability to apply learned theoretical concepts in projects</li></ul>

(\*) **The Discipline Syllabus will encompass components adapted to persons with disabilities in accordance with their type and degree.**

(\*\*) CPE – Conditions Exam Participation; nCPE – Does Not Condition Exam Participation; CEF – Conditions Final Evaluation;

Filling Date: 25.09.2020

Department Acceptance Date: 28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Lect. PhD. Dumitru TROANCA	
Seminar/laboratory Teacher	Teaching assist. PhD. Mircea FUCIU	
Department Director	Assistant Prof. Phd. Camelia BUDAC	



## DISCIPLINE SYLLABUS \*

### 1. Program Information

Higher-Education Institution	Lucian Blaga University of Sibiu
Faculty	Economic Sciences
Department	Management, Marketing, Business Administration
Study Domain	Business Administration
Study Level	Bachelor Studies
Study Program	Business Administration

### 2. Discipline Information

Discipline Name	<b>Promotional Techniques</b>			
Course Code	Course Type	Year of Study	Semester	Credit Number
DD	compulsory	3	2	5
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
Exam	DD=domain			
Course Teacher	Assoc. Prof. PhD. Oana Duralia			
Seminar/laboratory /project Teacher	Assist. PhD. Simona Vinerean			

### 3. Estimated Total Time

Discipline Extension within the Curriculum – Number of Hours per Week				
Course	Seminar	Laboratory	Project	Total
2	2	-	-	4
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total ( <i>NOAD<sub>sem</sub></i> )
24	24	-	-	48

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		35
Additional learning by using library facilities, electronic databases and on-site information		18
Preparing seminars/laboratories, homework, portfolios and essays		20
Tutorial activities		2
Exams		2
Total Number of Hours for Individual Study ( <i>NOSI<sub>sem</sub></i> )		77
<b>Total Hours per Semester (<i>NOAD<sub>sem</sub></i> + <i>NOSI<sub>sem</sub></i>) = credits x 25</b>		<b>125</b>

### 4. Preconditions (if needed)

Disciplines needed to be passed	Marketing
Competences	Basing and developing the marketing mix

### 5. Conditions (if needed)

Course related	Room with multimedia teaching equipment and internet access
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# ULBS

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Seminar/laboratory related	Room with multimedia teaching equipment and internet access
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## 6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"><li>• To know, explain and use specific techniques and tools of marketing communication.</li></ul>
Transversal Competences	<ul style="list-style-type: none"><li>• To apply the principles, norms and values of professional ethics within their own work strategy, in a rigorous, effective and accountable manner;</li><li>• To identify the roles and responsibilities in a multi-specialized team and to apply relationship and effective teamwork techniques</li></ul>

## 7. Discipline Objectives (as resulted from the matrix of gained specific competencies)

General Objective of the Discipline	<ul style="list-style-type: none"><li>• To understand the importance of integrated marketing communications, as well as its influence on the attitude change of the target population;</li></ul>
Specific Objectives	<ul style="list-style-type: none"><li>• To develop students' ability to define, explain and use the main techniques and communication tools;</li><li>• To know operational tools of marketing communication as part of marketing policy within the organization.</li><li>• To acquire knowledge for the analysis and evaluation of the impact of a promotional communication campaign;</li><li>• To acquire practical skills in designing marketing communication programs.</li></ul>

## 8. Content

Course	Hours	
Course 1	Content of marketing communications and promotional activity	2
Course 2	Integrated Marketing Communications	2
Course 3	Enhancing Brand Equity.	2
Course 4	Integrated Marketing Communications Planning and Decisions	2
Course 5	The Communications Process and Consumer Behavior	2
Course 6	Advertising Management	2
Course 7	Effective and Creative Ad Messages. Message Appeals	2
Course 8	Digital Media: Online, Mobile and App Advertising. Social Media Marketing	2
Course 9	Direct Marketing and CRM.	2
Course 10	Sales Promotion Management.	2
Course 11	Personal Selling. Public relations. Sponsorships.	2



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Course 12	Packaging, Point-of-Purchase Communications, and Signage	2
<b>Total Course Hours:</b>		<b>24</b>
<b>Seminar/Laboratory</b>		Hours
Sem 1	General aspects regarding promotional techniques and their role in an organization's marketing strategy	2
Sem 2	Integrated marketing communications. Case study: Snickers	2
Sem 3	Enhancing Brand Equity.  Case study: Airbnb	
Sem 4	Establishing an integrated marketing communications program. Creative strategies in the communication process: Planning and development. Implementation and evaluation	2
Sem 5	Models of communication process. The role of promotion in the marketing mix.	2
Sem 6	Advertising Management. Case Study	2
Sem 7	Developing a creative strategy for a brand. Team project.	2
Sem 8	Case Study on Social Media Marketing - Nike's Ambush Marketing Campaign	2
Sem 9	Promotional techniques for implementing a digital marketing strategy, based branding positioning and "customer's journey" in an online environment Case Study: AccorHotels and the Digital Transformation: Enriching the Customer Experience through Content Strategies (INSEAD - 516-0167-1)	2
Sem 10	Promotional techniques for a start-up. Sales Promotions and Direct Marketing. Case Study: Warby Parker - Marketing Tactics for a Restrained Budget and an Innovative One-on-One Marketing Idea (Harvard Business School 9-413-051)	2
Sem 11	Promotional techniques based on event marketing, marketing influencers and promoters, brand advocates and sources of brand capital Case Study: Marquee - The Success of a Club (Harvard Business School - N2-509-019)	2
Sem 12	Group project presentation	2
<b>Total Seminar/laboratory hours</b>		<b>24</b>

### Teaching Methods

Lecture/Debate/ Application solving/case study		
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### Bibliography

Recommended Bibliography	<ul style="list-style-type: none"> <li>Sandra Moriarty, Nancy Mitchell, Charles Wood, William Wells, 2019. Advertising &amp; IMC: Principles and Practice. Eleventh Edition. Pearson</li> </ul>
	<ul style="list-style-type: none"> <li>J. Craig Andrews and Terence A. Shimp, 2018. <i>Advertising, Promotion and Other Aspects of Integrated Marketing Communications</i>. 10th Edition. South Western Cengage Learning</li> </ul>



	<ul style="list-style-type: none"> <li>Philip Kotler și Kevin Lane Keller, 2016. <i>Marketing Management</i>, Ed 15. Upper Saddle River, NJ: Prentice Hall.</li> <li>William Arens and Michael Weigold. 2017. <i>Contemporary Advertising and Integrated Marketing Communications</i>. NJ: McGraw Hill.</li> </ul>
Additional Bibliography	<ul style="list-style-type: none"> <li>Dale Lovell, 2017. <i>Native Advertising: The Essential Guide</i>. NY: Kogan Page.</li> <li>Dave Chaffey, P. R. Smith, 2017. <i>Digital Marketing Excellence : Planning, Optimizing and Integrating Online Marketing</i>. London: ROUTLEDGE Taylor &amp; Francis.</li> <li>Simon Kingsnorth, 2016. <i>Digital Marketing Strategy: An Integrated Approach to Online Marketing</i>. London: Kogan Page.</li> <li>George Belch &amp; Michael Belch, 2015. <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>. NJ: McGraw Hill.</li> </ul>
	<ul style="list-style-type: none"> <li>Kevin Lane Keller, 2013. <i>Strategic Brand Management</i>, Ed. 4. NJ: Prentice-Hall.</li> </ul>

### 9. Conjunction of the discipline's content with the expectations of the epistemic community, professional associations and significant employers of the specific teaching program

For developing the content and the teaching methods for the present course, education platforms of other domestic and foreign universities were consulted. Moreover, dialogs with employers were undertaken for knowing their expectations regarding the desired skills students should have for being performant employees.

### 10. Evaluation

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	Acquiring and understanding the course materials	Multiple choice test	40%	CEF
Seminar/ Laboratory	Active participation within the seminar's debates	Evaluation of the student's seminar activity	10%	CEF
	Case study assessment	Group project	30%	CEF
	Project + Ongoing Assessment	Group project	20%	CPE

#### Minimum performance standard

- For graduating this discipline, the final grade should be minimum 5 (five);
  - The student should know the discipline's basic concepts evaluated through the final exam; the final exam is considered passed if the student obtains a minimum grade of 5 (five);
- The student should have the ability of using the theoretical concepts into practice – seminar activities and projects.



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**(\*) The Discipline Syllabus will encompass components adapted to persons with disabilities in accordance with their type and degree.**

(\*\*) CPE – Conditions Exam Participation; nCPE – Does Not Condition Exam Participation; CEF – Conditions Final Evaluation;

Filling Date: 25.09.2020

Department Acceptance Date 28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Assoc. Prof. PhD. Oana Duralia	
Seminar/laboratory Teacher	Assist. PhD. Simona Vinerean	
Department Director	Assoc. Prof. PhD. Camelia Budac	

**FIȘA DISCIPLINEI\*****1. Date despre program**

Instituția de învățământ superior	Universitatea Lucian Blaga din Sibiu
Facultatea	Facultatea de Științe Economice
Departament	Management, Marketing, Administrarea Afacerilor
Domeniul de studiu	Administrarea Afacerilor
Ciclul de studii	Licență
Specializarea	Business Administration

**2. Date despre disciplină**

Denumirea disciplinei	Sisteme ERP			
Codul cursului	Tipul cursului	An de studiu	Semestrul	Număr de credite
	Obligatoriu	III	1	5
Tipul de evaluare	Categorია formativă a disciplinei (DF=fundamentală.; DD=domeniu; DS=specialitate; DC=complementară)			
Examen	DR			
Titular activități curs	Conf. univ. dr. Eduard Stoica			
Titular activități seminar / laborator/ proiect	Roxana Roșu			

**3. Timpul total estimat**

Extinderea disciplinei în planul de învățământ – număr de ore pe săptămână				
Curs	Seminar	Laborator	Proiect	Total
2	0	2	0	4
Extinderea disciplinei în planul de învățământ – Total ore din planul de învățământ				
Curs	Seminar	Laborator	Proiect	Total (NOAD <sub>sem</sub> )
28	0	28	0	44

Distribuția fondului de timp pentru studiu individual		Nr.ore
Studiul după manual, suport de curs, bibliografie și notițe		26
Documentare suplimentară în bibliotecă, pe platformele electronice de specialitate și pe teren		20
Pregătire seminarii/laboratoare, teme, referate, portofolii și eseuri		25
Tutoriat:		4
Examinări:		8
Total ore alocate studiului individual (NOSI <sub>sem</sub> )		69
<b>Total ore pe semestru (NOAD<sub>sem</sub> + NOSI<sub>sem</sub>) = nr. credite x 25</b>		<b>125</b>

**4. Precondiții** (acolo unde este cazul)

Discipline necesar a fi promovate anterior	Informatică, Management
Competențe	Noțiuni de utilizare a calculatoarelor

**5. Condiții** (acolo unde este cazul)

De desfășurare a cursului	<ul style="list-style-type: none"> <li>Acces platforma G Suite for Education (Google Classroom, Google Meet);</li> <li>Nu se acceptă comportamentul agresiv, insultarea persoanelor și alte forme de agresiuni verbale sau fizice;</li> <li>Cursul se desfășoară online în condiții de ascultare și participare activă la discuții.</li> </ul>
De desfășurare a sem/lab/pr	<ul style="list-style-type: none"> <li>Sală de laborator dotată corespunzător: calculatoare, rețea,</li> </ul>





	<p>conexiune la Internet, software specializat ERP;</p> <ul style="list-style-type: none"> <li>• Termenul predării proiectului de laborator este stabilit de cadrul didactic titular, de comun acord cu studenții. Nu se vor accepta cererile de amânare a acestuia pe motive, altfel decât obiectiv întemeiate.</li> </ul>
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## 6. Competențe specifice acumulate

Competențe profesionale	<ul style="list-style-type: none"> <li>• Cunoașterea structurii și funcționalității sistemului informațional din întreprinderi;</li> <li>• Însușirea cunoștințelor referitoare la sistemele informatice pentru conducere;</li> <li>• Cunoașterea locului sistemului informațional în activitatea economico-financiară;</li> <li>• Capacitatea de analiză și interpretare a datelor de sinteză specifice sistemelor ERP și CRM.</li> <li>• Folosirea noțiunilor economice în soluționarea de probleme prin dezvoltarea și implementarea de subsisteme informatice noi / sisteme informatice în organizație</li> <li>• Capacitatea de a realiza analiza avansată a datelor și a prezenta rezultatele în vederea sprijinirii proceselor decizionale</li> <li>• Descrierea transformărilor organizaționale generate de reproiectarea informațională impusă de integrarea informațională.</li> <li>• Familiarizarea cu structura și modul de utilizare al unei platforme integrate pentru afaceri cu aplicații pentru acumularea de abilități practice privind exploatarea ERP-urilor</li> </ul>
Competențe transversale	<ul style="list-style-type: none"> <li>• Capacitatea de a comunica verbal și în scris pe teme profesionale cu informaticieni, și economiști și de a elabora rapoarte tehnice.</li> <li>• Îndeplinirea la termen, cu sârguință, eficiență și responsabilitate a sarcinilor profesionale;</li> <li>• dezvoltarea deprinderilor de a lucra individual și în echipă (cu tot ceea ce presupune implicit aceasta – asumarea de roluri și responsabilități, colaborare, cooperare și întrajutorare, influența stilurilor de învățare asupra rezultatelor muncii în echipă, învățarea de la colegii de birou sau de specialitate);</li> <li>• Realizarea unor proiecte de mici dimensiuni pentru organizarea și analiza datelor.</li> <li>• Să selecteze corect soluții și planul de implementare; dezvoltarea capacității de cercetare și de creație;</li> <li>• Capacitate de lucru în echipă.</li> </ul>

## 7. Obiectivele disciplinei (reieșind din grila competențelor specifice acumulate)

Obiectivul general al disciplinei	<ul style="list-style-type: none"> <li>• Cunoașterea caracteristicilor, componentelor și utilității sistemelor informatice integrate de tip ERP.</li> <li>• Cursul prezintă tipuri de sisteme informatice, principii de proiectare și tipurile corespunzătoare de instrumente de implementare ale acestor sisteme.</li> </ul>
Obiectivele specifice	<ul style="list-style-type: none"> <li>• Motivația pentru proiectarea/achiziția și utilizarea sistemelor informatice integrate în cadrul IMM-urilor (performanțe, costuri, amortizare). Studii de caz. ERP-uri utilizate în România.</li> </ul>

## 8. Conținuturi

Curs		Nr. ore
Curs 1	Locul și rolul sistemului informațional în conducerea organizațiilor economice. Componentele și resursele sistemului informatic. Clasificarea sistemelor informatice	2



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Curs 2	Resurse, motivații și avantaje ale implementării unui sistem ERP	2
Curs 3	Sisteme informatice integrate de afaceri ERP Noțiuni generale. Notiunea de sistem ERP. Clasificarea sistemelor ERP. Metode de structurare și de utilizare a soluțiilor ERP	10
Curs 4	CRM (CustomerRelationship Management). Acoperirea celor 4 componente de business. (Operațiuni de Front-Office, Operațiuni de Back-Office, Managementul relațiilor de business, Analiza)	4
Curs 5	Implementarea unui ERP – structura unui proiect, strategii și metodologii de implementare. Rolul consultanței în succesul unui proiect ERP	4
Curs 6	Studii de caz: 1. Domeniul bancar 2. Domeniul retail 3. Domeniul de producție	4
Curs 7	Evoluții și tendințe pe piața aplicațiilor ERP din Romania	2
<b>Total ore curs:</b>		<b>28</b>
<b>Seminar/Laborator</b>		Nr. ore
Lab 1	Lucrul cu sistemul SAP / Versiuni ale SAP	2
Lab 2	Categoriile de sisteme ERP și costul acestora	2
Lab 3	Module SAP (FI, CO, MM, SD, PP, HR)	2
Lab 4	FI – Contabilitate financiara	4
Lab 5	CO – Contabilitatea costurilor (Controlling)	2
Lab 6	MM – Gestiunea materialelor	2
Lab 7	SD – Vanzari și distributie	2
Lab 8	PP – Planificarea productiei	2
Lab 9	HR – Resurse umane	2
Lab 10	Modelul Client/Server al SAP, Procedura de logare, Structura IDES, Exerciții SAP	2
Lab 11	Creare, afișare, tipărire CDO	4
Lab 12	Aplicarea și prezentarea cunoștințelor prin crearea unui proiect	2
<b>Total ore seminar/laborator</b>		<b>28</b>

### Metode de predare

Curs 1 – Curs 7	Prezentarea online orală și multimedia, dezbateră, brainstorming-ul, problematizarea, studiul de caz.	28
Laborator 1 – Laborator 11	<ul style="list-style-type: none"><li>• experimentul pe calculator;</li><li>• exercițiul pe calculator;</li><li>• efectuarea de exerciții și aplicații;</li><li>• întrebări de judecată profesională;</li><li>• conversația;</li><li>• reflecția personală;</li><li>• prelegerea participativă.</li></ul>	26
Laborator 12	<ul style="list-style-type: none"><li>• proiectul;</li><li>• dezbateră;</li><li>• explorarea realității;</li><li>• reflecția personală.</li></ul>	2

### Bibliografie

Referințe bibliografice recomandate	Hurbean, L., Fotache, D., Păvăloaia, D., Dospinescu, O., Platforme integrate pentru afaceri. ERP, Editura Economica, București, 2013
	Fotache D., Hurbean L., Dospinescu O., Păvăloaia V.D., "Procese organizaționale și integrare informațională: Enterprise ResourcePlanning", Editura Universității "Alexandru Ioan Cuza", Iași, 2010



	Eduard Stoica, "Mod de utilizare Social Media în afacerile electronice", Editura Universității Lucian Blaga din Sibiu, 2013
	Eduard Stoica, "Cercetări privind utilizarea Social Media pentru creșterea IQ-ului digital al companiilor, Editura Universității Lucian Blaga din Sibiu, 2015
	Monk, E., Wagner, B., Concepts in Enterprise Resource Planning, Thompson Course Technology, 2006
	Kumar Srinivasan, Sridhar Srinivasan, SAP Business Planning and Consolidation, ISBN-13: 9781493212064, 2015
	Soham Ray, Sisteme Enterprise Resource Planning (ERP), Editura: Rheinwerk Verlag GmbH, ISBN-13: 9781493213276, 2016
	Razvan Bologa, Ana Ramona Lupu, Sisteme Enterprise Resource Planning (ERP). Elemente introductive, Editura ASE, 2012
	<a href="https://open.sap.com">https://open.sap.com</a>
Referințe bibliografice suplimentare	<a href="http://www.senioreerp.ro/descopera-4-metode-simple-de-crestere-a-vanzarilor-cu-un-CRM">http://www.senioreerp.ro/descopera-4-metode-simple-de-crestere-a-vanzarilor-cu-un-CRM</a>

### 9. Coroborarea conținuturilor disciplinei cu așteptările reprezentanților comunității epistemice, asociațiilor profesionale și angajatorilor reprezentativi din domeniul aferent programului

<ul style="list-style-type: none"> <li>• Prin însușirea conceptelor teoretico-metodologice și abordarea aspectelor practice incluse în disciplina Sisteme informatice financiar-bancare, studenții dobândesc un bagaj de cunoștințe consistent și dezvoltarea unei gândiri și a unui limbaj care să le permită comunicarea cu profesioniștii din companii</li> <li>• Cursul există în programa de studii a universităților și facultăților de profil din România</li> <li>• Conținutul cursului este foarte bine apreciat de către companiile care au ca și angajați absolvenții ai acestui curs</li> </ul>
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### 10. Evaluare

Tip activitate	Criterii de evaluare	Metode de evaluare	Ponderea în nota finală	Obs.**
Curs	Cunoașterea conceptelor și principiilor sistemelor informatice financiar-bancare predate la curs	Evaluare online	60%	CEF
Seminar/ Laborator	Elaborarea și susținerea proiectului final	Se evaluează online corectitudinea și completitudinea modului de rezolvare, respectiv argumentarea în momentul susținerii proiectului final.	30%	CPE
	Test și teme laborator	Se înregistrează frecvența și interacțiunea la orele de laborator, precum și corectitudinea rezolvării studiilor de caz / lucrărilor aplicative.	10%	nCPE

Standard minim de performanță



## Activități aplicative

- participare activă la laboratorul online;
- realizarea unui proiect coerent, documentat și funcțional care să cuprindă în totalitate (100%) cerințele de întocmire;
- prezentarea proiectului cu scopul de a demonstra stăpânirea conținutului și calitatea de autor;
- o bună cunoaștere a terminologiei, a principiilor și instrumentelor de lucru specifice disciplinei;
- utilizarea logică și creativă a noțiunilor predate în cadrul disciplinei.

## Proiect

(condiționează participarea la examen) - *obținerea minim a notei 5 la evaluarea proiectului.*

Cerințe minime pentru nota 5	Cerințe pentru nota 10
<ul style="list-style-type: none"><li>• Interes constant manifestat pentru însușirea disciplinei;</li><li>• Cunoașterea elementelor fundamentale specifice domeniului;</li><li>• Utilizarea unor aplicații simple din domeniul disciplinei;</li><li>• Obținerea minim a notei 5 la examenul oral;</li><li>• Să realizeze singur 60% din cerințele de întocmire a proiectului de disciplină.</li></ul>	<ul style="list-style-type: none"><li>• Participare online activă la curs-laborator;</li><li>• Realizarea unui proiect coerent, documentat și funcțional care să cuprindă în totalitate (100%) cerințele de întocmire;</li><li>• Prezentarea proiectului demonstrând stăpânirea conținutului și calitatea de autor;</li><li>• bună cunoaștere a terminologiei, a principiilor și instrumentelor de lucru specifice disciplinei.</li><li>• Utilizarea logică și creativă a noțiunilor predate în cadrul disciplinei.</li></ul>

(\*) Fișa disciplinei cuprinde componente adaptate persoanelor cu dizabilități, în funcție de tipul și gradul acestora.

(\*\*) CPE – condiționează participarea la examen; nCPE – nu condiționează participarea la examen; CEF - condiționează evaluarea finală;

Data completării: 25.09.2020

Data avizării în Departament 28.09.2020

	Grad didactic, titlul, prenume, numele	Semnătura
Titular curs	Conf. univ. dr. Eduard Stoica	
Titular seminar/laborator	Roxana Roșu	
Director de departament	Conf. univ. dr. Camelia Budac	



## DISCIPLINE SYLLABUS \*

### 1. Program Information

Higher-Education Institution	"Lucian Blaga" University of Sibiu
Faculty	Economic Sciences
Department	Management, Marketing, and Business Administration
Study Domain	Business Administration
Study Level	Bachelor
Study Program	Business Administration

### 2. Discipline Information

Discipline Name	<b>STRATEGIC MANAGEMENT</b>			
Course Code	Course Type	Year of Study	Semester	Credit Number
	DO	III	I	6
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
E	DD			
Course Teacher	CLAUDIA OGREAN			
Seminar/laboratory /project Teacher	NANCY PANTA			

### 3. Estimated Total Time

Discipline Extension within the Curriculum – Number of Hours per Week				
Course	Seminar	Laboratory	Project	Total
2	2	-	-	4
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total ( <i>NOAD<sub>sem</sub></i> )
28	28	-	-	56

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		25
Additional learning by using library facilities, electronic databases and on-site information		20
Preparing seminars/laboratories, homework, portfolios and essays		25
Tutorial activities		14
Exams		10
Total Number of Hours for Individual Study ( <i>NOSI<sub>sem</sub></i> )		94
<b>Total Hours per Semester (<i>NOAD<sub>sem</sub></i> + <i>NOSI<sub>sem</sub></i>) = credits x 25</b>		<b>150</b>

### 4. Preconditions (if needed)

Disciplines needed to be passed	Management
Competences	Knowledge and understanding of the fundamental concepts of Management

### 5. Conditions (if needed)

Course related	Google Classroom / Google Meet
Seminar/laboratory related	Google Classroom / Google Meet



## 6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"> <li>• Defining and describing the main concepts, principles, theories and tools of strategic management, strategy and strategic system, and properly identifying them in case studies and/or in real life examples;</li> <li>• Finding, explaining and interpreting the processes and phenomena that define the evolution of firms within the dynamic (global) environment of nowadays;</li> <li>• Conducting different types of (strategy-related) analysis (during all the phases of the strategic management process) and extracting insights able to further support strategic decisions;</li> <li>• Applying the specific (theoretical and instrumental) knowledge acquired to different professional projects within the functional areas of strategic management.</li> </ul>
Transversal Competences	<ul style="list-style-type: none"> <li>• Applying the ethical principles, standards and values in students' work;</li> <li>• Identifying roles and responsibilities in a multi-specialized team and applying networking and effective work techniques within the team;</li> <li>• Identifying training opportunities and effective use of resources and learning techniques for personal and professional development;</li> <li>• Working with the Strategic Management's specific vocabulary in English.</li> </ul>

## 7. Discipline Objectives (as resulted from the matrix of gained specific competencies)

General Objective of the Discipline	<ul style="list-style-type: none"> <li>• To introduce students to the theory and practice of strategic management – by emphasizing on the main concepts, principles, tools and instruments able to support companies and their (strategic) management in search of (sustainable) competitiveness – from a middle and low management perspective.</li> </ul>
Specific Objectives	<p>For students to:</p> <ul style="list-style-type: none"> <li>• Define and understand the content and significance of the strategic management process;</li> <li>• Identify and acknowledge the (essential) role of strategy for the (operationalization of the) strategic management process;</li> <li>• Conduct (focused) strategic analyses (of the internal/external environment) and apply various techniques and instruments able to support the substantiation of strategic choices;</li> <li>• Develop tactics, procedures, and plans in order to implement strategic decisions.</li> </ul>

## 8. Content

Course		Hours
Course 1	<b>Course Description, Objectives &amp; Evaluation System</b>	2
Course 2	<b>Basic Concepts of Strategic Management</b> The study of strategic management Initiation of strategy: triggering events Basic model of strategic management Strategic decision making	2
Course 3	<b>Corporate Governance and Social Responsibility</b>	2



	Corporate governance: role of the board of directors Corporate governance: role of top management Social responsibilities and ethics in strategic decision making	
Course 4	<b>Environmental Scanning and Industry Analysis</b> Environmental scanning Industry analysis: analyzing the task environment Competitive intelligence Forecasting Synthesis of external factors – EFAS	2
Course 5	<b>Internal Scanning: Organizational Analysis</b> Resource-based view of the firm Business models Value-chain analysis Scanning internal resources and capabilities Synthesis of internal factors – IFAS	4
Course 6	<b>Strategy Formulation: Situation Analysis and Business Strategy</b> Situational (SWOT) analysis Review of mission and objectives Generating alternative strategies using a SWOT matrix Business strategies	4
Course 7	<b>Strategy Formulation: Corporate Strategy</b> Corporate strategy Directional strategies Portfolio analysis Corporate parenting	2
Course 8	<b>Strategy Implementation: Organizing for Action</b> What is strategy implementation? Who implements strategy? What must be done? How is strategy to be implemented? Organizing for action International issues in strategy implementation	2
Course 9	<b>Strategy Implementation: Staffing and Leading</b> Staffing Leading	2
Course 10	<b>Evaluation and Control</b> Evaluation and control in strategic management Measuring performance Strategic information system Guidelines for proper control Strategic incentive management	2
Course 11	<b>Strategy Formulation: Functional Strategy and Strategic Choice</b> Functional strategy The sourcing decision: location of functions & capabilities Strategies to avoid Strategic choice: selection of the best strategy Development of policies	4
<b>Total Course Hours:</b>		<b>28</b>
<b>Seminar/Laboratory</b>		Hours
Sem 1	The Evolution of Strategic Management – Schools of Thought	2
Sem 2	Environmental Scanning – the General Environment	2
Sem 3	Environmental Scanning – Industry Analysis	2





Sem 4	Internal Scanning – Resources & Capabilities	2
Sem 5	Internal Scanning – Functional Areas & Value Chain	2
Sem 6	Internal Scanning – Organizational Culture & Structure	2
Sem 7	Internal Scanning – Organizational Performance & Business Model	2
Sem 8	SWOT Analysis	2
Sem 9	Formulation of Business Strategy	2
Sem 10	Formulation of Functional Strategies	2
Sem 11	Formulation of Corporate Strategy	2
Sem 12	Strategy Implementation	2
Sem 13	Strategy Evaluation and Control	2
Sem 14	Corporate Governance: Roles of Board of Directors and Top Management	2
<b>Total Seminar/laboratory hours</b>		<b>28</b>

### Teaching Methods

- Explanation	- Problematizing	- Mosaic
- Lecturing	- Case studies	- Cognitive map
- Demonstrating	- Debates	- Brainstorming
- Collaborating	- Problem solving	- Class participation
- Lesson development	- Role playing	

### Bibliography

Recommended Bibliography	Dess, G.G., Lumpkin, G.T., Eisner, A.B. (2014). <i>Strategic management. Text and cases</i> . McGraw-Hill Irwin.
	<b>Hunger, J.D., Wheelen, T.L. (2014). <i>Essentials of Strategic Management</i>. Pearson New International Edition. (188 pp.)</b>
	Lampel, J., Mintzberg, H., Quinn, J.B., Ghoshal, S. (2014). <i>The Strategy Process</i> . Pearson.
	Ogorean, C. (2006). <i>Management strategic</i> . Ed. Universitatii "Lucian Blaga" din Sibiu.
	Popa, I. (2008). <i>Management strategic</i> , Ed. Economica.
	Ritson, N. (2017). <i>Strategic management</i> . Bookboon
	Rowe, J. (2008). <i>Studying Strategy</i> . Bookboon.
	Wheelen, T.L., Hunger, J.D. (2006). <i>Concepts in Strategic management and business policy</i> . Pearson Prentice Hall.
Additional Bibliography	Bacanu, B. (2014). <i>Anti Strategic Management. Teorie si studii de caz</i> . Ed. Polirom.
	Frynas, J. G., & Mellahi, K. (2015). <i>Global strategic management</i> . Oxford University Press, USA.
	Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2016). <i>Strategic management: Concepts and cases: Competitiveness and globalization</i> . Cengage Learning.
	Morden, T. (2016). <i>Principles of strategic management</i> . Routledge.
	Ogorean, C. (2016). <i>Achieving strategic and sustainable competitiveness by using the stakeholder impact analysis – theoretical aspects</i> . 1st International Conference Contemporary Issues In Theory And Practice Of Management. CITPM 2016, pp. 328-335
	Wheelen, T.L., Hunger, J.D. (2006). <i>Concepts in Strategic management and business policy</i> . Pearson Prentice Hall.
	<i>Harvard Business Review</i>
	<i>STATISTA</i>



### 9. Conjunction of the discipline's content with the expectations of the epistemic community, professional associations and significant employers of the specific teaching program

Will be achieved through periodical meetings with the mentioned stakeholders.

### 10. Evaluation

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	Participation – in an argumentative and creative way – to class discussions and debates	Continuous in class evaluation	10%	nCPE
	Knowledge and understanding of the specific concepts, categories, tools and instruments	Final exam – multiple choice questions	40%	CEF
Seminar/ Laboratory	Proper application of acquired knowledge to particular situations / projects	Projects, Homework	20%	CPE
	Knowledge, understanding and proper use and application of the main concepts and instruments; participation to class discussions and debates	Continuous in class evaluation, case studies	30%	CEF
<b>Minimum performance standard</b>				
<ul style="list-style-type: none"> <li>• The student to identify and properly categorize the main concepts of Strategic Management;</li> <li>• The student to define, recognize, and enumerate the main categories (both theoretical and instrumental);</li> <li>• The student to conceptualize/internalize and deal/operate with the main concepts and instruments when solving case studies, developing projects and performing other specific class assignments.</li> </ul>				

(\*) **The Discipline Syllabus will encompass components adapted to persons with disabilities in accordance with their type and degree.**

(\*\*) CPE – Conditions Exam Participation; nCPE – Does Not Condition Exam Participation; CEF – Conditions Final Evaluation;

Filling Date: 25.09.2020

Department Acceptance Date: 28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Prof. univ. dr. Claudia Ogorean	
Seminar/laboratory Teacher	Asist. univ. drd. Nancy Panta	
Department Director	Conf. univ. dr. Camelia Budac	



## DISCIPLINE SYLLABUS \*

### 1. Program Information

Higher-Education Institution	"Lucian Blaga" University of Sibiu
Faculty	Economic Sciences
Department	Management, Marketing, and Business Administration
Study Domain	Business Administration
Study Level	Bachelor
Study Program	Business Administration

### 2. Discipline Information

Discipline Name	<b>SUPPLIER RELATIONSHIP MANAGEMENT</b>			
Course Code	Course Type	Year of Study	Semester	Credit Number
	DD	3	2	4
Evaluation Type	Discipline Category ( <i>DF=fundamental.; DD=domain; DS=specialty; DC=complementary</i> )			
E	DD			
Course Teacher	Vacar Anca			
Seminar/laboratory /project Teacher	Vacar Anca			

### 3. Estimated Total Time

Discipline Extension within the Curriculum – Number of Hours per Week				
Course	Seminar	Laboratory	Project	Total
2	2	0	0	4
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total ( <i>NOAD<sub>sem</sub></i> )
24	24	0	0	48

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		20
Additional learning by using library facilities, electronic databases and on-site information		20
Preparing seminars/laboratories, homework, portfolios and essays		10
Tutorial activities		0
Exams		2
Total Number of Hours for Individual Study ( <i>NOSI<sub>sem</sub></i> )		52
<b>Total Hours per Semester (<i>NOAD<sub>sem</sub> + NOSI<sub>sem</sub></i>) = credits x 25</b>		<b>100</b>

### 4. Preconditions (if needed)

Disciplines needed to be passed	microeconomics, macroeconomics, management, marketing
Competences	familiar to management and marketing specific concepts

### 5. Conditions (if needed)

Course related	Google Classroom / Google Meet
Seminar/laboratory related	Google Classroom / Google Meet



## 6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"><li>• The explanation and interpretation of the economic influence exercised by the external environment on the enterprise/ organization.</li><li>• The application of suitable tools for the analysis of the influence exercised by the external environment on the enterprise/ organization.</li><li>• The critical and constructive assessment of the explanation and/ or solving of problems arising from the economic influence exercised by the external environment on the enterprise/ organization.</li><li>• The production of a research project regarding the economic influence exercised by the external environment on the enterprise/ organization.</li><li>• The identification of the economic implications associated with the activity and management of an enterprise/ organization subdivision.</li><li>• The explanation and interpretation of the economic implications associated with the activity and management of an enterprise/ organization subdivision.</li><li>• The application of specific tools in order to analyze the activity of an enterprise/ organization subdivision.</li><li>• The critical and constructive assessment of problem explanation and /or solving in the activity and management of an enterprise/ organization subdivision.</li><li>• The drafting of a study regarding the operation and management of an enterprise/ organization subdivision.</li></ul>
Transversal Competences	<ul style="list-style-type: none"><li>• The identification of roles and responsibilities in a multi-specialized team and the application of efficient relationship and work techniques within a team.</li></ul>

## 7. Discipline Objectives (as resulted from the matrix of gained specific competencies)

General Objective of the Discipline	<ul style="list-style-type: none"><li>• Acquiring the necessary knowledge for the most correct and profound understanding from a theoretical and a practical perspective of the role of suppliers for the company and the whole set of activities circumscribed to managing the relations between the suppliers and the company.</li></ul>
Specific Objectives	<ul style="list-style-type: none"><li>• Assimilation of those theoretical knowledge and development of those practical skills that allow the correct fulfillment of the duties of a supplier relationship specialist, regardless of the location of this type of activity.</li><li>• Developing practical capabilities and skills in supplier relationship management..</li></ul>

## 8. Content

Course	Hours	
Course 1	What we need from our supply base	2
Course 2	Five good reasons to get close to our suppliers	2
Course 3	Introducing the Orchestra of SRM	2
Course 4	Segmenting the supply base	2
Course 5	Supplier performance measurement	2
Course 6	Supplier improvement and development	2



Course 7	Supplier management	2
Course 8	Relationship management	2
Course 9	Supply chain management	2
Course 10	Strategic collaborative relationships	2
Course 11	Innovation from suppliers	2
Course 12	The Orchestra of SRM is ready to play	2
<b>Total Course Hours:</b>		<b>24</b>
<b>Seminar/Laboratory</b>		Hours
Sem 1	What we need from our supply base	2
Sem 2	Five good reasons to get close to our suppliers	2
Sem 3	Introducing the Orchestra of SRM	2
Sem 4	Segmenting the supply base	2
Sem 5	Supplier performance measurement	2
Sem 6	Supplier improvement and development	2
Sem 7	Supplier management	2
Sem 8	Relationship management	2
Sem 9	Supply chain management	2
Sem 10	Strategic collaborative relationships	2
Sem 11	Innovation from suppliers	2
Sem 12	The Orchestra of SRM is ready to play	2
<b>Total Seminar/laboratory hours</b>		<b>24</b>

### Teaching Methods

- Explanation	- Problematizing	- Debates
- Lecturing	- Case studies	- Class participation
- Demonstrating	- Collaborating	

### Bibliography

Recommended Bibliography	Blokdyk, G., (2019), <i>Supplier Relationship Management Programs a Complete Guide</i> , Emereo Pty Limited
	Easton, S., Hales, M.D., Schuh, C., Strohmer, M.F., Triplat, A., Kearney, AT., (2014), <i>Supplier Relationship Management: How to Maximize Vendor Value and Opportunity</i> , Apress
	Buurman, J. (2002). <i>Supply chain logistics management</i> . McGraw-Hill
	Christopher, M. (2016). <i>Logistics &amp; supply chain management</i> . Pearson UK
	Jonathan O'Brien, (2014), <i>Supplier Relationship Management: Unlocking the Hidden Value in Your Supply Base</i> , Kogan Page
Additional Bibliography	Gourdin, K. (2006). <i>Global logistics management: a competitive advantage for the 21st century</i> . Wiley-Blackwell
	Harrison, A., & Van Hoek, R. I. (2008). <i>Logistics management and strategy: competing through the supply chain</i> . Pearson Education
	Lambert, D. M., & Stock, J. R. (1993). <i>Strategic logistics management</i> (Vol. 69). Homewood, IL: Irwin
	Schönsleben, P. (2007). <i>Integral logistics management: Operations and supply chain management in comprehensive value-added networks</i> . Auerbach Publications
	Waters, C. D. J. (2009). <i>Supply chain management: An introduction to logistics</i> (Vol. 2). New York: Palgrave Macmillan



	Waters, C. D. J., & Waters, D. (Eds.). (2003). <i>Global logistics and distribution planning: strategies for management</i> . Kogan Page Publishers
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**9. Conjunction of the discipline’s content with the expectations of the epistemic community, professional associations and significant employers of the specific teaching program**

The Supplier relationship management discipline aims to identify and meet the needs and expectations of the employers in the economic field in order to successfully solve the various situations of work that are circumscribed to the profession of management specialist in terms of efficiency and effectiveness.

**10. Evaluation**

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	Knowing and understanding the course’s topics	Final exam	50%	
Seminar/ Laboratory	The ability to correctly use theoretical concepts in discussions on practical topics.	Essay	20%	
	Learning outcomes of the course and seminar, and supporting papers presenting real situations.	Project	30%	

**Minimum performance standard**

- For graduating this discipline, the final grade should be minimum 5 (five);
- The student should know the discipline’s basic concepts evaluated through final test;
- The student should have the ability of using the theoretical concepts into practice – seminar activities and projects.

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Department Director	Conf. univ. dr. Camelia Budac	