



DISCIPLINE SYLLABUS *

1. Program Information

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

2. Discipline Information

Discipline Name	BUSINESS COMMUNICATION AND PR			
Course Code	Course Type	Year of Study	Semester	Credit Number
		II	1	4
Evaluation Type: E	Discipline Category: DD			
Course Teacher	PhD. Lecturer Popescu Doris-Louise			
Seminar/laboratory/project Teacher	PhD. Lecturer Popescu Doris-Louise			

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_{sem}</i>)
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		10
Preparing seminars/laboratories, homework, portfolios and essays		10
Tutorial activities		2
Exams		2
Total Number of Hours for Individual Study (<i>NOSI_{sem}</i>)		44
Total Hours per Semester (<i>NOAD_{sem}</i> + <i>NOSI_{sem}</i>) = credits x 25		100

4. Preconditions (if needed)

Disciplines needed to be passed	Not the case.
Competences	

5. Conditions (if needed)

Course related	notebook; webcam; internet.
Seminar/laboratory related	notebook, webcam; internet.

6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"> Identifying concepts, theories, methods and tools specific to business communication and PR; Understanding the communication process.
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Transversal Competences	<ul style="list-style-type: none"> • Applying principles, norms and values of professional ethic in a rigorous, efficient and responsible work strategy; • Identifying roles and responsibilities in a pluri-specialized team and applying relational techniques for an efficient team work; • Identifying opportunities of continuous training and the efficient capitalization of resources and techniques of learning for its own development.
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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"> • Developing the ability to correctly use the concepts specific to business communication and PR.
Specific Objectives	<ul style="list-style-type: none"> • Explaining and interpreting concepts, theories, methods and tools specific to business communication and PR; • Understanding the specificity of relations and connections in the field of communication/PR within the economic organization. • Operating with a series of concepts specific to business communication and PR; • Identification and use of business communication/PR techniques.

8. Content

Course		Hours
Course 1	Introduction to Communication Science. Communication: Definition; Theories.	2
Course 2	Communication Process. Principles. Components. Models.	2
Course 3	Intrapersonal Communication. Interpersonal Communication.	2
Course 4	Organizational Communication.	2
Course 5	Effective Business Communication.	2
Course 6	Business Communication. Specificities.	2
Course 7	Business Communication. Verbal Communication.	2
Course 8	Business Communication. Nonverbal Communication.	2
Course 9	Business Communication. Effective Group Communication.	2
Course 10	Business Communication. Strategic Communication.	2
Course 11	Crisis Communication Management.	2
Course 12	Intercultural Communication.	2
Course 13	Public Relations. Definition. Classification. Process.	2
Course 14	Techniques and Methods in PR.	2
Total Course Hours:		28
Seminar/Laboratory		Hours
Sem 1	Communication as Key to Success.	2
Sem 2	The Role of the Communication's Context.	2
Sem 3	The Effective Communicator. Traits.	2
Sem 4	Nonverbal Communication. Applications. Case studies.	4
Sem 5	Verbal Communication. Applications. Case studies.	4
Sem 6	Oral Communication versus Written Communication.	2
Sem 7	Written Communication. Good Business Writing. Applications.	2



Sem 8	The Sales Message. Applications.	2
Sem 9	Business Presentations. Applications.	2
Sem 10	The Resumé. The Interview. Applications.	2
Sem 11	Group Communication and Teamwork.	2
Sem 12	Crisis Communication and Negative News.	2
Total Seminar/laboratory hours		28

Teaching Methods

Problematization, Heuristic conversation, Problem-solving, Explanation, Comparison, Case studies
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Bibliography

Recommended Bibliography	<ul style="list-style-type: none"> • Dinu, Mihai, Fundamentals of Interpersonal Communication, ALL Publishing House, Bucharest, 2013. • Ferreol, Gilles, Noël, Flage, Methods and Techniques of Written and Oral Expression, Polirom Publishing House, Iași, 2007. • Lucas, Stephen, The art to Speak in Public, Polirom Publishing House, Bucharest, 2014. • Mae Kim, Carolyn (ed), Public Relations, Routledge Editions, New York, 2019. • Mucchielli, Alex, Communication in Institutions and Organizations, Polirom Publishing House, Iași, 2008. • Popescu, Delia Mioara, Communication and Business Negotiation, Bibliotheca Publishing House, Târgoviște, 2010. • Prutianu, Ștefan, Communication and Business Negotiation Treaty, Polirom Publishing House, Iași, 2008. • Șerb, Stancu, Public Relations and Communication, Teora Publishing House, Bucharest, 2005. • Vasile, Dragoș C., Communication and Business Negotiation, ASE Publishing House, Bucharest, 2011.
Additional Bibliography	<ul style="list-style-type: none"> • Bălănică, Silviu, Business Communication, ASE Publishing House, Bucharest, 2003. • Bâzu, Petru, Managerial Communication, Vladimed-Rovimed Publishing House, Bacău, 2010. • Vasiliu, Cristinel, Saseanu, Andreea, Toma, Sorin, Negotiation and Business Communication Techniques - Case Studies and Case Studies, ASE Publishing House, Bucharest, 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.**
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Course	<ul style="list-style-type: none"> knowledge and correct use of the notions and concepts that belong to the sphere of business communication and PR; providing the correct answer to high-difficulty questions, based on correlations and connections; attending both mandatory and additional bibliography recommended for courses; using a complex specialized language, a coherent, logical, synthetic, arguable and original speech. 	Final exam	40%	CFE
Seminar/ Laboratory	<ul style="list-style-type: none"> knowledge and correct use of the notions and concepts specific to business communication; attending both mandatory and additional bibliography recommended for seminars; developing the ability to work in a team (applications). 	Homework Midterm exam Individual project	20% 20% 20%	CEP/CFE CEP/CFE CEP/CFE

Minimum performance standard

- The student knows a number of fundamental aspects related to business communication/PR;
- The student correctly defines the concepts;
- The student uses specialized language;
- The student proves 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	PhD. Lecturer Popescu Doris-Louise	
Seminar/laboratory Teacher	PhD. Lecturer Popescu Doris-Louise	
Department Director	Associate Professor 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	BUSINESS ETHICS			
Course Code	Course Type	Year of Study	Semester	Credit Number
	DA	II	II	5
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
E	DD			
Course Teacher	CLAUDIA OGREAN			
Seminar/laboratory /project Teacher				

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_{sem}</i>)
28	28	-	-	56

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		15
Additional learning by using library facilities, electronic databases and on-site information		15
Preparing seminars/laboratories, homework, portfolios and essays		15
Tutorial activities		14
Exams		10
Total Number of Hours for Individual Study (<i>NOSI_{sem}</i>)		69
Total Hours per Semester (<i>NOAD_{sem}</i> + <i>NOSI_{sem}</i>) = credits x 25		125

4. Preconditions (if needed)

Disciplines needed to be passed	Management
Competences	Knowledge and understanding of the basic concepts of business and management

5. Conditions (if needed)

Course related	Google Classroom / Google Meet
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Seminar/laboratory related	Google Classroom / Google Meet
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6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"> Identifying, describing and defining the main concepts, theories, models and tools of business ethics Acknowledging the critical situations for business ethics, and recognizing the ethical issues / dilemmas in organizations Using of specific business ethics tools in solving ethical problems / dilemmas and responsibilities – in relation to different types of stakeholders Developing and implementing different business ethics related types of works (analysis, diagnosis, audit, reports)
Transversal Competences	<ul style="list-style-type: none"> Applying the ethical principles, standards and values in students' work; Identifying roles and responsibilities in a multi-specialized team and applying networking and effective work techniques within the team; Identifying training opportunities and effective use of resources and learning techniques for personal and professional development; Working with Business Ethics' specific vocabulary in English.

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

General Objective of the Discipline	<ul style="list-style-type: none"> Familiarizing students with the concepts and practices of business ethics – as defining dimension of nowadays management, in a global context characterized by multiple challenges and expectations towards businesses
Specific Objectives	<ul style="list-style-type: none"> raising awareness and understanding as regards the nature of business ethics in the global business environment of nowadays; providing students with (both theoretical and practical) insights on the concepts and practices, as well as on the challenges (opportunities and threats) of business ethics; identifying the internal and external stakeholders, their specific needs and both the motivations and implications of specific (ethical and non-ethical) business behaviors towards them; critically evaluating different theories and strategies, programs and applications of business ethics; developing new skills for designing customized behaviors and reporting schemes for business ethics.

8. Content

Course		Hours
Course 1	Course description – themes, objectives, bibliography, evaluation methods	2
Course 2	The role & importance of business ethics <ul style="list-style-type: none"> Defining business ethics 	2



	<ul style="list-style-type: none"> • Why studying business ethics? • Development of business ethics • Development of an ethical organizational and global culture • The benefits of business ethics 	
Course 3	Stakeholder Relations and Stakeholder Management <ul style="list-style-type: none"> • How stakeholders define ethical issues in business • Social responsibility and the importance of stakeholder orientation • Social and ethical responsibility 	2
Course 4	Corporate Governance <ul style="list-style-type: none"> • Corporate governance – formalizing the responsibility towards stakeholders • Implementing a stakeholder orientation perspective 	2
Course 5	Emerging ethical issues <ul style="list-style-type: none"> • Recognizing the ethical problems / dilemmas • Key ethical issues in organizations (abuse of power, conflict of interest, insider trading, property rights...) • Challenges in determining / recognizing an ethical issue in organizations 	2
Course 6	Institutionalization of ethics in organizations - from law enforcement to self-regulation <ul style="list-style-type: none"> • Ethical risk management through mandated and voluntary programs • Legal compliance requirements (competition law, consumer protection, environmental protection, etc.) • Stakeholders and ethics guardians • Good self-regulatory practices 	2
Course 7	Ethical Decision making <ul style="list-style-type: none"> • The theoretical framework for ethical decision making in business • Using the theoretical framework to improve ethical decisions 	2
Course 8	Ethical Leadership <ul style="list-style-type: none"> • Organizational culture and the role of leadership • Impact of the leadership style on the process of ethical decision making • Defining characteristics of ethical leaders 	2
Course 9	Individual factors - moral philosophy and personal values <ul style="list-style-type: none"> • Defining moral philosophy • Typology of moral philosophies • Applying moral philosophy in the ethical decision-making process • Cognitive moral development • White collars crime • The role of individual factors in business ethics 	2
Course 10	Organizational factors - culture and organizational relationships <ul style="list-style-type: none"> • Defining organizational culture • Role of organizational culture in the ethical decision-making process • Influence of leaders on organizational culture • Motivations of ethical behavior • Organizational structure and business ethics • The "group" dimension of the organizational structure and culture • Variations in individual ethical behavior 	2
Course 11	Developing an effective business ethics program <ul style="list-style-type: none"> • Businesses and their responsibility as moral agent 	4



	<ul style="list-style-type: none"> • The need for ethical programs • Effective ethics program • Codes of ethics • Ethics officers • Ethics training and communication • Monitoring systems and the implementation of ethical standards 	
Course 12	Implementation and audit of ethics programs <ul style="list-style-type: none"> • Ethics audit • The benefits of an ethics audit • The audit process • The strategic importance of ethics audit 	2
Course 13	Globalization of the ethical decision <ul style="list-style-type: none"> • Capitalism and business ethics • Common values, goals and business practices • Global business practices 	2
Total Course Hours:		28
Seminar/Laboratory		Hours
Sem 1	Introduction to business ethics Business ethics quiz	2
Sem 2	The need for business ethics - placing businesses in the context of (global) stakeholders; The importance of business ethics - why does business ethics matter?	2
Sem 3	Business ethics and responsibilities – towards employees Ethical issues & dilemmas (discrimination, harassment at work, conflicts of interest, etc.) and their management	2
Sem 4	Corruption & occupational fraud (acquisitions, finance-accounting, HR...)	2
Sem 5	Business ethics and responsibilities – towards customers Messages in public relations and advertising; marketing ethics	2
Sem 6	Safety & security of products / services – main responsibilities and theories	2
Sem 7	Business ethics & responsibility – towards competitors Competition & cooperation in business - social dilemmas; game theory;	2
Sem 8	Competitive alliances; unfair competition	2
Sem 9	Self-regulation - roles and forms Codes of ethics	2
Sem 10	Structures, programs & strategies - forms, implementation & impact	2
Sem 11	Multinational companies and the (non)ethical behavior Globalization & sustainability – challenges for business ethics	2
Sem 12	“Famous cases” of corruption and fraud in business & their “follow-up” (regulation / self-regulation)	2
Sem 13	Cultural differences approaching business ethics	2
Sem 14	The ethics audit of a business – final project	2
Total Seminar/laboratory hours		28

Teaching Methods

- Explanation	- Problematizing	- Mosaic
- Lecturing	- Case studies	- Cognitive map
- Demonstrating	- Debates	- Brainstorming



- Collaborating - Lesson development	- Problem solving - Role playing	- Class participation
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Bibliography

Recommended Bibliography	Ferrell, O. C., Fraedrich, J., Ferrell, L. (2011). <i>Business Ethics. Ethical Decision Making and Cases</i> . South Western CENGAGE Learning.
	Freeman, R.E., Harrison, J.S., Wicks, A.C., Parmar, B.L., DeColle, S. (2010). <i>Stakeholder Theory. The state of the art</i> . Cambridge University Press.
	Johnson, C.E. (2012). <i>Organizational Ethics: a practical approach</i> . Sage.
	Kotler, P., Lee, N. (2005). <i>Corporate Social Responsibility</i> . John Wiley & Sons, Inc.
	Ogrean, C., Herciu, M., & Belașcu, L. (2008). Searching for new paradigms in a globalized world: business ethics as a management strategy. <i>Journal of Business Economics and Management</i> , 9(2), 161-165.
	Smith, N.C., Bhattacharya, C.B., Vogel, D., Levine, D.I. (2010). <i>Global Challenges in Responsible Business</i> . Cambridge University Press.
Additional Bibliography	Gini, A. (2005). <i>Case Studies in Business Ethics</i> . Pearson Prentice Hall.
	Dăianu, D., Vrânceanu (2006). <i>Frontierele etice ale capitalismului</i> . Ed. Polirom.
	Ogrean, C., & Herciu, M. (2011). Strategic Management between the Constraints and Incentives of Globalization—the Role and Contribution of Business Ethics and Corporate Social Responsibility. <i>The Economic Geography of Globalization</i> , 21.
	Young, S. (2009). <i>Capitalism moral: o reconciliere a interesului privat cu binele public</i> . Ed. Curtea Veche.
	Yunus, M. (2010). <i>Dezvoltarea afacerilor sociale</i> . Ed. Curtea Veche.
	<i>Harvard Business Review; Journal of Business Ethics; Business Ethics – a European Review; Journal of Academic and Business Ethics; International Journal of Business Governance and Ethics;</i>
	<i>www.responsabilitatesociala.ro;/www.csr-romania.ro;/http://business-ethics.com/; http://www.globethics.net;/http://businessethicsblog.com;/http://www.corporateregister.com/</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



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	Knowledge, understanding, and proper use and application of the specific concepts, categories, tools and instruments	Final exam	30%	CEF
Seminar/ Laboratory	Proper application of the: (a) acquired knowledge – to particular situations; (b) specific tools and instruments – for ethical decision making; participation to class discussions and debates	Continuous evaluation (case studies; class participation; homework)	30%	CEF
	The audit of a corporation – from a business ethics perspective	Project	30%	CPE
Minimum performance standard				
<ul style="list-style-type: none">✓ The student to identify and properly categorize the main concepts of Business Ethics;✓ The student to define, recognize, and enumerate the main categories (both theoretical and instrumental);✓ 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.				

(* **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		
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, Business Administration
Study Domain	Business administration
Study Level	Bachelor
Study Program	Business administration

2. Discipline Information

Discipline Name	Business foreign language			
Course Code	Course Type	Year of Study	Semester	Credit Number
	DO	II	I	3
Evaluation Type	Discipline Category (<i>DF=fundamental.</i> ; <i>DD=domain</i> ; <i>DS=specialty</i> ; <i>DC=complementary</i>)			
V	DC			
Course Teacher	Assistant professor Arina Greavu			
Seminar Teacher	Assistant professor Arina Greavu			

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 (<i>NOAD_{sem}</i>)
14	14			28

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		8
Additional learning by using library facilities, electronic databases and on-site information		8
Preparing seminars/laboratories, homework, portfolios and essays		24
Tutorial activities		5
Exams		2
Total Number of Hours for Individual Study (<i>NOSI_{sem}</i>)		47
Total Hours per Semester (<i>NOAD_{sem}</i> + <i>NOSI_{sem}</i>) = credits x 25		75

4. Preconditions (if needed)

Disciplines needed to be passed	English language
Competences	Upper-intermediate English level

5. Conditions (if needed)

Course related	- PC and internet connection - microphone
Seminar/laboratory related	- PC and internet connection - microphone

6. Gained Specific Competences

Professional Competences	<p>At the end of the course the students will be able to:</p> <ul style="list-style-type: none"> • undertand written and audio texts on different economic topics • use the economic terminology independently and creatively • integrate specialist knowledge from other subject areas into Business English learning • use specialized dictionaries
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Transversal Competences	<ul style="list-style-type: none"> • identify opportunities of professional development and employ learning resources and techniques efficiently • have an ethical behaviour
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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"> • to learn the language and concepts of business and economics
Specific Objectives	<ul style="list-style-type: none"> • to understand different types of specialized texts (found in books, newspapers, journals, websites) in the field of business and economics • to develop listening comprehension in the field of business and economics • to summarize, analyze, and discuss ideas • to give presentations on specialized topics.

8. Content

Course		Hours
Course 1	Management	2
Course 2	Company structure	2
Course 3	Recruitment	2
Course 4	The different sectors of the economy	2
Course 5	Quality	2
Course 6	Products	2
Course 7	Marketing	2
Total Course Hours:		14
Seminar/Laboratory		Hours
Sem 1	Work and motivation	2
Sem 2	Managing across cultures	2
Sem 3	Women in business	2
Sem 4	Production	2
Sem 5	Logistics	2
Sem 6	Advertising	2
Sem 7	Market structure and competition	2
Total Seminar/laboratory hours		14

Teaching Methods

- presentation - exercise - discussion		
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Bibliography

Recommended Bibliography	<ul style="list-style-type: none"> • MacKenzie, Ian: <i>English for Business Studies</i>, Cambridge University Press, 2010
	<ul style="list-style-type: none"> • http://www.investopedia.com/dictionary/
	<ul style="list-style-type: none"> • https://www.bbc.com/news
	<ul style="list-style-type: none"> • https://www.economist.com/
	<ul style="list-style-type: none"> • http://www.businessdictionary.com/
	<ul style="list-style-type: none"> • <i>Longman Business English Dictionary</i>, Longman, 2007



Additional Bibliography	• Mascull, Bill: <i>Business Vocabulary in Use</i> , Cambridge University Press, 2004
	• Business English http://www.bbc.co.uk/worldservice/learningenglish
	• Flinders, Steve: <i>Test Your Professional English</i> , Cambridge University Press, 2002

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	Minimum grade of 5	- written examination	60%	
Seminar/ Laboratory	Seminar activity	- continuous assessment (classwork, assignments)	40%	nCPE

Minimum performance standard

The ability to understand use the terminology of business and economics

(*) **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 September 2020

Department Acceptance Date: 28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Assistant Professor Arina Greavu	
Seminar/laboratory Teacher	Assistant Professor Arina Greavu	
Department Director	Associate Professor 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	COMPARATIVE MANAGEMENT			
Course Code	Course Type	Year of Study	Semester	Credit Number
	OB	III	1	4
Evaluation Type	Discipline Category (<i>DF=fundamental.</i> ; <i>DD=domain</i> ; <i>DS=specialty</i> ; <i>DC=complementary</i>)			
	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	2			3
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total (<i>NOAD_{sem}</i>)
14	28			42

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		18
Additional learning by using library facilities, electronic databases and on-site information		22
Preparing seminars/laboratories, homework, portfolios and essays		16
Tutorial activities		-
Exams		2
Total Number of Hours for Individual Study (<i>NOSI_{sem}</i>)		58
Total Hours per Semester (<i>NOAD_{sem}</i> + <i>NOSI_{sem}</i>) = credits x 25		100

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">▪ Identification, explanation and interpretation of the specific concepts, theories, methods and tools;▪ Understanding the way of preparing, organizing and conducting informational systems;▪ Harnessing the knowledge and experience of the performances for the informational management.
Transversal Competences	<ul style="list-style-type: none">▪ Understanding and applying the norms and principles for success in business;▪ 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;▪ Applying information management methods that ensures not only the expected results but also good forecasts .

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	The concept of comparative management	1
Course 1	Integration of comparative management in the object and functions of general management	1
Course 2	The cultural environment in management	1
Course 2	Cultural dimensions in management	1
Course 3	Types of comparative management studies	1
Course 3	Types of comparative management studies. - continued	1
Course 4	The management model in North American organizations	1
Course 4	Management in Asia	1
Course 5	The Japanese model	1
Course 5	European management	1
Course 6	Management in Latin countries	1
Course 6	Management in Islamic countries	1
Course 7	Stages of cross-cultural research	1
Course 7	Competitiveness in the context of globalization	1
Total Course Hours:		14
Seminar/Laboratory		Hours
Seminar 1	The concept of comparative management	2



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Seminar 1	Integration of comparative management in the object and functions of general management	2
Seminar 2	The cultural environment in management	2
Seminar 2	Cultural dimensions in management	2
Seminar 3	Types of comparative management studies	2
Seminar 3	Types of comparative management studies. - continued	2
Seminar 4	The management model in North American organizations	2
Seminar 4	Management in Asia	2
Seminar 5	The Japanese model	2
Seminar 5	European management	2
Seminar 6	Management in Latin countries	2
Seminar 6	Management in Islamic countries	2
Seminar 7	Stages of cross-cultural research	2
Seminar 7	Competitiveness in the context of globalization	2
Total Seminar/laboratory hours		28

Teaching Methods

The lecture; Explication; Exposure; Debate on Study case; Brainstorming, case study; The demonstration; Teamwork; The exercise		
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Bibliography

Recommended Bibliography	<ul style="list-style-type: none"> • Carla I. Koen, Comparative International Management, McGraw-Hill Education Shoppenhangers Road Maidenhead, Berkshire, 2016. ▪ Bogdan Ioan (coordonator). Managementul Afacerilor Internaționale, Editura Universității „Lucian Blaga”, Sibiu, 2007; ▪ Bogdan Ioan (Coordonator). Management intercultural, Editura Universității „Lucian Blaga” din Sibiu, 2012; ▪ Farmer R., Mc Goun, Advances in International Comparative Management, IA I Press, Grewich, Connecticut, vol. I, 1984, vol. II, 1986, vol. III, 1988 ▪ <i>New Scientific articles in the field.</i>
Additional Bibliography	<ul style="list-style-type: none"> ▪ Herciu, Mihaela, Management comparat, Ed. Universității „Lucian Blaga” din Sibiu – recunoscută CNCSIS, Sibiu, 284 pg., cod ISBN: 978-973-739-369-0, 2007. ▪ Nicolescu O. Management comparat, Editura Economică, București, 2001. ▪ <i>Case studies offered in support of seminars.</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	Exam	Exam	40%	CEF
Seminar/ Laboratory	Tests during the semester	Periodic evaluation through oral and / or written checks	50%	CPE
Minimum performance standard				
<ul style="list-style-type: none"> • 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	Lect.univ.dr. 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, Business Administration
Study Domain	Business Administration
Study Level	Bachelor Studies
Study Program	Business Administration

2. Discipline Information

Discipline Name	Consumer Behavior			
Course Code	Course Type	Year of Study	Semester	Credit Number
DD	compulsory	2	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_{sem}</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_{sem}</i>)		69
Total Hours per Semester (<i>NOAD_{sem}</i> + <i>NOSI_{sem}</i>) = credits x 25		125

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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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"> To know, explain and use specialized concepts, approaches, theories and models of consumer behavior;
Transversal Competences	<ul style="list-style-type: none"> To apply the principles, norms and values of professional ethics within their own work strategy, in a rigorous, effective and accountable manner; To make a synthesis, evaluate and predict trends related to consumer behavior; 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.

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

General Objective of the Discipline	<ul style="list-style-type: none"> To understand and predict consumer behavior in the market place.
Specific Objectives	<ul style="list-style-type: none"> 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; To acquire practical skills in designing consumer research studies.

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	Cross-Cultural consumer behavior;	2
Course 13	Models of consumers;	2
Course 14	Handing in group projects;	2
Total Course Hours:		28
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	Seminar evaluation	2
Sem 13	Project presentation	2
Sem 14	Project presentation	2
Total Seminar/laboratory hours		28

Teaching Methods

Lecture/Debate/ Application solving/case study		
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Bibliography

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

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
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	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
Study Program	Business administration

2. Discipline Information

Discipline Name	Business English			
Course Code	Course Type	Year of Study	Semester	Credit Number
	DO	II	II	3
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
V	DC			
Course Teacher	Lect.univ.dr. Arina Greavu			
Seminar Teacher	Lect.univ.dr. Arina Greavu			

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		8
Additional learning by using library facilities, electronic databases and on-site information		8
Preparing seminars/laboratories, homework, portfolios and essays		24
Tutorial activities		5
Exams		2
Total Number of Hours for Individual Study (NOSI _{sem})		47
Total Hours per Semester (NOAD_{sem} + NOSI_{sem}) = credits x 25		75

4. Preconditions (if needed)

Disciplines needed to be passed	English language
Competences	Upper-intermediate English level

5. Conditions (if needed)

Course related	- PC and Internet connection - microphone
Seminar/laboratory related	- PC and Internet connection



	- microphone
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6. Gained Specific Competences

Professional Competences	<p>At the end of the course the students will be able to:</p> <ul style="list-style-type: none"> • understand written and oral texts on different economic topics • use the economic terminology independently and creatively • integrate specialist knowledge from other subject areas into Business English learning • use specialized dictionaries
Transversal Competences	<ul style="list-style-type: none"> • appreciate cultural diversity manifested as communicative differences between English and Romanian • apply the principles of professional ethics to their own work strategy • identify opportunities of professional development and employ learning resources and techniques efficiently • have an ethical behaviour

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

General Objective of the Discipline	<ul style="list-style-type: none"> • to acquire the specialized vocabulary of business and economics
Specific Objectives	<ul style="list-style-type: none"> • to understand different types of specialized texts (textbook extracts, news extracts, interviews, presentations) • to participate in dialogues on professional topics • to write reports/emails/letters on economic topics • to give presentations on specialized topics

8. Content

Course		Hours
Course 1	Banking	2
Course 2	Stocks and shares	2
Course 3	Accounting and financial statements	2
Course 4	Central banking, money and taxation	2
Course 5	Efficiency and employment	2
Course 6	Corporate social responsibility	2
Course 7	Economics and ecology	2
Total Course Hours:		14
Seminar/Laboratory		Hours
Sem 1	The subprime crisis and the credit crunch	2
Sem 2	A financial news report	2
Sem 3	Presenting a company's results	2
Sem 4	Discussing arguments for and against government spending and taxation	2
Sem 5	Role play: The restructuring of the post office	2
Sem 6	Role play: Problems at a clothes manufacturer	2
Sem 7	Role play: Recommending an energy policy	2



Teaching Methods

- presentation - exercise - pair/team work		
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Bibliography

Recommended Bibliography	<ul style="list-style-type: none"> MacKenzie, Ian- <i>English for Business Studies</i>, Cambridge University Press, 2010
	<ul style="list-style-type: none"> Flinders, Steve- <i>Test Your Professional English</i>, Cambridge University Press, 2002
	<ul style="list-style-type: none"> Hollinger, Alexander- <i>Test Your Business English Vocabulary</i>, Teora, 2004
	<ul style="list-style-type: none"> <i>Longman Business English Dictionary</i>, Longman, 2007
	<ul style="list-style-type: none"> Nastasescu, Violeta- <i>Dictionar economic englez- roman/roman-englez</i>, Niculescu, 2009
	<ul style="list-style-type: none"> http://www.investopedia.com/dictionary/
	<ul style="list-style-type: none"> https://www.bbc.com/news
Additional Bibliography	<ul style="list-style-type: none"> Mascull, Bill: <i>Business Vocabulary in Use</i>, Cambridge University Press, 2004
	<ul style="list-style-type: none"> Business English http://www.bbc.co.uk/worldservice/learningenglish
	<ul style="list-style-type: none"> https://www.economist.com/

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	Minimum grade of 5	- written exam	60%	
Seminar/ Laboratory	Seminar activity	- continuous assessment (assignments, presentation)	20%	nCPE
		- homework assessment	20%	nCPE

Minimum performance standard

The ability to use the terminology of business and economics

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




ULBS

Universitatea "Lucian Blaga" din Sibiu

(**) 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.univ.dr.Arina Greavu	
Seminar/laboratory Teacher	Lect.univ.dr.Arina Greavu	
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, Business Administration
Study Domain	Business Administration
Study Level	Bachelor
Study Program	Business Administration

2. Discipline Information

Discipline Name				
Course Code	Course Type	Year of Study	Semester	Credit Number
		II	II	5
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
E	DD			
Course Teacher	Conf.univ.dr. Cristina Tănăsescu			
Seminar/laboratory /project Teacher	Conf.univ.dr. Cristina Tănăsescu			

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 ($NOAD_{sem}$)
24	24	-	-	48

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		23
Additional learning by using library facilities, electronic databases and on-site information		24
Preparing seminars/laboratories, homework, portfolios and essays		24
Tutorial activities		2
Exams		4
Total Number of Hours for Individual Study ($NOSI_{sem}$)		77
Total Hours per Semester ($NOAD_{sem} + NOSI_{sem}$) = credits x 25		125

4. Preconditions (if needed)

Disciplines needed to be passed	-
Competences	



5. Conditions (if needed)

Course related	-
Seminar/laboratory related	

6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"> • Documenting, developing and presenting studies, reports, analysis in accordance with the principles and norms of academic ethics and integrity • Embracing, internalizing and displaying professional attitudes to incorporate the imperatives of ethics and academic integrity • Substantiating, making and implementing professional decisions in accordance with the standards of academic ethics and integrity • Use of databases in compliance with ethical and integrity standards
Transversal Competences	<ul style="list-style-type: none"> • Knowing the principles and norms of ethics and academic integrity • Assessing and managing ethics and integrity-related challenges, problems and dilemmas – in professional circumstances • Developing and implementing codes of ethics, systems and procedures aimed to support and enhance ethics and integrity in organizations

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

General Objective of the Discipline	Providing the necessary knowledge and skills to perform/conduct the academic – professional and research – activity in accordance with the requirements of university ethics and deontology
Specific Objectives	<ul style="list-style-type: none"> • For students to understand the contents and meanings of academic ethics and integrity • For students to be able to recognize the situations and/or behaviors that (might) represent misconducts/deviations from academic ethics and integrity • For students to avoid/prevent misconducts/deviations from the norms of academic ethics and integrity

8. Content

Course		Hours
Course 1	1. Academic ethics and integrity - content and meanings <ul style="list-style-type: none"> - Professional ethics & the ethics of scientific research; academic ethics & ethics in academia - conceptual delimitations - Academic integrity – an essential constituent of ethics in academia - Dimensions of the approach: Academic ethics and integrity in the professional/teaching activity; Academic ethics and integrity in scientific research; Management of academic ethics and integrity - The importance of (studying) academic ethics and integrity 	2
Course 2	2. Academic ethics and integrity in the professional/teaching activity <ul style="list-style-type: none"> - Fundamental values, principles and norms of academic conduct - Theories of (academia-related) ethics and (theoretical) frameworks for analyzing ethical behavior in academia - Ethics-related challenges, problems and dilemmas 	2



	<ul style="list-style-type: none"> ✓ Harassment/bullying, discrimination, conflicts of interest, corruption, favoritism, insult, lack of fairness and/or transparency, tolerance and respect ... - Contextual and individual factors of academic ethics and integrity - The ethical decision-making process (to solve ethical issues) 	
Course 3	3. Academic ethics and integrity in the scientific research activity <ul style="list-style-type: none"> - Frameworks for addressing academic integrity ✓ Similarities and differences – considering the cultural/national perspective and different fields of research 	2
Course 4	4. Academic ethics and integrity in the scientific research activity <ul style="list-style-type: none"> - Ethics and responsibility of scientific research ✓ Particularities in the field of economic sciences - Guidelines for academic writing and quoting sources ✓ General principles, norms and rules ✓ Dedicated support resources (for different types of research projects) 	2
Course 5	5. Forms of deviations/misconducts from academic ethics and integrity <ul style="list-style-type: none"> - Deception and theft (classic and electronic methods) - Plagiarism and other forms of assuming the work of others 	2
Course 6,7	6. Forms of deviations/misconducts from academic ethics and integrity <ul style="list-style-type: none"> - Forging and / or manufacturing of data - Ethical issues raised by the use of humans (animals / harmful or dangerous substances) in research - Violation of rules regarding privacy, anonymity and (individual and organizational) data protection 7. Lack of honesty in publishing - author/co-authorship issues	4
Course 8,9	8. Management of academic ethics and integrity – preventing deviations/misconducts <ul style="list-style-type: none"> - Creating a (strong & shared) culture of academic ethics and integrity in organization ✓ Participation, transparency, information, learning, internalization - Institutionalizing ethics and academic integrity – through regulation & self-regulation ✓ National and international bodies and regulations - National Council for Ethics in Scientific Research, Technological Development and Innovation (Guidelines for plagiarism identification in scientific papers); Romanian Government (the National Anticorruption Strategy 2016 - 2020) ✓ The role of codes of academic ethics and integrity ("Lucian Blaga" University of Sibiu – Code of University Ethics and Deontology) - Assimilation of best practices ✓ Effective initiatives to support academic integrity and reduce fraud 	4
Course 10,11	9. Management of academic ethics and integrity – dealing with deviations/misconducts and preventing their recurrence <ul style="list-style-type: none"> - Internal organisms, systems and procedures for surveillance and intervention ✓ The role of Ethics Committees and Whistleblowers ✓ Procedures for reporting offenses/misconducts, analyzing reported situations, making decisions, and monitoring their implementation 	4
Course 12	10. Management of academic ethics and integrity – dealing with deviations/misconducts and preventing their recurrence <ul style="list-style-type: none"> - Consequences and sanctions/punishments: Disciplinary sanctions applied in case of violation of academic ethics and/or	2



	misconduct in scientific research – according to legal and internal regulations and procedures, and concerning: (a) the organization’s staff (admonishment, salary cuts, disciplinary dismissal, etc.); and (b) the students (not passing the exam, not entering into the final exam, expelling, etc.)	
Total Course Hours:		24
Seminar/Laboratory		Hours
Sem 1	Academic ethics and integrity - content and meanings <ul style="list-style-type: none">- Professional ethics & the ethics of scientific research; academic ethics & ethics in academia - conceptual delimitations- Academic integrity – an essential constituent of ethics in academia- Dimensions of the approach: Academic ethics and integrity in the professional/teaching activity; Academic ethics and integrity in scientific research; Management of academic ethics and integrity- The importance of (studying) academic ethics and integrity	2
Sem 2	Academic ethics and integrity in the professional/teaching activity <ul style="list-style-type: none">- Fundamental values, principles and norms of academic conduct- Theories of (academia-related) ethics and (theoretical) frameworks for analyzing ethical behavior in academia- Ethics-related challenges, problems and dilemmas<ul style="list-style-type: none">✓ Harassment/bullying, discrimination, conflicts of interest, corruption, favoritism, insult, lack of fairness and/or transparency, tolerance and respect ...- Contextual and individual factors of academic ethics and integrity- The ethical decision-making process (to solve ethical issues)	2
Sem 3	Academic ethics and integrity in the scientific research activity <ul style="list-style-type: none">- Frameworks for addressing academic integrity<ul style="list-style-type: none">✓ Similarities and differences – considering the cultural/national perspective and different fields of research	2
Sem 4	Academic ethics and integrity in the scientific research activity <ul style="list-style-type: none">- Ethics and responsibility of scientific research<ul style="list-style-type: none">✓ Particularities in the field of economic sciences- Guidelines for academic writing and quoting sources<ul style="list-style-type: none">✓ General principles, norms and rules✓ Dedicated support resources (for different types of research projects)	2
Sem 5	Forms of deviations/misconducts from academic ethics and integrity <ul style="list-style-type: none">- Deception and theft (classic and electronic methods)- Plagiarism and other forms of assuming the work of others	2
Sem 6,7	Forms of deviations/misconducts from academic ethics and integrity <ul style="list-style-type: none">- Forging and / or manufacturing of data- Ethical issues raised by the use of humans (animals / harmful or dangerous substances) in research- Violation of rules regarding privacy, anonymity and (individual and organizational) data protection Lack of honesty in publishing - author/co-authorship issues	4
Sem 8,9	Management of academic ethics and integrity – preventing deviations/misconducts <ul style="list-style-type: none">- Creating a (strong & shared) culture of academic ethics and integrity in organization<ul style="list-style-type: none">✓ Participation, transparency, information, learning, internalization- Institutionalizing ethics and academic integrity – through regulation & self-	4



	<p>regulation</p> <ul style="list-style-type: none"> ✓ National and international bodies and regulations - National Council for Ethics in Scientific Research, Technological Development and Innovation (Guidelines for plagiarism identification in scientific papers); Romanian Government (the National Anticorruption Strategy 2016 - 2020) ✓ The role of codes of academic ethics and integrity ("Lucian Blaga" University of Sibiu – Code of University Ethics and Deontology) - Assimilation of best practices ✓ Effective initiatives to support academic integrity and reduce fraud 	
Sem10,11	<p>Management of academic ethics and integrity – dealing with deviations/misconducts and preventing their recurrence</p> <ul style="list-style-type: none"> - Internal organisms, systems and procedures for surveillance and intervention ✓ The role of Ethics Committees and Whistleblowers ✓ Procedures for reporting offenses/misconducts, analyzing reported situations, making decisions, and monitoring their implementation 	4
Sem 12	<p>Management of academic ethics and integrity – dealing with deviations/misconducts and preventing their recurrence</p> <ul style="list-style-type: none"> - Consequences and sanctions/punishments: Disciplinary sanctions applied in case of violation of academic ethics and/or misconduct in scientific research – according to legal and internal regulations and procedures, and concerning: (a) the organization’s staff (admonishment, salary cuts, disciplinary dismissal, etc.); and (b) the students (not passing the exam, not entering into the final exam, expelling, etc.) 	2
Total Seminar/laboratory hours		24

Teaching Methods

<p>Online teaching using the Google Meet platform</p> <p>Explaining; Debating; Demonstrating; Case studies; Team work</p> <p>Google Classroom for homework, posting, and communicating with students</p>		
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Bibliography

Recommended Bibliography	<ul style="list-style-type: none"> • Boehm, P. J., Justice, M., & Weeks, S. (2009). Promoting academic integrity in higher education. <i>The Community College Enterprise</i>, 15(1), 45-61. http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.581.4956&rep=rep1&type=pdf.
	<ul style="list-style-type: none"> • Bretag, T. (Ed.). (2016). <i>Handbook of academic integrity</i>. Singapore: Springer. https://link.springer.com/referencework/10.1007%2F978-981-287-098-8.
	<ul style="list-style-type: none"> • Caldwell, C. (2010). A ten-step model for academic integrity: a positive approach for business schools. <i>Journal of Business Ethics</i>, 92(1), 1-13. https://link.springer.com/content/pdf/10.1007/s10551-009-0144-7.pdf.



	<ul style="list-style-type: none"> Gibea, T., Vica, C., Mihailov, E., Socaciu, E., Muresan, V. (2018). <i>Etică și integritate academică. Instrumente suplimentare</i>. București: Editura Universitatii din Bucuresti. https://deontologieacademica.unibuc.ro/wp-content/uploads/2018/12/Etica-si-integritate-academica_instrumente-suplimentare.pdf. Papadima, L. (coord.). (2017). <i>Deontologie academica. Curriculum – cadru</i>. Universitatea din București. https://mepopa.com/Pdfs/papadima_2017.pdf. Pohoata, G., & Danielescu, A. I. (2018). Ethics in the Romanian academic environment – a must. <i>Euromentor</i>, 9(3) http://euromentor.ucdc.ro/euromentor-september-2018.pdf#page=7. Socaciu, E., Vică, C., Mihailov, E., Gibea, T., Mureșan, V., Constantinescu, M. (2018). <i>Etică și integritate academică</i>. București: Editura Universitatii din Bucuresti. https://deontologieacademica.unibuc.ro/wp-content/uploads/2018/11/Etica-si-integritate-academica.pdf. Tauginienė, L, Ojsteršek, M, Foltýnek, T, Marino, F, Cosentino, M, Gaižauskaitė, I, Glendinning, I, Sivasubramaniam, S, Razi, S, Ribeiro, L, Odiņeca, T., Trevisiol, O. (2018). <i>General Guidelines for Academic Integrity</i>. European Network for Academic Integrity (ENAI) Report 3A. http://www.academicintegrity.eu/wp/wp-content/uploads/2018/11/Guidelines_final.pdf.
Additional Bibliography	<ul style="list-style-type: none"> H.G. Nr. 583/2016 din 10 august 2016 privind aprobarea Strategiei naționale anticorupție pe perioada 2016 – 2020. https://static.anaf.ro/static/10/Anaf/Informatii_R/SNA_2016_2020_28112016.pdf. Macfarlane, B. (2010). <i>Researching with integrity: the ethics of academic enquiry</i>. Routledge. https://www.taylorfrancis.com/books/9781134109319. McCabe, D. L., Trevino, L. K., & Butterfield, K. D. (2001). Cheating in academic institutions: a decade of research. <i>Ethics & Behavior</i>, 11(3), 219-232. https://www.tandfonline.com/doi/abs/10.1207/s15327019eb1103_2. ULBS (2015). <i>Codul de Etica si deontologie universitara al Universității „Lucian Blaga” din Sibiu</i>. http://senat.ulbsibiu.ro/wp-content/uploads/CARTA-ULBS_2015.pdf#page=35

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

- It is realized through:
 - The specific knowledge, skills and competences acquired / developed / assimilated – which are likely to essentially contribute to the development of an ethical and honest professional profile of future graduates;
 - The (additional) transversal skills acquired by students as regards: critical and creative thinking; communication / debate / argumentation; making connections - with all the other subjects of the master program curricula and with organizational realities; individual study and personal / professional development.

10. Evaluation

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	Knowledge and understanding of specific notions	Final Exam	50%	CEF CPE



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	Browse the bibliography and solve the topics	Evaluation during the semester. Homeworks	10%	CEF nCPE
Seminar/ Laboratory	Quizzes	Evaluation during the semester	10%	CEF
	Essays, case/review presentation, active participation in the seminar discussion	Evaluation during the semester	30%	CPE CEF

Minimum performance standard

- Making an essay – on a business ethics related topic – by following and complying with the principles and norms of academic ethics and integrity

(*) 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	Conf.univ.dr. Cristina Tănăsescu	
Seminar/laboratory Teacher	Conf.univ.dr. Cristina Tănăsescu	
Department Director	Conf.univ.dr. 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 zi, 3 ani
Specializarea	Business Administration - in english

2. Date despre disciplină

Denumirea disciplinei	Merchandising			
Codul cursului	Tipul cursului	An de studiu	Semestrul	Număr de credite
DD	Ob	II	II	5
Tipul de evaluare	Categoriza formativă a disciplinei (DF=fundamentală.; DD=domeniu; DS=specialitate; DC=complementară)			
V	DS			
Titular activități curs	Conf. univ. dr. Cosmin Tileagă			
Titular activități seminar / laborator/ proiect	Conf. univ. dr. Cosmin Tileagă			

3. Timpul total estimat

Extinderea disciplinei în planul de învățământ – număr de ore pe săptămână				
Curs	Seminar	Laborator	Proiect	Total
2	2			4
Extinderea disciplinei în planul de învățământ – Total ore din planul de învățământ				
Curs	Seminar	Laborator	Proiect	Total (NOAD _{sem})
28	28			56

Distribuția fondului de timp pentru studiu individual		Nr.ore
Studiul după manual, suport de curs, bibliografie și notițe		56
Documentare suplimentară în bibliotecă, pe platformele electronice de specialitate și pe teren		30
Pregătire seminarii/laboratoare, teme, referate, portofolii și eseuri		25
Tutoriat:		7
Examinări:		7
Total ore alocate studiului individual (NOSI _{sem})		69
Total ore pe semestru (NOAD_{sem} + NOSI_{sem}) = nr. credite x 25		125

4. Precondiții (acolo unde este cazul)

Discipline necesare a fi promovate anterior	• Marketing, Management
Competențe	• abilități de cunoaștere și interpretare interdisciplinară

5. Condiții (acolo unde este cazul)

De desfășurare a cursului	• computer, ecran și videoproiector, curs în PowerPoint, cu imagini și grafice adecvate temei, internet
De desfășurare a sem/lab/pr	• videoproiector, internet



6. Competențe specifice acumulate

Competențe profesionale	<ul style="list-style-type: none">Comercializarea produselor/serviciilorFundamentarea de planuri de comercializare, de oferte, de programe de promovare – publicitate, promovare directă, relații publice, marketing direct
Competențe transversale	<ul style="list-style-type: none">Identificarea rolurilor și responsabilităților într-o echipă plurispecializată și aplicarea de tehnici de relaționare și muncă eficientă în cadrul echipei.

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

Obiectivul general al disciplinei	<ul style="list-style-type: none">Să prezinte studenților teoria merchandisingului necesară în fundamentarea de planuri de comercializare, de oferte, de programe de promovare – publicitate, promovare directă, relații publice, marketing direct
Obiectivele specifice	La finalizarea cu succes a acestei discipline, studenții vor fi capabili să: <ul style="list-style-type: none">Să definească adecvat conceptele și principiile specifice teoriei merchandisingului;Să identifice și să aplice unele modele și instrumente de organizare a spațiilor de vânzare;Să realizeze o analiză critic-constructivă a relațiilor dintre consumatorii și furnizorii specifici domeniului comerț și organizarea spațiului de vânzare și expunerea ofertei în funcție de particularitățile acestor relații;Să realizeze proiecte profesionale prin utilizarea conceptelor, principiilor și metodelor specifice merchandisingului

8. Conținuturi

Curs		Nr. ore
Curs 1	Merchandising – concepte fundamentale: definiții, principii, metode și tehnici. Tipuri și clase de merchandising	2 ore
Curs 2	Tendențe pe piața de retail Clasificarea unităților/spațiilor de vânzare.	2 ore
Curs 3	Particularități ale activității de merchandising în funcție de spațiul de vânzare	2 ore
Curs 4	Zona de atractivitate a unității/spațiului de vânzare. Determinarea principalelor sectoare ale zonei de atractivitate.	2 ore
Curs 5	Elemente specifice privind comportamentul consumatorilor în spațiile de vânzare.	2 ore
Curs 6	Organizarea spațiului de vânzare și a vânzării – principii generale și metode.	2 ore
Curs 7	Asortimentul. Definiții. Tipuri de asortiment	2 ore
Curs 8	Tipuri de echipamentele de expunere în spațiul de vânzare. Gondola și importanța nivelurilor de expunere.	2 ore
Curs 9	Amplasarea mărfurilor pe echipamentele de expunere din spațiul de vânzare.	2 ore
Curs 10	Linearul. Categoriile de linear. Metode de stabilire a linearului	2 ore
Curs 11	Managementul categoriei. Cross-merchandising	2 ore
Curs 12	Planograma și catalogul de merchandising	2 ore
Curs 13	Aplicarea tehnicilor promoționale în spațiile de vânzare. Tendențe	2 ore
Curs 14	Merchandising în practică. Exemple concrete privind aplicarea principiilor, metodelor și tehnicilor de merchandising în funcție de categoria de produs și spațiul de vânzare. Merchandising vizual. E-merchandising	2 ore
Total ore curs:		28
Seminar/Laborator		Nr. ore
Sem 1	Prezentarea cerințelor de realizare a proiectului. Formarea echipelor de lucru. Transmiterea coordonatelor de lucru pentru fiecare echipa	2 ore



Sem 2	Alegerea conceptului de magazin, determinarea elementelor de identificare, stabilirea politicilor magazinului	2 ore
Sem 3	Identificarea zonei de atractivitate a magazinului	2 ore
Sem 4	Alegerea formatului de magazin. Reorganizarea suprafeței și distribuirea între raioane. Determinarea lay-outului magazinului (trasarea schiței generale a magazinului) în funcție de fluxul consumatorului în magazin și alte principii de merchandising	2 ore
Sem 5	Determinarea lay-outului de raion. Așezarea mobilierului pe suprafața magazinului (trasarea schiței de raion) – prima etapa	2 ore
Sem 6	Determinarea lay-outului de raion. Așezarea mobilierului pe suprafața magazinului (trasarea schiței de raion) – a doua etapa	2 ore
Sem 7	Determinarea lay-outului de raion. Așezarea mobilierului pe suprafața magazinului (trasarea schiței de raion) – a treia etapa	2 ore
Sem 8	Stabilirea grupelor de mărfuri pentru fiecare raion	2 ore
Sem 9	Calculul indicatorilor pentru determinarea linearului ocupat	2 ore
Sem 10	Poziționarea mărfurilor în magazin în funcție de principiile merchandisingului	2 ore
Sem 11	Așezarea mărfurilor pe echipamentele de expunere în funcție de linearul ocupat	2 ore
Sem 12	Așezarea mărfurilor pe echipamentele de expunere în funcție de linearul ocupat	2 ore
Sem 13	Stabilirea tehnicilor promoționale pe raion	2 ore
Sem 14	Realizarea planogramei	2 ore
Total ore seminar/laborator		28

Metode de predare

expunerea, conversația euristică, problematizarea, dezbateri	aplicații practice	studii de caz
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Bibliografie

Referințe bibliografice recomandate	• Niță, V., Agheorghiesei, D., "Merchandising", Editura Tehnopress, Iași, 2008.
	• Mouton D., Paris G., "Practica merchandisingului", Editura Polirom, Iași, 2009;
	• Corodeanu Agheorghiesei, D. T., Elemente de merchandising, Editura Tehnopress, Iași, 2014
	• Bou, L., "This is Visual Merchandising!", Editura Monsa, Sant Adria de Besos, 2008
	• Pradhan, S., "Retail Merchandising", Editura Tata McGraw Hill, New Delhi, 2010
	• Manning, G., Reece, B., "Selling Today", Editura Preason Education, New Jersey, 2007
	• Purcărea T., "Distribuție și merchandising", Editura Carol Davila, București, 2007
Referințe bibliografice suplimentare	• Miller, R., Heiman, S., "The New Conceptual Selling", Editura Kogan Page, Londra, 2006
	• Krafft, M., Mantrala, M., "Retailing in the 21st Century", Editura Springer, Berlin, 2006
	• Lincoln, K., Tomassen, L., "How to succeed at Retail", Editura Kogan Page, London, 2007
	• Guegun N., "Psihologia consumatorului", Editura Polirom, Iași, 2006
	• Tacke, H., Marreiros, S., "Shop Design", Editura TeNeues, Milano, 2006

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

Se realizează prin contacte periodice cu aceștia în vederea analizei problemei.

10. Evaluare

Tip activitate	Criterii de evaluare	Metode de evaluare	Ponderea în nota finală	Obs.**
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Curs	- cunoașterea terminologiei utilizate, însușirea problematicei tratate la curs - capacitatea de utilizare adecvată și corectă a noțiunilor	Examen scris cu rezolvare pe loc – tip chestionar (grilă, cu răspunsuri scurte);	70%	CPE
Seminar	Proiect de seminar	Prezentare proiect online	10%	CEF
	Activități în cadrul seminarului online	Evaluare pe parcurs a activității de la seminar / rezolvare aplicații / teme	20%	CEF
Standard minim de performanță				
<ul style="list-style-type: none">• evaluarea activității din timpul semestrului (prezența la cursuri și seminarii, participarea la dezbateri) și cunoștințe de bază în tematica disciplinei la evaluarea finală (însușirea vocabularului specific disciplinei);• recunoașterea principiilor, legilor și a teoriilor aferente disciplinei de studiu; înțelegerea conceptelor fundamentale).				

(*) 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. Cosmin Tileagă	
Titular seminar/laborator	Conf. univ. dr. Cosmin Tileagă	
Director de departament	Conf. univ. dr. Camelia Budac	

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

Higher-Education Institution	Lucian Blaga University of Sibiu
Faculty	of Economic Sciences
Department	Business Administration
Study Domain	Business Administration
Study Level	Bachelor
Study Program	BUSINESS ADMINISTRATION – IN ENGLISH

2. Discipline Information

Discipline Name	FINANCE			
Course Code	Course Type	Year of Study	Semester	Credit Number
	DO	II	I	6
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
E	DF			
Course Teacher	Prof. Camelia Oprean-Stan			
Seminar/laboratory /project Teacher	Assistant Radu Alexandu Serban			

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_{sem}</i>)
28	28	-	-	56

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		20
Preparing seminars/laboratories, homework, portfolios and essays		14
Tutorial activities		5
Exams		25
Total Number of Hours for Individual Study (<i>NOSI_{sem}</i>)		94
Total Hours per Semester (<i>NOAD_{sem}</i> + <i>NOSI_{sem}</i>) = credits x 25		150

4. Preconditions (if needed)

Disciplines needed to be passed	
Competences	

5. Conditions (if needed)

Course related	internet access
Seminar/laboratory related	



6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"> • understanding the context of the emergence and development of financial practice and shaping finance as a science • ability to adapt to new situations due to changes in the global macroeconomic environment • appropriate use of concepts, theories, methods and financial instruments in private and public entities / organizations • knowledge of financial policies that have impact on the value of the organization • collecting, analyzing and interpreting data and information on economic and financial issues • the capacity to organize and plan the activities specific to the financial sector • explaining the differences and interdependencies between public finances and private finance • explaining capital market issues and its importance in financing of organization • making connections between results in order to properly substantiate financial decisions • applying financial decisions to private and public entities / organizations • synthesizing the concepts enunciated within the discipline in a scheme or model • the ability to design projects in the financial field and to develop them by highlighting the objectives, strategies used and highlighting their usefulness and importance • the ability to solve financial problems in various situations and contexts
Transversal Competences	<ul style="list-style-type: none"> • applying the principles, norms and values of professional ethics in their rigorous, efficient and responsible work strategy • identifying roles and responsibilities in a plurispecialized team and applying effective relationship and work techniques within the team • the positive reaction to didactic tasks and the satisfaction to respond, generated by a positive motivation • engaging in scientific activities related to finance discipline through different projects or papers • ability to collaborate with specialties from other fields such as financial management, accounting, statistics, etc.

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

General Objective of the Discipline	<ul style="list-style-type: none"> • the assimilation of the concepts, principles and functions of finance, addressed in both broad and narrow sense
Specific Objectives	<ul style="list-style-type: none"> • learning by the students of concepts and theoretical bases of finance • student accumulation of necessary knowledge to understand the specificity of financial phenomena and



	<ul style="list-style-type: none">connections with other phenomenacreating the prerequisites for deepening the study of financial issues through other specialized disciplinesproviding benchmarks for reading and individual study, supporting the development of analytical capacity
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8. Content

Course		Hours
Course 1	Basic concepts on finance	2
Course 2	Public finance - concept; functions; the system of public expenditures and revenues	4
Course 3	Capital markets - components of financial markets	2
Course 4	Stock Market transactions. Transactions with derivatives	4
Course 5	Time value of money	2
Course 6	Corporate Finance. Capital structure and balance sheet balance	2
Course 7	Corporate financing policy	4
Course 8	Corporate investment policy	4
Course 9	The analysis of a company's performance	2
Course 10	The analysis of risk: economic, financial, bankruptcy	2
Total Course Hours:		28
Seminar/Laboratory		Hours
Sem 1	Studying the financial relations that form, in a broad sense, the finances	2
Sem 2	Applications related to the public expenditure and revenue system, budget balance	2
Sem 3	Operations with primary financial titles	2
Sem 4	Operations with derivative titles: futures and options	2
Sem 5	The structure of capital and its reflection in the balance sheet	2
Sem 6	Basic concepts of time value of money:, future value and present value, annuities	2
Sem 7	Short-term financing of the firm: practical applications related to its own sources, attracted sources (stable liabilities), bank loans	2
Sem 8	Long-term financing of a company: practical applications related to self-financing, bank loans, bonds, leasing	2
Sem 9	Deepening the financial elements of the investment and the basic methods of capital allocation	4
Sem 10	How to determine the company's net result, profitability; distribution of profit	2
Sem 11	Analysis of economic, financial and bankruptcy risk at a company level	2
Total Seminar/laboratory hours		28

Teaching Methods

Exposure, problem-solving, case studies, intensified lecture (PowerPoint presentations)

Bibliography



Recommended Bibliography	<ul style="list-style-type: none"> • BREALEY Richard A., Myers Stewart C., <i>Principles Of Corporate Finance</i>, 2002, McGraw Hill Higher Education • GIBSON, Nigel, <i>Essential Finance</i>, London: Profile Books Ltd (21), 2003 • OPREAN-STAN Camelia, <i>Finanțe, între teorie și practică</i>, Editura ULBS, Sibiu, 2018 • OPREAN Camelia, <i>Finanțe generale</i>, Editura ULBS, Sibiu, 2008
Additional Bibliography	<ul style="list-style-type: none"> • BANNOCK, Graham & MANSER, William, <i>Dictionary of Finance</i>, London: Penguin Books Ltd (44), 1995 • GREENE, Joshua E., <i>Public Finance: An International Perspective</i>, New Jersey: World Scientific (3), 2012 • PALOMBA, Geremia, <i>Firm Investment, Corporate Finance, and Taxation</i>, Washington D.C.: International Monetary Fund (6734), 2002 • SCHINASI, Gary J., <i>Private Finance and Public Policy</i>, Washington D.C.: International Monetary Fund (6734), 2004 • SWEENEY, Simon, <i>Finance</i>, [Harlow]: Pearson Education (104), 2002

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

This discipline aims to acquaint the students with the concepts, principles and functions of finance, addressed both in a broad and narrow sense, thus helping them to meet the expectations of representatives of the epistemic community, professional associations and financially representative employers.

10. Evaluation

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	- exam / colloquium / verification / project answers (final assessment)	On-line Exam (regular multiple-choice questions and grid-in questions)	50%	CEF
	- regular evaluation by oral and / or written checks	On-line Partial exam (regular multiple-choice questions and grid-in questions))	20%	nCPE
Seminar/ Laboratory	- continuous assessment during the semester	On-line (google classroom) tasks	20%	nCPE
	- activities like topics / essays / essays / translations / projects, etc.	On-line (google classroom) evaluation of a book review	10%	nCPE

Minimum performance standard



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Requirements for score 5:

- knowledge of basic concepts and concepts taught
- participation in seminars
- the "satisfactory" assessment of periodic testing, on topics (reports)
- score 5 at the final oral evaluation

Requirements for score 10:

- knowledge and deepening of all elements taught during the didactic activities
- participation and activity at seminars
- "very good" level of achievement in periodic testing, on topics (reports)
- score 8-9 at final oral evaluation

(*) 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. Camelia Oprean-Stan	
Seminar/laboratory Teacher	Assist. Radu Alexandru Serban	
Department Director	Assoc. Prof. 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	INTERNATIONAL MARKETING			
Course Code	Course Type	Year of Study	Semester	Credit Number
DD	compulsory	2	2	5
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
Exam	DD=domain			
Course Teacher	Teaching Assistant, Mircea Fuciu Ph.D			
Seminar/laboratory /project Teacher	Teaching Assistant, Mircea Fuciu 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_{sem}</i>)
24	24	-	-	48

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		20
Tutorial activities		2
Exams		2
Total Number of Hours for Individual Study (<i>NOSI_{sem}</i>)		56
Total Hours per Semester (<i>NOAD_{sem}</i> + <i>NOSI_{sem}</i>) = credits x 25		125

4. Preconditions (if needed)

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



5. Conditions (if needed)

Course related	- Laptop / PC, internet access, Graphic Tablet
Seminar/laboratory related	- Laptop / PC, internet access, Graphic Tablet

6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"> • Understanding the benefits of international trade; the importance of World Trade Organization, International Monetary Fund, and World Bank • Applying the adequate instrument for analyzing the external's environment economic influence on the company's/organization's activity. • Understanding, interpreting and respond (as marketers) to a country's geography and culture; • Understand and apply marketing research methods in an international context. • Develop an export plan.
Transversal Competences	<ul style="list-style-type: none"> • Applying professional ethic's principles, norms, and values within the personal working strategy in a rigorous, efficient, and responsible way; • Identification of roles and responsibilities within a multi-specialized team and application of relational techniques and efficient work within the considered team.

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

General Objective of the Discipline	Understanding and applying the basic International Marketing concepts
Specific Objectives	<ul style="list-style-type: none"> • Understanding the basic International Marketing concepts, the methods and techniques used for analyzing the foreign marketing environment and for marketing-mix decision making. • Forming skills for implementing the marketing process with a global/international company/organization. • Knowing and understanding the importance of marketing policies and their correct application within a global/international company/organization.

8. Content

Course	Hours
Course 1 Nature of International Business I - History of International Business - Economic Globalization International Business Environment	2
Course 2 Nature of International Business II - International Trade and Foreign Direct Investment International Firms	2
Course 3 Economic and Socioeconomic Forces - Economic and Socioeconomic Dimensions of an Economy - Consumption Patterns within a Nation's Economy	2



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	Importance of Labor Cost within a Nation's Economy	
Course 4	Cultural Dynamics in Assessing Global Markets - Importance of History and Geography in Understanding International Markets - Importance of Culture to an International Marketer Origins and Elements of Culture	2
Course 5	Political Environment - Government Types, Political Parties, Nationalism and Trade Disputes, and their impact on the marketing environment of a foreign market Political risks of global business	2
Course 6	Global Marketing Research - Importance of problem definition in international marketing research - Problems of using secondary data analysis Quantitative and qualitative marketing research methods	2
Course 7	Global Marketing Management - Planning for global markets - Foreign market-entry strategies Analyzing global competition	2
Course 8	Products and services for consumers – global perspective - Products and culture - Marketing consumer services globally Brands in international markets	2
Course 9	International Marketing Channels - Distribution channels structure - Factors affecting choice of channels Channels management	2
Course 10	Integrated Marketing Communication - Sales Promotion in international marketing - International Advertising Advertising strategy and goals	2
Course 11	Pricing for International Markets - Pricing policy Price escalation (costs of exporting, taxes, tariffs, inflation, deflation, exchange rate fluctuations)	2
Course 12	Implementing Global Marketing Strategies - The dangers of stereotypes Impact of culture on negotiation behavior	2
Total Course Hours:		24
Seminar/Laboratory		Hours
Sem 1	Preparing for Export	2
Sem 2	Internal Analysis	2
Sem 3	External Analysis	2
Sem 4	Export and Culture	2
Sem 5	Entering the Market	2
Sem 6	Export Marketing Mix	2
Sem 7	Delivering the Goods	2
Sem 8	Foreign Payments	2
Sem 9	Foreign Pricing	2
Sem 10	Financial Planning	2
Sem 11	Organizational consequences and action plan	2
Sem 12	Presentation of the export plan	2



Total Seminar/laboratory hours	24
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Teaching Methods

Lecture/Debate/ Application solving/case study		
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Bibliography

Recommended Bibliography	<ul style="list-style-type: none"> • Cateora, Ph., Graham, J., Gilly, M. - International Marketing, 17th Edition, McGraw-Hill Irwin, 2016.
	<ul style="list-style-type: none"> • CRAIG, C. Samuel & DOUGLAS, Susan P., - International marketing research, John Wiley & Sons, 2000;
	<ul style="list-style-type: none"> • Kotler, Ph., Keller, K.L. – Marketing Management, 15th Edition, Pearson Education, 2016,
	<ul style="list-style-type: none"> • McAULEY, Andrew, - International marketing : Consuming globally, thinking locally, John Wiley & Sons, 2001
Additional Bibliography	<ul style="list-style-type: none"> • http://www.worldbank.org/
	<ul style="list-style-type: none"> • https://www.weforum.org/
	<ul style="list-style-type: none"> • https://www.cia.gov/index.html
	<ul style="list-style-type: none"> • http://ec.europa.eu/eurostat
	<ul style="list-style-type: none"> • https://ourworldindata.org/
	<ul style="list-style-type: none"> • https://www.wto.org/
	<ul style="list-style-type: none"> • https://atlas.media.mit.edu/en/

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	Knowing and understanding the course's topics	Exam (oral)	40%	CEF
	Active participation within the course's debates	Evaluation of the student's course activity	10%	CPE
Seminar/ Laboratory	Developing and presenting the Export Plan	Group and Individual evaluation	35%	CPE
	Active participation within the seminar's debates	Evaluation of the student's seminar activity	15%	nCPE

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 oral exam;
- 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	Teaching Assistant, Mircea Fuciu Ph.D	
Seminar/laboratory Teacher	Teaching Assistant, Mircea Fuciu Ph.D	
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	Finance and Accounting
Study Domain	Business Administration
Study Level	Bachelor
Study Program	Business Administration

2. Discipline Information

Discipline Name	MANAGERIAL ACCOUNTING			
Course Code	Course Type	Year of Study	Semester	Credit Number
jwq5fqb	DO	II	I	4
Evaluation Type	Discipline Category (<i>DF=fundamental.</i> ; <i>DD=domain</i> ; <i>DS=specialty</i> ; <i>DC=complementary</i>)			
E	DD			
Course Teacher	Ioana POP, PhD			
Seminar Teacher	Ioana POP, PhD			

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 (<i>NOAD_{sem}</i>)
14	14	-	-	28

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		33
Additional learning by using library facilities, electronic databases and on-site information		5
Preparing seminars, homework, portfolios and essays		15
Tutorial activities		15
Exams		4
Total Number of Hours for Individual Study (<i>NOSI_{sem}</i>)		72
Total Hours per Semester (<i>NOAD_{sem}</i> + <i>NOSI_{sem}</i>) = credits x 25		100

4. Preconditions (if needed)

Disciplines needed to be passed	<ul style="list-style-type: none"> previously studied disciplines which substantiate necessary initial competencies: „Accounting bases”;
Competences	<ul style="list-style-type: none"> masters and appropriately uses accounting fundamentals at a basic or intermediate level; holds reasoning skills, along with the ability to analyse, synthesis and evaluation abilities for basic accounting cases;

5. Conditions (if needed)

Course related	<ul style="list-style-type: none"> necessary means and materials: video projector, laptop, blackboard / graphics tablet, Google Classroom, Google Hangouts Meet, internet connection;
Seminar related	<ul style="list-style-type: none"> necessary means and materials: video projector, laptop, blackboard / graphics



	tablet, pocket calculator, worksheets, Google Classroom, Google Hangouts Meet, internet connection;
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6. Gained Specific Competences

Professional Competences	<p><i>CP1.</i> Defines, explains and applies fundamental managerial accounting theories, concepts and methods necessary for cost calculations and managerial decisions.</p> <p><i>CP2.</i> Achieves the adequate operationalization of managerial accounting, connecting the functional structures of a company through an integrated and strategic approach.</p> <p><i>CP3.</i> Develops critical thinking and independent professional reasoning that integrates complementary financial and accounting aspects, in order to adequately apply managerial accounting tools, in accordance with the company's context and limitations, in order to efficiently assist the management in the decision-making process.</p>
Transversal Competences	<p><i>CT1.</i> Applies the principles, norms and values of professional ethics in a rigorous, efficient and responsible work strategy.</p> <p><i>CT2.</i> Identifies opportunities for lifelong learning and the efficient use of learning resources and techniques for one's own development.</p>

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

General Objective of the Discipline	The student masters the conceptual coordinates, paradigms, techniques, algorithms and practices pertaining to integrating managerial accounting in the companies' operational framework, in order to assist in the planning and control of activities and to measure the cost of their outputs.
Specific Objectives	<p><i>Os1.1.</i> The student defines managerial accounting, differentiating it from financial accounting and encompassing a clear view on business and accounting ethics.</p> <p><i>Os1.2.</i> The student clearly delineates and defines cost terminology, cost drivers, cost behaviour and cost systems.</p> <p><i>Os1.3.</i> Based on relevant information, the student ascertains, extracts and modifies costs in order to make informed managerial decisions.</p> <p><i>Os2.1.</i> The student depicts how accounting information is used to communicate and take appropriate managerial decisions.</p> <p><i>Os2.2.</i> The student devises and uses an adequate scheme of cost assessment and allocation, considering the company's organizational and manufacturing particularities.</p> <p><i>Os3.1.</i> The student adequately prepares reports, schedules and planning tools used for substantiating the decision-making process.</p> <p><i>Os3.2.</i> The student identifies the connections between cost coordinates and financial performance, in order to formulate appropriate professional recommendations.</p>

8. Content

Course	Specific Objectives	References	Hours
Course 1	Managerial and cost accounting fundamentals – introductory considerations, contrast with financial accounting, regulation, principles, objectives, systems, users, limitations. Understanding and managing costs – classifications, cost accounting techniques, cost statements	Li (2018), Blocher, Stout, Juras, Cokins (2016), Shields (2018), Periasamy (2010)	2
Course 2	Indirect costs allocation – the	Iacob et al (2016),	2



	supplementation method and its versions (unique coefficient, differentiated coefficients, selective coefficients and relative structure figures)	Os3.2	Moroşan (2014)	
Course 3	Delimiting between variable and fixed costs – the least squares method and the maximum and minimum points method	Os1.3, Os2.2, Os3.2	Iacob et al (2016), Moroşan (2014)	2
Course 4	Ascertaining costs for outputs of interdependent manufacturing demarches – the reiteration method and the algebraic method	Os1.3, Os2.2, Os3.2	Iacob et al (2016), Moroşan (2014)	2
Course 5	Ascertaining the cost per unit for the main production – simple division, quantitative method, equivalence indices method and its versions (simple, complex and aggregate indices), the remaining value method	Os1.3, Os2.2, Os3.2	Iacob et al (2016), Moroşan (2014)	2
Course 6	Budgeting fundamentals. Budget development. Planning and budgetary control systems	Os2.1, Os3.1	Blocher, Stout, Juras, Cokins (2016), Jiambalvo (2016), Hartgraves, Morse, Davis (2009), Bhimani et al. (2015)	2
Course 7	Managerial accounting and performance issues. Cost structure and firm profitability	Os2.1, Os3.1	Blocher, Stout, Juras, Cokins (2016), Jiambalvo (2016), Hartgraves, Morse, Davis (2009)	2
Total Course Hours:				14
Seminar		Specific Objectives	References	Hours
Seminar 1	Managerial and cost accounting fundamentals – introductory considerations, contrast with financial accounting, regulation, principles, objectives, systems, users, limitations. Understanding and managing costs – classifications, cost accounting techniques, cost statements	Os1.1, Os1.2	Li (2018), Blocher, Stout, Juras, Cokins (2016), Shields (2018), Periasamy (2010)	2
Seminar 2	Case studies problems for indirect costs allocation – the supplementation method and its versions (unique coefficient, differentiated coefficients, selective coefficients and relative structure figures)	Os1.3, Os2.2, Os3.2	Iacob et al (2016), Moroşan (2014)	2
Seminar 3	Case studies problems for delimiting between variable and fixed costs – the least squares method and the	Os1.3, Os2.2, Os3.2	Iacob et al (2016), Moroşan (2014)	2



	maximum and minimum points method			
Seminar 4	Case studies problems for ascertaining costs for outputs of interdependent manufacturing demarches – the reiteration method and the algebraic method	Os1.3, Os2.2, Os3.2	Iacob et al (2016), Moroşan (2014)	2
Seminar 5	Case studies problems for ascertaining the cost per unit for the main production – simple division, quantitative method, equivalence indices method and its versions (simple, complex and aggregate indices), the remaining value method	Os1.3, Os2.2, Os3.2	Iacob et al (2016), Moroşan (2014)	2
Seminar 6	Case studies problems for budget development, planning and control	Os2.1, Os3.1	Blocher, Stout, Juras, Cokins (2016), Jiambalvo (2016), Hartgraves, Morse, Davis (2009), Bhimani et al. (2015)	2
Seminar 7	Case studies problems for cost structure and firm profitability	Os2.1, Os3.1	Blocher, Stout, Juras, Cokins (2016), Jiambalvo (2016), Hartgraves, Morse, Davis (2009)	2
Total Seminar Hours:				14

Teaching Methods

Course / Seminar	Teaching methods	Teaching means and materials
Course	Participatory lecture, presentation, exemplification, problematization, debate, heuristic conversation	PowerPoint presentations Course notes / handouts
Seminar	Heuristic conversation, exemplification, direct training, exercise, argumentation, demonstration, individual tasks, case study, critical incident, flashlight, exit tickets, concept maps, real-time feedback	Weekly worksheets Theoretical and applied seminar syntheses Detailed examples (".docx", ".pdf", ".pptx", ".xlsx" files)

Bibliography

Recommended Bibliography	<ul style="list-style-type: none"> • Bhimani, A., Horngren C.T., Datar, S.M., Rajan, M., 2015. <i>Management and cost accounting</i>. Pearson, UK; • Blocher, E.J., Stout, D.E., Juras, P.E., Cokins, G., 2016. <i>Cost management. A strategic emphasis. Seventh Edition</i>. McGraw Hill Education, USA; • Hartgraves, A.L., Morse, W.J., Davis, J.R., 2009. <i>Managerial accounting. 5th edition</i>. Cambridge, UK; • Jiambalvo, J., 2016. <i>Managerial Accounting. Sixth edition</i>. John Wiley & Sons, Inc., USA; • Li, W.S., 2018. <i>Strategic Management Accounting. A practical guidebook with case studies.</i>, Springer Nature Singapore Pte Ltd.; • Periasamy, D.P., 2010. <i>Financial cost and management accounting</i>. Himalaya
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	<p>Publishing House; Shields, G., 2018. <i>Management Accounting: The Ultimate Guide to Managerial Accounting for Beginners Including Management Accounting Principles</i>. Createspace Independent Publishing Platform, USA.</p>
Additional Bibliography	<ul style="list-style-type: none"> • Blackwood, N., 2014. <i>Advanced excel reporting for management accountants</i>. Wiley Corporate F&A, John Wiley & Sons, Inc., USA; • Caraiani, C., Dascălu, C., Lungu, C. I., 2014. <i>Contabilitate managerială. Tehnologii integrative pentru deciziile de afaceri. Ediția a 2-a</i>. Ed. ASE, București; • Iacob, C., Simionescu, S., Manea, D., 2016. <i>Contabilitatea de gestiune. Instrument fundamental al activității manageriale</i>. Ed. Universitaria, Craiova; • Maher, M.W., Stickney, C.P., Weil, R.L., 2008. <i>Managerial accounting. An introduction to concepts, methods and uses. Tenth edition</i>. Thomson South-Western, The Thomson Corporation, USA; • Mocanu, M., 2013. <i>Contabilitate de gestiune: Concepte. Metode. Aplicații.</i>, Ed. Tipo Moldova, Iași; • Moroșan, A., 2014. <i>Costurile – componente, sferă de cuprindere, metode și procedee de calculație. Ediția a doua</i>, Ed. Universității "Lucian Blaga", Sibiu; • Sherman, E.H., 2014. <i>A manager's guide to financial analysis. Powerful tools for analyzing the numbers and making the best decisions for your business. Sixth edition</i>. American Management Association, USA; • *** Order no. 1.826/2003 for the approval of the Clarifications regarding some measures regarding the organization and leading of managerial accounting; • *** Institute of Management Accountants – https://www.imanet.org.

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

This course aims to thoroughly substantiate a relevant curricular content, developed in accordance with the requirements of the relevant professional body, doubled by appropriate practical demarches, in order to strengthen professional skills and abilities mandatory for future practitioners. Mastery of conceptual coordinates, paradigms, techniques, algorithms and specialized practices, acquired in a framework that supports individual discipline, team work abilities and professional ethics, will support the learner in efficiently integrating managerial accounting activities in a company's operational context, simultaneously substantiating lifelong learning skills and promoting the formation of independent professional judgment. Moreover, the methodology implied is intended to strengthen the coordinates that condition students' success beyond academia, substantiating critical professional thinking (rooted in ethical reasonings), creating real competitive advantages in the labour market by outlining the premises of professional resilience, intrinsically defined by high adaptability, continuous training skills, mobility on the labour market and independent professional reasoning.

10. Evaluation

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
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Course	Criteria according to the examination scale (<i>summative evaluation</i>) aimed at mastering the main conceptual coordinates, paradigms, techniques, algorithms and practices related to the integration of managerial accounting in the operational framework of a company. (Os1.1 – Os3.2)	T1. <i>Comprehensive online final exam</i>	30%	-
Seminar	Criteria according to the subsequent table no. 1, sections A and B – T2a-e, which aim at the <i>formative evaluation</i> and the progressive acquisition of the issues treated at the course and seminar. (Os1.1 – Os3.2)	T2. <i>Portfolio of case assignments (T2 a-e)</i>	40% (8% *5 assignments)	nCPE
	Criteria according to the examination scale (<i>summative evaluation</i>) aimed at mastering the main conceptual coordinates, paradigms, techniques, algorithms and practices related to the integration of managerial accounting in the operational framework of a company. (Os1.1 – Os3.2)	T3. <i>Mid-term online examination</i>	30%	CPE

Minimum performance standard

In order to promote the discipline, the student must meet half of the imposed requirements, both for the summative and for the formative evaluation, and at the same time to accumulate a minimum of 50% attendance at the course and seminar activities.

Bonus credit of 1-2 points can be awarded for in-class participation and attendance, for solving both individual and group in-class requirements and tasks.

Table no. 1. *Evaluation criteria*

No.	Learning outcomes / feedback and evaluation criteria	Score	Remarks
Section A. Eligibility criteria			
1.	Each of the T2a-e assignment document will be handwritten by the student.	x	<i>In order to be considered for evaluation, the documents submitted must fully comply with the eligibility criteria. The deadline for submitting the seminar requirements is set by teacher in agreement with the students.</i>
2.	The document must be uploaded to the course's Google Classroom account within the predetermined time frame, as required. <i>1 point per day of delay</i> shall be deducted from the score in case of delayed submissions of formative assessment requirements.	x	
3.	The document can be in ".pdf", ".docx", ".jpeg" or ".png" format.	x	
4.	The documents shall be named: <i>Surname_name_study-program_assignment_number.</i>	x	

Section B. Evaluation criteria

T2a-e: *Solve the individual assignment by applying managerial accounting tools to the presented case study,*



<i>in order to adequately substantiate the managerial decisions.</i>			
1.	Identification of all methodological steps and operations pertaining to the presented case study	2,5	<p><i>The score will be adjusted according to the degree of achievement of each evaluation criterion.</i></p> <p>(CP1, CP2, CP3, CT1, CT2)</p>
2.	Adequately identifying the managerial accounting solution to the presented case study, considering the particularities of the company and manufacturing process	2,5	
3.	Application of algorithms and calculation methodology required in the context of the presented case study	2,5	
4.	Identifying and analysing the implications regarding the financial and position performance of the company for the presented case study	2,5	
<p>The final grade (FG) of the discipline is calculated as follows: FG = GT1*0,3 + GT2a*0,08 + GT2b*0,08 + GT2c*0,08 + GT2d*0,08 + GT2e*0,08 + GT3*0,3 Where: T1 – task 1, <i>comprehensive online final exam</i> T2 – task 2, <i>portfolio of case assignments (T2 a-e), composed of five individual assignments (homework)</i> T2a-e (individual tasks): <i>Solve the individual assignment by applying managerial accounting tools to the presented case study, in order to adequately substantiate the managerial decisions.</i> T3 – task 3, <i>mid-term online examination</i> FG – final grade GTn – the grade for each mandatory assessment task GTn ≥ 5</p>			

(*) **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: 22.09.2020

Department Acceptance Date: 28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Ioana POP, PhD	
Seminar/laboratory Teacher	Ioana POP, PhD	
Department Director	Associate Professor Camelia Budac	

DISCIPLINE SYLLABUS

1. Program Information

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

2. Discipline Information

2.1 Discipline name	Money and Banking						
2.2 Course Teacher	Assistant professor PhD Renate Doina Bratu						
2.3 Seminar Teacher	Assistant professor PhD Renate Doina Bratu						
2.4 Year of Study	II	2.5 Semester	II	2.6 Evaluation Type	E	2.7 Discipline Type	DR

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
Learning time schedule					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/laboratories, homework, portfolios and essays					23
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	Microeconomics, Macroeconomics, Statistics, Finance
4.2 competences	-

5. Conditions (if needed)

5.1. course related	Projector, whiteboard + coloured markers, laptop, access to the internet
5.2. seminar/laboratory related	Projector, whiteboard + coloured markers, laptop, access to the internet

6. Developed competences

Professional	<ul style="list-style-type: none"> • Proper use of specific concepts, theories, methods and tools included in money and banking field • Proper collecting, analysing and interpreting money and credit data • Acquiring the skills of money – credit – banking problem - solving
Transversal	Development of critical thinking, positive attitude towards learning process, working in teams, depth learning, communicating ideas

7. Course objectives (resulted from developed competencies)

7.1 Main course objective	• Familiarizing students with money and banking field and
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	interconnectivity of this subject with real economy and real life
7.2 Specific course objectives	<ul style="list-style-type: none"> Acquiring of main aspects of Money and banking field regarding: notions, theories, methods and tools Application of specific and relevant mathematical expressions in order to find some solution of possible problems related with money, banking and real economy

8. Content:

8.1 Course	Teaching methods	Observation
1. Introduction in the field of money and banking	Presentation, Study cases,	2
2. Money – its importance and origins. What determines prices: Supply and Demand		2
3. Money and overall prices. The supply of money. The demand of money.		2
4. Meaning and functions of money. Payment systems		2
5. Interest rates: concept and measuring. The distinction between real and nominal interest rates. The distinction between interest rates and returns		2
6. The behavior of interest rates		2
7. Loans. Concepts and particularities.		2
8. Savings. Concepts and particularities.		2
9. Partial Exam		2
10. Financial system – an overview		2
11. Financial institutions – banks: history, structures, competition and management		2
12. Central bank and monetary policy. Supervision and Regulation of banking system		2
13. Banks. Great Depression. Great Recession		2
14. Financial education – concept and applications		2

Bibliography

- Mishkin, F., (2016) – The Economics of Money, Banking and Financial Markets – Global Edition, 11th Edition, Pearson
- Stigum, M., Crescenzi, A. (2007) – Money Market, McGraw-Hill Company, 4th Ed.
- Mishkin, F., (2008) – The Economics of Money, Banking and Financial Markets – Global Edition, 8th Edition, Pearson
- Freixas, X., Rochet, J.C. (2008) – Microeconomics of Banking. Second Edition, MIT Press
- Murray N., R. (2008) – The Mystery of Banking, von Misses Institute (online resource)

8.2 Seminar/laboratory	Teaching methods	Observation
1. Application: Present your experience with money and banking	Study cases, Exercises,	2
2. Applications: Determine the value of products. Purchasing Power Theory.		2
3. Applications: Study the inflation process in Romania and different other countries and monetary regions		2
4. Study case: The role of money. Romanian's Payment System		2
5. Applications: Interest rates: concept and measuring. The distinction between real and nominal interest rates. The distinction between interest rates and returns		2
6. Study case: The behavior of interest rates		2
7. Study cases: Loans. Romanian's banking and non-banking financial market		2
8. Study cases: Savings. Romanian's banking and non-banking financial market		2
9. Partial Exam. Documentary video (Function of Money. Anton Kreil)		2
10. Study cases: Financial system – moral hazard concept		2



ULBS

Universitatea "Lucian Blaga" din Sibiu

Universitatea "Lucian Blaga" din Sibiu
Facultatea de Științe Economice

11. Financial institutions – US. UE. Romania		2
12. Romania's central bank and monetary policy. Supervision and Regulation of banking system		2
13. Study cases: Great Depression. Great Recession		2
14. Financial education – present personal behaviour		2
Bibliography		
<ul style="list-style-type: none"> Mishkin, F., (2016) – The Economics of Money, Banking and Financial Markets – Global Edition, 11th Edition, Pearson Online sources: financial –banking press NBR (National Bank of Romania) – site (articles and databases) Other online sources relevant for learning process 		

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

- This discipline is in correlation with the financial and nonfinancial professional expectations and with academics standards.

10. Evaluation

Activity type	10.1 Evaluation Criteria	10.2 Evaluation Methods	10.3 Percentage in the Final Grade
10.4 Course	Exam answers	Multiple choice tests (I and II)	60%
10.5 Seminar/laboratory	Continuing assessment	Tests, problems, study cases	40%

10.6 Minimum performance standard

5 grade criteria:

- Seminar activity attendance - 50%
- Correct answers at final exam - 50%

10 grade criteria:

- Totally correct final exam 100%
- Totally course and seminar attendance + activity 100%

Mechanics of Final Grade: 40% seminar grade + 60% exam grade

Seminar grade = 1 point/seminar date activity.

Exam grade = average of 20 multiple choice tests (I and II) with 0.5p/test

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	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	STATISTICS			
Course Code	Course Type	Year of Study	Semester	Credit Number
	DO	II	I	6
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
	DF			
Course Teacher	<i>Ph.D. Associate Professor Ioana Raluca Sbârcea</i>			
Seminar/laboratory /project Teacher	<i>Ph.D. Associate professor Ioana Raluca Sbârcea</i>			

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		25
Additional learning by using library facilities, electronic databases and on-site information		20
Preparing seminars/laboratories, homework, portfolios and essays		35
Tutorial activities		10
Exams		4
Total Number of Hours for Individual Study ($NOSI_{sem}$)		94
Total Hours per Semester ($NOAD_{sem} + NOSI_{sem}$) = credits x 25		150

4. Preconditions (if needed)

Disciplines needed to be passed	Mathematics Microeconomics
Competences	

5. Conditions (if needed)

Course related	•
Seminar/laboratory related	•



6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"> • Knowledge of statistical language, the concepts, methods and statistical information • Learning how to use statistical tools • Understanding how to use statistical tools for understanding economic reality • Ability to draft a statistical project • Learning the technique of presenting the indicators as graphs and tables • Understanding how to read the results obtained from the application of statistical methods • Ability to adapt statistical tools to different situations in business administration
Transversal Competences	<ul style="list-style-type: none"> • Acquiring basic knowledge necessary in practice • Developing the capacity to put into practice the theoretical knowledge acquired • Developing the ability to solve problems using statistical methods and techniques • Boosting confidence and motivation to work in multidisciplinary teams

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

General Objective of the Discipline	<ul style="list-style-type: none"> • Knowledge of statistical tools and how to use it in concrete economic and business administration situations
Specific Objectives	<ul style="list-style-type: none"> • Learning statistical thinking adapted to business environment • Transposing the statistical results in economic information • Acquiring the capacity of adapting the statistical methods in different economic situations

8. Content

Course		Hours
Course 1	Introduction to statistics	2
Course 2	Data collection	2
Course 3	Data summarizing and presentation	2
Course 4	Coefficients	2
Course 5	Central tendency measures	4
Course 6	Measures of variation. Distribution Shape Measures	4
Course 7	Regression and correlation	4
Course 8	Time series and Forecasting	4
Course 9	Index numbers	2
Course 10	Sampling and surveys	2
Total Course Hours:		28
Seminar/Laboratory		Hours
Sem 1	Practicing key statistical concepts. Discussion on seminar portfolio structure.	2
Sem 2	Applications of primary data processing methods on selected databases	2



	individually or in team	
Sem 3	Applications of coefficients on the chosen databases	4
Sem 4	Applications of central tendency indicators on selected databases	2
Sem 5	Applying the analysis of variation in individual databases	2
Sem 6	Applying asymmetry on the databases	2
Sem 7	Applications of correlation analysis and regression (using Excel)	4
Sem 8	Applications of time series analysis and forecasting (using Excel)	4
Sem 9	Applications on index numbers	4
Sem 10	Analysis and evaluation of seminar portfolio	2
Total Seminar/laboratory hours		28

Teaching Methods

Lecture	Applications	Case studies
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Bibliography

Recommended Bibliography	<ul style="list-style-type: none"> Brightman, H., Schneider, H. - Statistics for Business Problem Solving, South-Western Publishing Co., Cincinnati, 1992 Brink, D – Statistics – Exercises, David Brink & Ventus Publishing Aps, 2010 Fernandes, M. – Statistics for Business and Economics, Marcelo Fernandes & Ventus Publishing Aps, 2009 Mitrut Constantin, Serban Dana, Mitrut Cristina – Statistics for Business administration, Editura ASE, 2003 Siegel, A.L., - Practical Business Statistics, 4th edition, Irwin , 2000 Sbârcea, I.R., VasIU, D.E – Bazele statisticii pentru economisti / Basic statistics for economists, Editura Techno Media, 2018 www.insse.ro, http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/
Additional Bibliography	<ul style="list-style-type: none"> Anderson David, Sweeney Dennis, Williams Thomas - Statistics for Business and Economics, Revised, 2012, South-Western, Cengage Learning Brink, D. – Essentials of Statistics, David Brink & Ventus Publishing Aps, 2010 Keller G., Warrack B., Bartel, H. – Statistics for Management and Economics. A Systematic Approach, 1988, Wadsworth Publishing Company, Belmont, Californis Loftus, G.R., Loftus, E.F. – Essence of Statistics, Alfred A. Knopt, Bew York, 1988 Mitrut Constantin, Serban Dana, Mitrut Cristina – Statistics for Business administration, Editura ASE, 2003 Singpurwalla, D. – A Handbook of Statistics – An overview of statistical methods, 2013, bookboon.com

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.**
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ULBS

Universitatea "Lucian Blaga" din Sibiu

Course	- Acquiring understanding of the statistical information gained during courses and seminars	Written exam with the answer on the spot (quiz type)	60%	
Seminar/ Laboratory	- Ability to apply statistical tools on a database - Ability to answer questions on the portfolio - Demonstration of the ability to solve, individually, applications	Portfolio seminar and homework with quiz	40%	nCPE

Minimum performance standard

Knowledge of the calculation and interpretation of specific statistical indicators

(*) 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	Ph.D. Associate Professor Ioana Raluca Sbârcea	
Seminar/laboratory Teacher	Ph.D. Associate professor Ioana Raluca Sbârcea	
Department Director	Associate Professor 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	Sustainable development of the firm			
Course Code	Course Type	Year of Study	Semester	Credit Number
	DR	II	1	3
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
V				
Course Teacher	Assoc. Prof. PhD. Lia-Alexandra Baltador			
Seminar/laboratory /project Teacher	Teaching Assist.PhD. Radu-Alexandru Șerban			

3. Estimated Total Time

Discipline Extension within the Curriculum – Number of Hours per Week				
Course	Seminar	Laboratory	Project	Total
2	1			3
Discipline Extension within the Curriculum – Total Number of hours within the Curriculum				
Course	Seminar	Laboratory	Project	Total (<i>NOAD_{sem}</i>)
28	14			42

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		10
Additional learning by using library facilities, electronic databases and on-site information		15
Preparing seminars/laboratories, homework, portfolios and essays		6
Tutorial activities		
Exams		2
Total Number of Hours for Individual Study (<i>NOSI_{sem}</i>)		33
Total Hours per Semester (<i>NOAD_{sem}</i> + <i>NOSI_{sem}</i>) = credits x 25		75

4. Preconditions (if needed)

Disciplines needed to be passed	None
Competences	None

5. Conditions (if needed)

Course related	None
Seminar/laboratory related	None



6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"> • Knowledge of economic paradigms, concepts and theories regarding the influence of the external environment on the company and of Sustainable Business Models • Ability to understand different perspective of involved stakeholders, ability to make concessions and take an integrative, holistic approach of the companies goal • Involvement, participation and taking responsibility
Transversal Competences	<ul style="list-style-type: none"> • The application of ethical principles, norms and values in one's own rigorous, efficient and responsible work strategy, in accordance to the principles of sustainability • The identification of roles and responsibilities in a multi-specialized team and the application of efficient relationship and work techniques within a team

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

General Objective of the Discipline	Deep understanding of the new paradigm of sustainable development of the company (its requirements and implications)
Specific Objectives	<ul style="list-style-type: none"> • Understanding the origins of Sustainable Development • Familiarization with the Sustainable Business Model • Ability to evaluate economic activity in a more comprehensive way • Identifying indicators of the Sustainability of a company • Acquiring information and a new attitudes towards own consumption to make their own lives more sustainable and join social movements to bring about more of sustainable development

8. Content

Course		Hours
Course 1	Introduction - Origins and conceptual framework	2
Course 2	UN Sustainable Development Goals / EU 2020	2
Course 3	In context: Sustainable Local Development – Smart/Senseable Cities, 4 th Industrial Revolution;	2
Course 4	Sustainability in practice: guest lecturer/visit: Design Thinking	2
Course 5	Economics of Solidarity/ Form Insights	2
Course 6	Sustainable Business Models (Triple Bottom Line, eco-efficiency, CSR, lean thinking, circular economy etc) / Focus the Challenge	2
Course 7	ISO 26000/ Generate Ideas	2
Course 8	The 7P model / Prototype	2
Course 9	Preparation – Process / Implement	2
Course 10	Preservation- People	2
Course 11	Place – Product – Production	4
Course 12	Business ethics	2
Course 13	The GlobeScan-SustainAbility Survey	2
Total Course Hours:		28
Seminar/Laboratory		Hours
Sem 1	The evolution of sustainable development – From a corporate perspective	2
Sem 2	Sustainable business models: CSR vs CSV. Is there a difference? Case study	2



Sem 3	The main features of a sustainable company. Case study	2
Sem 4	How companies measure sustainability. Examples from leading analytic firms	2
Sem 5	Team project: Evaluate the sustainability path of company X (Company presentation, complication, initiative, results, challenges, recommendations and suggestions) based on the IKEA Case study	2
Sem 6	Case study	2
Sem 7	Projects presentation	2
Total Seminar/laboratory hours		14

Teaching Methods

<ul style="list-style-type: none"> - Presentations, multimedia sources - Sprintbase platform - Debates and problem solving (in teams and individual) - Case Studies - Discussions 		
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Bibliography

Recommended Bibliography	Jonathan Scott, <i>The Sustainable Business, A Practitioner's Guide to Achieving Long-Term Profitability and Competitiveness</i> , 2015 https://www.efmd.org/images/stories/efmd/downloadables/TSB/TSB-2_2015_version.pdf
	S. Evans, D. Vladimirova, M. Holgado, K. van Fossen, M. Yang, E. Silva, C. Barlow, <i>Business Model Innovation for Sustainability: Towards a unified perspective for creation of Sustainable Business Models</i> , Business Strategy and the Environment, Wiley & Sons Ltd, 2017, DOI: 10.1002/bse.1939
	G. Weybrecht, <i>The Sustainable MBA : A Business Guide to Sustainability</i> , Wiley & Sons Ltd, 2014, ULBS 65/W61
	S. Schaltegger, M. Wagner, <i>Sustainable Entrepreneurship and Sustainability Innovation: Categories and Interactions</i> , Business Strategy and the Environment, Wiley & Sons Ltd, 2011, DOI: 10.1002/bse.682
	R. Lozano, <i>Sustainable Business models: Providing a more holistic perspective</i> , Business Strategy and the Environment, Wiley & Sons Ltd, 2018, DOI: 10.1002/bse.2059
	Surampalli, Rao Y., et al. <i>Sustainability: Fundamentals and Applications</i> . John Wiley & Sons, 2020. (available at request)
Additional Bibliography	J. Scott, <i>The Entrepreneur's Guide to Building a Successful Business</i> , EFMD, 2017 https://efmdglobal.org/wp-content/uploads/The-Entrepreneurs-Guide-to-Building-a-Successful-Business-2017.pdf
	Amsterdam: Exploring the Sharing City http://www.shareable.net/blog/new-documentary-celebrates-amsterdam-as-a-sharing-city and Rachel Botsman: The case for collaborative consumption https://www.youtube.com/watch?v=AQa3kUJPEko
	Latitude, (2013) <i>The new Sharing Economy: a study by Latitude in collaboration with Shareable magazine</i> . (PDF)
	Sustainable development goals - United Nations http://www.un.org/sustainabledevelopment/sustainable-development-goals/
	Baltador, L, Budac C., Belascu L., <i>Some intercultural considerations on corporate social responsibility – case study: Romania and Hofstede's cultural dimensions</i> , Revista Economica, 65:1 (2013), http://economice.ulbsibiu.ro/revista.economica/archive/65113baltador&budac&belascu.pdf .



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	Midterm assessment of theoretical and practical knowledge	Midterm test/ Social Impact Makers	30%	nCPE
	Final assessment of theoretical and practical knowledge	Exam	30%	nCPE
Seminar/ Laboratory	Team projects	Ongoing assessment during the semester	20%	nCPE
	Homeworks	Ongoing assessment during the semester using google classroom	20%	nCPE

Minimum performance standard

Correct knowledge and usage of concepts, principles, elements
 Specialized language is simple but used in a correct manner;
 The student is able to proof that he/she recognizes recommended compulsory 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: 27.09.2020

Department Acceptance Date:28.09.2020

	Academic Rank, Title, First Name, Last Name	Signature
Course Teacher	Assoc. Prof. PhD. Lia-Alexandra Baltador	
Seminar/laboratory Teacher	Teaching Assist. PhD. Radu-Alexandru Șerban	
Department Director	Assoc. Prof. PhD. Camelia Budac	



DISCIPLINE SYLLABUS *

1. Program Information

Higher-Education Institution	Lucian Blaga University of Sibiu
Faculty	Economic Sciences
Department	Finance – Accounting Department
Study Domain	Business administration
Study Level	Bachelor
Study Program	Business administration – in english

2. Discipline Information

Discipline Name	TAXATION			
Course Code	Course Type	Year of Study	Semester	Credit Number
T	Mandatory	II	II	4
Evaluation Type	Discipline Category (DF=fundamental.; DD=domain; DS=specialty; DC=complementary)			
E	DD			
Course Teacher	Lect. Ph.D. Liliana Barbu			
Seminar/laboratory /project Teacher	Lect. Ph.D. Liliana Barbu			

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})
28	28	0	0	56

Time Distribution for Individual Study		Hours
Learning by using course materials, references and personal notes		18
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		4
Total Number of Hours for Individual Study (NOSI _{sem})		44
Total Hours per Semester (NOAD_{sem} + NOSI_{sem}) = credits x 25		100

4. Preconditions (if needed)

Disciplines needed to be passed	Microeconomics, Macroeconomics, Public Finance, Accounting
Competences	-

5. Conditions (if needed)

Course related	- students can not use the phone during courses and seminars (conversations, SMS, video recording and instant messages are prohibited) ; - aggressive behavior is not accepted, insulting other persons is prohibited, discussions will take place in a civilized manner with verbal expression alternating with active listening ;
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	- presence is not mandatory at courses / seminar;
Seminar/laboratory related	- students are required to list materials provided electronically to them by the teacher; - in case of using IT lab for seminars, destruction of hardware, switches and other electronic devices is strictly prohibited ;

6. Gained Specific Competences

Professional Competences	<ul style="list-style-type: none"> identifying terms, relationships and specific processes in tax field and their appropriate use in private and public entities; explaining, interpreting and critically assessing of the methods used for all taxes owed by companies and individuals to public budget; application of the knowledge, methods, techniques and tools for carrying out the work in fiscal field (calculation, registration, declaration and payment of tax liabilities for companies and individuals); the ability to translate into practice the knowledge regarding direct and indirect taxation; ability to analyze and synthesize the ways of settling and collecting taxes, fees and other charges due by taxpayers; ability to analyze and synthesize the main methods and techniques of tax control; ability to analyze and synthesize the main methods and techniques for fighting against tax evasion; ability to have an ethical behavior in fiscal activities skills in oral and written communication in business taxation field (in English)
Transversal Competences	<ul style="list-style-type: none"> applying the principles, norms and values of tax ethics in their own work strategy; identifying roles and responsibilities in a multi-specialized team and applying knowledge from taxation field; perception of connections between taxation course and the following courses: public finances, accounting and other economic courses ability to adapt to the new changes in fiscal legislation in Romania; skills on cooperation with representatives of public finance administration

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

General Objective of the Discipline	Development of theoretical and pragmatic competencies in the field of taxation and the approach of taxation in terms of the important role played in a society;
Specific Objectives	<ul style="list-style-type: none"> Understanding the basic concepts used in tax field (tax, taxation methods, tax audit, tax avoidance, tax pressure, tax relief, fines, tax return, tax payment etc.) Solving simple case studies regarding calculation of taxes owed by individuals and companies (corporate income tax, VAT, personal income tax, excises, local taxes) Assimilation of concepts, functions, forms and methods of tax control, as well as a the rights and obligations of taxpayers and inspectors during tax control; Identifying the causes of tax evasion and the main ways to combat it; Develop communication skills in Business English



8. Content

Course		Hours
Course 1	Taxation - a component of the nation's social-economic life (tax policy, tax pressure, tax autonomy, tax decisions)	2
Course 2	Taxes – the main source of public revenues (taxation principles, taxation functions)	2
Course 3	Classification and element of taxes, fees and contributions	2
Course 4	Corporate income tax (taxable and non-taxable incomes, deductible and non-deductible expenses, calculation, payment, declaration)	4
Course 5	Personal income tax (incomes from dividends, interest, rents, gambling, pensions etc)	2
Course 6	Salary income tax and social security contributions (concept, benefits, calculation, personal deduction, payment, tax returns)	4
Course 7	Micro-enterprises income tax and tax for specific activities	2
Course 8	Value Added Tax (concept, types, rates, calculation, payment, tax returns)	2
Course 9	Excisable products and their taxation (energy products, tobacco, alcohol beverages)	2
Course 10	Local taxes and fees (tax on buildings, tax on land, tax on vehicles)	2
Course 11	Tax audit/control (definitions, classification, objectives, steps, rights and liabilities)	2
Course 12	Tax evasion (concept, classification, causes, countermeasures)	2
Total Course Hours:		28
Seminar/Laboratory		Hours
Sem 1	Debate on the relation between taxes, tax system and tax policy	2
Sem 2	Characteristics of public institutions with tax activity, ethics in taxation field	2
Sem 3	Tax obligations and tax return system	2
Sem 4	Classification and characteristics of taxes – case studies	2
Sem 5	Corporate income tax and specific tax – case studies	4
Sem 6	Personal income tax – case studies	4
Sem 7	Salary income tax and social security contributions - case studies	2
Sem 8	Value Added Tax - case studies	2
Sem 9	Excises - case studies	2
Sem 10	Local taxes and fees - case studies	2
Sem 11	Debate on the methods of exercising tax audit	2
Sem 12	Tax evasion/avoidance - case studies	2
Total Seminar/laboratory hours		28

Teaching Methods

Lecture, debate, exposure, demonstration, case study, problem-solving, applications		
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Bibliography

Recommended Bibliography	• Law no. 227/2015 on New Romanian Tax Code, updated January 2021
	• Law no. 207/2015 on Tax Procedural Code, updated January 2021
Additional Bibliography	• Doing business in Romania, World Bank Group, 2020
	• Excise duties tables, European Commission, 2020
	• Romania – country profile, KPMG, 2019
	• Romania highlights, Delloite, 2019
	• Romania Tax Card, KPMG, 2019



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 content of the discipline gives students the opportunity to cope with the fiscal challenges they will face on the labor market. The discipline provides the minimum tax education required for any taxpayer

10. Evaluation

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage in the Final Grade	Obs.**
Course	Theoretical and practical knowledge	Oral exam	70%	CEF
Seminar/ Laboratory	Weekly home works	Continuous evaluation	20%	nCPE
	Seminar participations	Attendance	10%	nCPE

Minimum performance standard

The students should have the ability of using the theoretical taxation concepts into practice and the ability to calculate basic taxes;
 The students should know very-well to calculate the salary income tax
 A final grade of 5 (five) is needed for graduating this discipline;
 Solving 50% of theoretical subjects and case studies in the final evaluation.

(*) **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. Ph.D. Liliana Barbu	
Seminar/laboratory Teacher	Lect. Ph.D. Liliana Barbu	
Department Director	Prof. Ph.D. Diana Marieta Mihaiu	