

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			MICROECONOMICS				
2.2.Course tutor							
2.3. Seminar tutor							
2.4.Year of study	1	2.5.Semester	1	2.6.Type of Assessment	E	2.7.Subject category	DF

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					11
Preparation of seminars/laboratories, topics, essays, portfolio					17
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					69
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate recognizes the relevance of the fundamental principles of microeconomics, economic models, and concepts of applied economics. The student/graduate understands fundamental microeconomic theories, the mechanisms of economic activity, decision-making processes, individual behaviors of economic agents, market mechanisms, and the formation of equilibrium under various competitive conditions.
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Skills	The student/graduate analyzes the causes of economic problems and implements appropriate solutions. The student/graduate applies and interprets economic data: uses statistical and econometric tools to interpret data. The student/graduate scientifically substantiates economic decisions at the microeconomic level.
Responsibility and autonomy	The student/graduate demonstrates a proactive and responsible attitude in the scientific substantiation and adoption of economic decisions. The student/graduate acts coherently in the development of economic analysis papers and interpretations regarding organizational functioning. The student/graduate responsibly conducts studies/papers regarding the functioning of the economic system. The student/graduate substantiates, develops, and implements strategies and economic policies for organizations or at the macroeconomic level with responsibility. The student/graduate acts coherently in drafting projects that involve measuring the evolution of economic phenomena at an aggregate level based on scientific foundations.

7. Contents

7.1. Course	Teaching methods	Observations
1. Fundamentals of Economic Theory - Theories, principles and economic models - Appropriation of resources – options, limits and the optimal choice - Market system and the monetary flows	Lectures Debates Discussions Study cases	2h
2. Supply and demand I - Maximizing the economic utility - What determines the supply and demand - The market equilibrium - The elasticity of supply and demand	Lectures Debates Discussions Study cases	2h
3. Supply and demand II - The elasticity of supply and demand - The market equilibrium	Lectures Debates Discussions Study cases	2h
4. Supply, Demand, and Government Policies - Minimum prices - Maximum prices	Lectures Debates Discussions Study cases	2h
5. Production and costs - The law of diminishing returns - Production costs - Economies of scale	Lectures Debates Discussions Study cases	2h
6. Externalities and public goods	Lectures Debates Discussions	2h

	Study cases	
7. Informational problems - Asymmetric information - Adverse selection	Lectures Debates Discussions Study cases	2h
8. Firm behaviour: Oligopoly - The prisoners dilemma - Strategic interaction	Lectures Debates Discussions Study cases	2h
9. Firm behaviour: Monopoly - Economic determinants of monopolies - Legal barriers and monopolies	Lectures Debates Discussions Study cases	2h
10. Problems and microeconomic policies - Antitrust policy - Traffic jams - Environment policy - Issues of the workforce market: unions, discrimination, migration	Lectures Debates Discussions Study cases	2h
11. Money - Money and the monetary equilibrium - Interest - Money market - Value of money and the level of prices	Lectures Debates Discussions Study cases	2h
12. Capital market - Shares and bonds - Institutions of the capital market Yield of investments	Lectures Debates Discussions Study cases	2h
13. Labor and human capital - Institutions of the workforce market - Unions and the migration of workforce - Discrimination in the labour market - Anti-discrimination policies	Lectures Debates Discussions Study cases	2h
14. Test		2h
Bibliography Glăvan, B. Microeconomics, Teaching support materials available on MS Teams Begg, D., Vernasca, G., Fischer, S., and Dornbusch, R. (2020). Economics. 12th Edition. McGraw-Hill Case, K., Fair, R., and Oster, S. (2020). Principles of Economics. 13th edition. Global Edition. Mankiw, G. N. (2020). Principles of Economics. 9th Edition, Cengage Learning Mises, L. von. (2008) Profit and loss. Ludwig von Mises Institute, Auburn, Alabama. Pearson.McConnell, C.R., Brue, S.L., and Flynn S. (2021). Economics. 22nd, McGraw Hill Smith, A. (2012). Wealth of Nations. London: Wordsworth Editions. Stiglitz, J., Walsh, C. (2006) Economics (Fourth Edition)		
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Decision of allocation. Constraints and options. Optimal choice	Problem solving Group discussions Study cases	2h
2. Property rights, the role of incentives. The division of labour	Problem solving Group discussions Study cases	2h

3. Factors of supply and demand	Problem solving Group discussions Study cases	2h
4. Market equilibrium and disequilibrium	Problem solving Group discussions Study cases	2h
5. Productivity and costs of production	Problem solving Group discussions Study cases	2h
6. Public goods, common's tragedy and the free rider	Problem solving Group discussions Study cases	2h
7. Asymmetric information. Public and private solutions	Problem solving Group discussions Study cases	2h
8. Producer's behavior on the oligopoly markets	Problem solving Group discussions Study cases	2h
9. Producer's behavior in monopoly situations	Problem solving Group discussions Study cases	2h
10. Entrepreneurship and microeconomic issues	Problem solving Group discussions Study cases	2h
11. Functions of money	Problem solving Group discussions Study cases	2h
12. Interest rate	Problem solving Group discussions Study cases	2h
13. Wages	Problem solving Group discussions Study cases	2h
14. Presentations	Group discussions	2h

Bibliography

Begg, D., Vernasca, G., Fischer, S., and Dornbusch, R. (2020). Economics. 12th Edition. McGraw-Hill
Case, K., Fair, R., and Oster, S. (2020). Principles of Economics. 13th edition. Global Edition.
Mankiw, G. N. (2020). Principles of Economics. 9th Edition, Cengage Learning
Mises, L. von. (2008) Profit and loss. Ludwig von Mises Institute, Auburn, Alabama.
Pearson.McConnell, C.R., Brue, S.L., and Flynn S. (2021). Economics. 22nd, McGraw Hill
Smith, A. (2012). Wealth of Nations. London: Wordsworth Editions.
Stiglitz, J., Walsh, C. (2006) Economics (Fourth Edition)

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

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The contents of the discipline were elaborated taking into account the competencies and skills necessary for the possible jobs, according to the Code of Occupations in Romania. Also, it reflects the theoretical information specific to this discipline, included in textbooks and works recognized by the scientific community both at the domestic and international level.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

The student recognizes the fundamental principles of microeconomics, economic models, and concepts of applied economics.
The student analyzes the causes of economic problems and implements appropriate solutions.
The student conducts studies/papers regarding the functioning of the economic system.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

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1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			FUNDAMENTALS OF MANAGEMENT					
2.2.Course tutor								
2.3. Seminar tutor								
2.4.Year of study	1	2.5.Semester	1	2.6.Type of Assessment	E	2.7.Subject category	DF	

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	2	3.3. seminar	1
3.4. Total hours/semester	42	out of which: 3.5. course	28	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					17
Preparation of seminars/laboratories, topics, essays, portfolio					25
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					83
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate identifies and analyzes theories, concepts, and tools necessary for managerial processes in correlation with the organizational environment. The student/graduate operates with theoretical constructs and recognizes the relevance of the management system and its subsystems. The student/graduate identifies, differentiates, and appropriately uses concepts and methods required in the decision-making process within organizations.
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Skills	The student/graduate analyzes and interprets organizational phenomena, situations, and processes from the perspective of managerial functions. The student/graduate applies management systems, methods, and techniques to solve complex economic and managerial problems in organizational practice. The student/graduate scientifically substantiates managerial decisions.
Responsibility and autonomy	The student/graduate demonstrates a proactive and responsible attitude in exercising management functions and assuming the responsibilities specific to managerial position at various hierarchical levels within organizations. The student/graduate acts consistently in the process of adopting scientifically based managerial decisions. The student/graduate coherently and autonomously uses concepts for the preparation of analytical and diagnostic works concerning the functioning of the organization. The student/graduate acts consistently in the preparation of studies/reports regarding the functioning of the management system and its subsystems.

7. Contents

7.1. Course	Teaching methods	Observations
1. Introduction to fundamentals of management and its relation to economic activities.	Presentation, Explanation, Discussion	2 h
2. Organization and their business environment . The relation with management.	Case Study	2 h
3. Components of a management system	Presentation, Explanation, Discussion	2 h
4. The management process and its key functions.	Case Study	2 h
5. Main management schools, scientific management, administrative management, bureaucratic management, matrix management, etc. - Part 1	Presentation, Explanation, Discussion	2 h
6. Main management schools, scientific management, administrative management, bureaucratic management, matrix management, etc. - Part 2	Case Study	2 h
7. Main management schools, scientific management, administrative management, bureaucratic management, matrix management, etc. - Part 3	Presentation, Explanation, Discussion	2 h
8. Management functions: planning	Case Study	2 h
9. Management functions: organizing	Presentation, Explanation, Discussion	2 h
10. Management functions: staffing / human resources	Case Study	2 h
11. Management functions: directing	Presentation, Explanation, Discussion	2 h
12. Management functions: coordinating	Case Study	2 h

13. Management functions: controlling	Presentation, Explanation, Discussion	2 h
14. Test	Examination based on open and multiple-choice questions	2 h
Bibliography - Teaching notes, available online on MS Teams - Robbins S., Coulter M., De Cenzo D. – “Fundamentals of Management”, 11th Edition, Pearson, 2020 - Baye, M. - Managerial economics and business strategy, 7th Edition, Mc_Graw Hill, 2010 - Daft R., Marcic D. – “Understanding Management”, 5th Edition, Thomson, 2006 - Decenzo D., Robbins S. – “Fundamentals of Management. Essential Concepts and Applications”, Prentice Hall, 2005 - Gomez-Mejia L., Balkin D. – “Management”, McGraw Hill, 2001 - Griffin, W.R. – ”Fundamentals of Management”, 10th Edition, Cengage Learning, 2021 - Jones G. – “Contemporary management”, Second Edition, Irwin McGraw-Hill, 2000 - Jones A.B. – „ Knowledge Capitalism – Business, Work and learning in The New Economy”, Oxford University Press, Oxford, 2002 - Schermerhorn J.R., Bachrach D.G., Wright B. - ”Management”, 5th Edition, John Willey&Sons Canada Ltd., 2020		
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Detailed presentation and debate regarding management definition, its scientific and art component. – Part 1	Presentations, Explanation, Discussion, Case Study	2 h
2. Detailed presentation and debate regarding management definition, its scientific and art component. – Part 2	Directed observation	2 h
3. Detailed presentation on schools of management. Differences between scientific management and administrative management. – Part 1	Presentations, Explanation, Discussion, Case Study	2 h
4. Detailed presentation on schools of management. Differences between scientific management and administrative management. – Part 2	Directed observation	2 h
5. Different approaches to management during the 20th century	Presentations, Explanation, Discussion, Case Study	2 h
6. Different approaches to management at the beginning of the 21 st century	Directed observation	2 h
7. Management and leadership	Presentations, Explanation, Discussion, Case Study	2 h
8. Management functions: planning and organizing – Part 1	Directed observation	2 h
9. Management functions: planning and organizing – Part 2	Presentations, Explanation, Discussion, Case Study	2 h
10. Management functions: directing and staffing – Part 1	Directed observation	2 h
11. Management functions: directing and staffing – Part 2	Presentations, Explanation, Discussion, Case Study	2 h
12. Management functions: coordinating and controlling – Part 1	Directed observation	2 h
13. Management functions: coordinating and controlling – Part 2	Presentations, Explanation, Discussion, Case Study	2 h

14. Evaluation of activity	Presentation of projects	2 h
Bibliography - Teaching notes available online on MS Teams - Robbins S., Coulter M., De Cenzo D. – “Fundamentals of Management”, 11th Edition, Pearson, 2020 - Baye, M. - Managerial economics and business strategy, 7th Edition, Mc_Graw Hill, 2010 - Daft R., Marcic D. – “Understanding Management”, 5th Edition, Thomson, 2006 - Decenzo D., Robbins S. – “Fundamentals of Management. Essential Concepts and Applications”, Prentice Hall, 2005 - Gomez-Mejia L., Balkin D. – “Management”, McGraw Hill, 2001 - Griffin, W.R. – ”Fundamentals of Management”, 10th Edition, Cengage Learning, 2021 - Jones G. – “Contemporary management”, Second Edition, Irwin McGraw-Hill, 2000 - Jones A.B. – „ Knowledge Capitalism – Business, Work and learning in The New Economy”, Oxford University Press, Oxford, 2002 - Schermerhorn J.R., Bachrach D.G., Wright B. - ”Management”, 5th Edition, John Willey&Sons Canada Ltd., 2020		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The discipline's content has been analysed and discussed with the representatives of the business environment. The development of the course content aims for a high degree of alignment with programs offered by other universities, both domestically and internationally.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6.Minimum performance standard

Developing an individual study/project that certifies that the student has acquired the necessary knowledge and skills concerning the discipline.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	LEGAL SCIENCES
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	BUSINESS LAW						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	1	2.5. Semester	1	2.6. Type of Assessment	E	2.7. Subject category	DF

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	1	3.3. seminar	2
3.4. Total hours/semester	42	out of which: 3.5. course	14	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					21
Additional library study, on specialized online platforms and on field study					10
Preparation of seminars/laboratories, topics, essays, portfolio					20
Other activities					-
Tutoring hours					5
Examinations					2
3.7. Total hours/ individual study					58
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate uses basic legal notions for organizing and operating a business.
	The student/graduate identifies and understands the relevance of rules and legal principles applicable in the business environment.
	The student/graduate recognizes the legal regulations relevant to participants in legal business relationships, particularly contracts as primary instruments in business relations.

Skills	The student/graduate applies methods of legal interpretation and analysis of regulations applicable in business relations. The student/graduate applies legal regulations to solve practical legal and economic problems encountered by participants in business law relationships. The student/graduate possesses advanced skills for understanding and analyzing contractual clauses, applicable rules in negotiation, conclusion, and execution of contracts, including dispute aspects in business practice.
Responsibility and autonomy	The student/graduate demonstrates responsibility in applying studied legal regulations to solve practical business-related situations. The student/graduate coherently adapts basic legal notions needed to organize and operate a business in a practical context. The student/graduate interprets contractual clauses and analyzes their validity in the context of the main contractual instruments used in the business environment. The student/graduate acts consistently in using legal regulations to outline the main steps of establishing and operating companies as primary participants in business law relationships.

7. Contents

7.1. Course	Teaching methods	Observations
1. General notions of law. Legal relationship and legal act. The contract.	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
2. International commercial law and domestic commercial law. Distinction	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
3. International commerce conventions	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
4. Contract for international sale of goods	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
5. Common aspects regarding international commerce contracts. Types of commercial contracts	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
6. International commercial arbitration	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
7. Test	Written test	2h
Bibliography 1. Joost Pauwelyn, Andrew T. Guzman, Jennifer A. Hillman, International Trade Law, 3rd Edition, 2016 2. Jonathan Hill and Adeline Ching, International Commercial Disputes. Commercial Conflict of Laws, 4th edition, Hart Publishing House, Oxford, 2013. 3. Julian D.M. Lee, Loukas A. Mistelis and Stefan Michael Kroll, Comparative International Commercial Arbitration, Kluwer Law International, 2003. 4. Andrew Guzman and Joost Pauwelyn, International Trade Law, Second Edition, Aspen Casebook Series, 2012 5. Andrew Guzman and Joost Pauwelyn, Documents Supplement, International Trade Law, Second Edition, 2012		

6. Schaffer/Agusti/Earle, International Business Law and Its Environment 10th Edition, 2017 Published by South-Western Cengage Learning
7. United Nations Commission on International Trade Law, <https://uncitral.un.org/>

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. General notions of law. Legal norm. Classification. The sources of law. Legal relationship and legal act.	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
2. What is a contract. Legal regime and types of contracts.	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
3. International legal systems. Comparison. Brief presentation of the legal system from the country of origin of the students.	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
4. International commercial law and intern commercial law. Distinction. Comparison. Characteristics	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
5. International commercial activity. Parties involved in the international commercial activity. Traders, individuals and enterprises.	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
6. International commerce conventions. Presentation	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
7. International commerce conventions. Characteristics	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
8. Concluding, executing and ending international commercial contracts. Conditions.	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
9. The commercial obligations.	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
10. The legal liability.	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
11. Contract for International Sale of Goods, CISG	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
12. Legal aspects regarding tax evasion and tax fraud.	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
13. International commercial arbitration. Characteristics and advantages.	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h

14. Presentation of famous legal cases.	Lecture, PPT, video teaching, conversations, explanations, case law, quizzes	2h
Bibliography 1. Joost Pauwelyn, Andrew T. Guzman, Jennifer A. Hillman, International Trade Law, 3rd Edition, 2016 2. Jonathan Hill and Adeline Ching, International Commercial Disputes. Commercial Conflict of Laws, 4th edition, Hart Publishing House, Oxford, 2013. 3. Julian D.M. Lee, Loukas A. Mistelis and Stefan Michael Kroll, Comparative International Commercial Arbitration, Kluwer Law International, 2003. 4. Andrew Guzman and Joost Pauwelyn, International Trade Law, Second Edition, Aspen Casebook Series, 2012 5. Andrew Guzman and Joost Pauwelyn, Documents Supplement, International Trade Law, Second Edition, 2012 6. Schaffer/Agusti/Earle, International Business Law and Its Environment 10th Edition, 2017 Published by South-Western Cengage Learning 7. United Nations Commission on International Trade Law, https://uncitral.un.org/		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The discipline is harmonized with the needs of both employees and employers. Also, the content of the discipline is regularly discussed and updated together with business environment representatives. All practical cases discussed are relevant for the students.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- Correct acquisition of the basic theoretical notions regarding the organization and conduct of businesses and contracts, as the main tools in business relations.
- The minimum passing grade is 5 (five)

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

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1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	LEGAL SCIENCES
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	COMMUNICATION AND PUBLIC RELATIONS						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	1	2.5. Semester	1	2.6. Type of Assessment	E	2.7. Subject category	DF

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	2	out of which: 3.2. course	2	3.3. seminar	-
3.4. Total hours/semester	28	out of which: 3.5. course	28	3.6. seminar	
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					15
Additional library study, on specialized online platforms and on field study					10
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					47
3.8. Total hours/semester					75
3.9. Number of credits					3

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	

6. Learning outcomes

Knowledge	The student/graduate operates with theoretical constructs related to communication and public relations, supporting future professional interactions with the direct beneficiaries of their work. The student/graduate understands concepts related to group dynamics, interpersonal relationships, and organizational culture.
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Skills	The student/graduate effectively uses communication techniques in interpersonal relationships and professional activities.
	The student/graduate communicates information clearly and concisely, both verbally and in writing.
	The student/graduate works efficiently in diverse teams and fosters a collaborative environment.
Responsibility and autonomy	The student/graduate consistently applies concepts to assume responsibility for the quality and accuracy of communicated information.

7. Contents

7.1. Course	Teaching methods	Observations
1. What is communication? -Defining communication - Explanatory models of communication - A typology of communication - Personality, prosocial behavior	Presentation (lecture and explanation). Conversation. Demonstration	2h
2. Interpersonal Communication - Interpersonal relationships, definition, type, features - The strategic targets of interpersonal communication - Elements of interpersonal communication process - Effective interpersonal communication	Presentation (lecture and explanation). Conversation. Demonstration	2h
3. Attitude and communication influence - The role of attitudes in communication - Conformity, complaisance and nonconformance in interpersonal communication - Interpersonal influence - Aggressiveness in communication - from symbolic aggression to physical aggression	Presentation (lecture and explanation). Conversation. Demonstration	2h
4. Barriers to interpersonal communication - Signs indicating the presence of obstacles - How to examine the barriers - Communication jamming and bottlenecks - Barriers to professional communication	Presentation (lecture and explanation). Conversation. Demonstration	2h
5. Verbal communication - Special features of verbal communication - The role of listening in verbal communication - Dimensions of personality and verbal communication - Voice qualities	Presentation (lecture and explanation). Conversation. Demonstration	2h
6. Written Communication - Written communication features - Referring to a written text – reading methods - Managing reading - effective reading skills	Presentation (lecture and explanation). Conversation. Demonstration	2h

- Structuring text messages - How we write a CV		
7. Nonverbal Communication - Special features of nonverbal communication - Behavior and nonverbal communication - Nonverbal communication types - Culture, spatial distance and nonverbal communication	Presentation (lecture and explanation). Conversation. Demonstration	2h
8. Ways of improving communication - How can we communicate better - Johari's model - Active listening - Feedback use - Aggressiveness management in communication - Consent by persuasion	Presentation (lecture and explanation). Conversation. Demonstration	2h
9. Organizational Communication - Role of communication in the organization - Special features of organizational communication - The new context of organizational communication studies - Types of organizational communication - Management communication – manager's communication roles	Presentation (lecture and explanation). Conversation. Demonstration	2h
10. Interpersonal communication and conflict resolution - What is a conflict? - Constructive conflict and destructive conflict - Causes of conflict in organizations - A typology of conflicts - Ways of managing conflict	Presentation (lecture and explanation). Conversation. Demonstration	2h
11. Public Relations - management of the organizational image - Organizational objectives and the need for public relations - What are Public Relations? - Key concepts in public relations - Social responsibility of the organization and public relations values - PR process characteristics - Public relations theories	Presentation (lecture and explanation). Conversation. Demonstration	2h
12. Public relations - the organization's external communication tool - What are the audiences? A theoretical and practical perspective - PR campaign - External communication and media	Presentation (lecture and explanation). Conversation. Demonstration	2h
13. Project presentation	Projects, case studies; presentation, explanation, argumentation	2h
14. Test	Assessment	2h

Bibliography

1. Breakenridge, Deirdre K. – Answers for Modern Communicators: A Guide to Effective Business Communication, FT Press, 2019.
2. Fawkes, Johanna – Public Relations Ethics and Professionalism: The Shadow of Excellence, 2nd Edition, Routledge, 2021.
3. Gregory, Anne – Planning and Managing Public Relations Campaigns, 5th Edition, Kogan Page, 2020.
4. Heath, Robert L. & Johansen, Winni – The International Encyclopedia of Strategic Communication, Wiley-Blackwell, 2020.
5. Istrate, Ana Mihaela; Mușeanu, Elena; Bîrsanu, Roxana – Practice File in Business English Communication, Editura Universitară, 2019.
6. Lee, Mordecai & Neeley, Grant – Public Relations and the Presidency: FDR, LBJ, and Reagan, Routledge, 2023.
7. Macnamara, Jim – Organizational Listening: The Missing Essential in Public Communication, Peter Lang Publishing, 2020.
8. Smith, Ronald D. – Strategic Planning for Public Relations, 5th Edition, Routledge, 2020.
9. Stanton, Richard – Media Relations: Issues and Strategies, 3rd Edition, Routledge, 2021.
10. Tench, Ralph & Waddington, Stephen – Exploring Public Relations, 5th Edition, Pearson Education, 2021.

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The discipline's content has been analyzed and discussed with the representatives of the business environment

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	80%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	-
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6.Minimum performance standard

Knowledge of fundamental theoretical elements and the ability to solve basic applications in English communication within the context of economic activities.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	INFORMATICS, STATISTICS, MATHEMATICS
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	IT FOR BUSINESS						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	I	2.5. Semester	1	2.6. Type of Assessment	E	2.7. Subject category	DF

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	1	3.3. seminar	2
3.4. Total hours/semester	42	out of which: 3.5. course	14	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					30
Additional library study, on specialized online platforms and on field study					14
Preparation of seminars/laboratories, topics, essays, portfolio					19
Other activities					4
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					83
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate identifies the advanced functionalities of office applications and how these are used in the economic field (complex spreadsheet calculations using functions, data validation, querying, summarizing, and graphical representation).
	The student/graduate identifies the fundamental principles of information security, including confidentiality, integrity, and availability of data in the economic field.
	The student/graduate identifies and analyzes the concepts and technologies for automating business processes and managing databases specific to the economic field.
	The student/graduate describes basic concepts related to emerging technologies specific to the knowledge-based information society (IoT, AI, Cloud/Fog/Edge Computing, Blockchain, etc.).

Skills	The student/graduate uses office applications in the economic field.
	The student/graduate recognizes and evaluates security risks associated with information management in the economic field.
	The student/graduate uses automation tools to automate repetitive tasks in economic activities.
	The student/graduate identifies business processes that can be automated.
	The student/graduate uses open-source tools to exploit the main features offered by emerging technologies.
Responsibility and autonomy	The student/graduate ensures the accuracy and clarity of information in documents managed with office applications.
	The student/graduate operates in compliance with preventive measures for data protection.
	The student/graduate verifies and monitors the correctness of automated processes, ensuring data accuracy and compliance with current regulations.
	The student/graduate demonstrates the ability to leverage technological and economic opportunities generated by the information environment in the context of smart development.

7. Contents

7.1. Course	Teaching methods	Observations
1. Course 1. Course orientation, Q&A	Solving example problems and proposing other problems to be solved. Focused conversation. Detailed explanations. Direct observation. Exercises. Mini-tests	2h
2. Course 2. What is a computer? Functions, history, classification, binary code, modern uses, convergence. Application software, types and uses of business software suites, entertainment and multimedia.	Solving example problems and proposing other problems to be solved. Focused conversation. Detailed explanations. Direct observation. Exercises. Mini-tests	2h
3. Course 3. File management, navigating the computer, file extensions and names, backup, local and cloud. Hardware, components, devices, peripherals, communication devices.	Solving example problems and proposing other problems to be solved. Focused conversation. Detailed explanations. Direct observation. Exercises. Mini-tests	2h
4. Course 4. System software, comparisons, Windows – MacOS –Linux, smart devices. Digital devices and multimedia, characteristics, memory cards, transferring images and video, AV file types.	Solving example problems and proposing other problems to be solved. Focused conversation. Detailed explanations. Direct observation. Exercises. Mini-tests	2h
5. Course 5. The Internet, history, world wide web, connection types, web browsers, www navigation and content. Communicating and Sharing: The Social Web, synchronous /asynchronous communication.	Solving example problems and proposing other problems to be solved. Focused conversation. Detailed explanations. Direct observation. Exercises. Mini-tests	2h

6. Course 6. Networks and communication, network classification, wired vs. wireless, network protection. Security and privacy, cybercrime, malware, spam, adware, spyware, viruses, worms, trojans, rootkits. Databases, components, DBMS types, comparison, best practices.	Solving example problems and proposing other problems to be solved. Focused conversation. Detailed explanations. Direct observation. Exercises. Mini-tests	2h
7. Semester Written Test	Evaluation	2h

Bibliography

1. Course notes published on the MS Teams institutional platform
2. Visualizing Technology. ISBN 9780138043353, Author: Debra Geoghan, Pearson Publishing
3. New Perspectives MicrosoftOffice 365 & Office 2019 Introductory. ISBN 978-0357025741, Author: Patrick Carey, Katherine Pinard, Ann Shaffer, Mark Shellman, Sasha Vodnik
4. New Perspectives Microsoft Office 365 & Word 2019 Comprehensive. ISBN 9780357026182. Author: Ann Shaffer, Katherine T. Pinard
5. New Perspectives Microsoft Office 365 & Excel 2019 Comprehensive. ISBN 978-0357025765. Author: Patrick Carey

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Lab 1. Placement test (NOT graded, just to check the average level of the group, in order to calibrate the lab workload throughout the module)	Solving problems. Detailed explanations. Exercises. Mini-tests.	2h
2. Lab 2. MS Word – creating& editing docs, navigating & formatting, tables and reports, enhance page layout design	Solving problems. Detailed explanations. Exercises. Mini-tests.	2h
3. Lab 3. MS Word – templates, themes, styles, mail merge, collaborating and integrating data	Solving problems. Detailed explanations. Exercises. Mini-tests.	2h
4. Lab 4. MS Word – customizing and automating work, online forms with advanced tables, managing long documents	Solving problems. Detailed explanations. Exercises. Mini-tests.	2h
5. Lab 5. MS Excel – Excel basics, formatting workbook text/data, calculations with formulas and functions, analyzing financial data	Solving problems. Detailed explanations. Exercises. Mini-tests.	2h
6. Lab 6. MS Excel – tables, pivot tables, pivot charts, multiple worksheets/workbooks	Solving problems. Detailed explanations. Exercises. Mini-tests.	2h
7. Lab 7. MS Excel – excel applications, advanced functions	Solving problems. Detailed explanations. Exercises. Mini-tests.	2h
8. Lab 8. MS Excel – financial tools and functions, What-if analysis	Solving problems. Detailed explanations. Exercises. Mini-tests.	2h

9. Lab 9. MS Excel – Connecting to external data, shared workbooks	Solving problems. Detailed explanations. Exercises. Mini-tests.	2h
10. Lab 10. MS PowerPoint – creating a presentation, adding media and special effects	Solving problems. Detailed explanations. Exercises. Mini-tests.	2h
11. Lab 11. MS PowerPoint – advanced formatting to objects, integrating and collaborating with others	Solving problems. Detailed explanations. Exercises. Mini-tests.	2h
12. Lab 12. MS PowerPoint – integration with other programs, customizing presentations/environment	Solving problems. Detailed explanations. Exercises. Mini-tests.	2h
13. Lab 13. Project presentations	Solving problems. Detailed explanations. Exercises. Mini-tests.	2h
14. Lab 14. Project presentations	Evaluation	2h
Bibliography 1. Course notes published on the MS Teams institutional platform 2. Visualizing Technology. ISBN 9780138043353, Author: Debra Geoghan, Pearson Publishing 3. New Perspectives MicrosoftOffice 365 & Office 2019 Introductory. ISBN 978-0357025741, Author: Patrick Carey, Katherine Pinard, Ann Shaffer, Mark Shellman, Sasha Vodnik 4. New Perspectives Microsoft Office 365 & Word 2019 Comprehensive. ISBN 9780357026182. Author: Ann Shaffer, Katherine T. Pinard 5. New Perspectives Microsoft Office 365 & Excel 2019 Comprehensive. ISBN 978-0357025765. Author: Patrick Carey		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The development of the course content aims for a high degree of alignment with programs offered by other universities, both domestically and internationally. The contents of the discipline were elaborated considering the competencies and skills necessary for the possible jobs in the Economics and international business field of studies.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	

		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/**):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Correct acquisition of basic theoretical notions and their application in solving specific applications. Active participation in seminars. Participation in one of the project teams. Passing the exam is achieved if a minimum grade of 5 is obtained (one point is awarded ex officio) from the criteria imposed for the course evaluation and the session evaluation.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	INFORMATICS, STATISTICS, MATHEMATICS
1.4. Bachelor field	ECONOMY AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	MATHEMATICS FOR ECONOMICS						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	I	2.5. Semester	1	2.6. Type of Assessment	E	2.7. Subject category	DF

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					11
Preparation of seminars/laboratories, topics, essays, portfolio					17
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					69
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate operates with concepts, indicators, models, tools, and mathematical methods for analyzing and optimizing managerial processes in correlation with the organizational environment.
	The student/graduate uses elements of financial mathematics, optimization of multivariable functions, forecasting the evolution of economic indicators over time, probabilistic modeling of economic phenomena under risk and uncertainty, evaluation of statistical indicators characterizing an economic phenomenon, and estimation of model parameters.
	The student/graduate identifies, differentiates, and analyzes coherently the concepts, models, and quantitative methods necessary for the decision-making process within organizations.

Skills	The student/graduate models an economic process and its determining factors using multivariable functions.
	The student/graduate uses mathematical algorithms to determine the optimal solution of a maximization or minimization problem involving an outcome-indicator function.
	The student/graduate models probabilistic scenarios of an economic phenomenon's evolution, evaluates the outcome associated with each scenario, and estimates the expected result using numerical characteristics of random variables (mean, variance, correlation coefficient).
	The student/graduate analyzes data, estimates parameters of a statistical model, and substantiates managerial decisions based on this analysis.
	The student/graduate quantifies the time value of a capital flow using financial mathematics models.
Responsibility and autonomy	The student/graduate independently uses quantitative analysis methods and advanced computing techniques to evaluate the outcome and impact of determining factors in complex economic-managerial problems in organizational practice.
	The student/graduate responsibly applies forecasting mathematical methods and decision optimization algorithms concerning organizational functioning.
	The student/graduate scientifically substantiates managerial decisions based on probabilistic modeling tools, statistical analysis, expected outcome estimation, and optimization of performance indicators.

7. Contents

7.1. Course	Teaching methods	Observations
1. Elements of Linear Algebra	Lecture at the blackboard	2h
2. Vector spaces. Dependence and linear independence of vector systems. Basis and dimension of a real vector space.	Board lecture,	2h
3. Decomposition of vectors from the real space of economic activities into coordinates. Changing a vector's coordinates when changing the basis.	Board lecture,	2h
4. Iterative calculation methods: Gauss-Jordan elimination method)	Lecture at the blackboard	2h
5. Elements of Linear Optimization (Linear Programming Problem – LPP, examples of economic problems modeled as linear programming problems, the mathematical model of LPP, graphical method, SIMPLEX method)	Coard lecture,	2h
6. Differentiation of functions of two and three real variables.	Chalk-and-talk lecture.	2h
7. Elements of Nonlinear Optimization (Functions of several real variables. Optimal decisions: extrema of multivariable functions – optimization without constraints (free extrema))	Lecture at the blackboard	2h
8. Elements of Probability Theory Event space; probability space. Probability formulas.	Chalk-and-talk lecture.	2h

9. Classical probability schemes. Types of random variables and their probability distributions.	Board lecture,	2h
10. Properties of the distribution function, probability density function. Numerical characteristics of random variables – mean and variance)	Board lecture	2h
11. Normal distribution	Lecture at the blackboard	2h
12. Poisson distribution.	Lecture at the blackboard	2h
13. Applications of probability theory.		2h
14. Test	Chalk-and-talk lecture.	2h
Bibliography 1. Course notes available on MS Teams 2. Gilbert Strang – Introduction to Linear Algebra, 6th ed., Wellesley-Cambridge Press, 2023. 3. Charu C. Aggarwal – Linear Algebra and Optimization for Machine Learning, Springer, 2020. 4. Sergey Khrushchev – Linear Algebra with Applications to Economics, 2024. 5. Andrew Hinton – Essential Math for AI, Book Bound Studios, 2023.		
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Elements of Linear Algebra applications	Problems and exercises on the board.	2h
2. Vector spaces. Dependence and linear independence of vector systems. Basis and dimension of a real vector space- applications	Problems and exercises on the board.	2h
3. Decomposition of vectors from the real space of economic activities into coordinates. Changing a vector's coordinates when changing the basis- applications	Problems and exercises on the board.	2h
4. Iterative calculation methods: Gauss-Jordan elimination method)- applications	Problems and exercises on the board.	2h
5. Elements of Linear Optimization (Linear Programming Problem – LPP, examples of economic problems modeled as linear programming problems, the mathematical model of LPP, graphical method, SIMPLEX method)- applications	Problems and exercises on the board.	2h
6. Differentiation of functions of two and three real variables.- applications	Problems and exercises on the board.	2h
7. Elements of Nonlinear Optimization (Functions of several real variables. Optimal decisions: extrema of multivariable functions – optimization without constraints (free extrema)- applications 2.	Problems and exercises on the board.	2h
8. Elements of Probability Theory Event space; probability space. Probability formulas- applications	Problems and exercises on the board.	2h

9. Classical probability schemes. Types of random variables and their probability distributions-applications	Problems and exercises on the board.	2h
10. Properties of the distribution function, probability density function. Numerical characteristics of random variables – mean and variance)- applications	Problems and exercises on the board.	2h
11. Normal distribution applications	Problems and exercises on the board.	2h
12. Poisson distribution. applications	Problems and exercises on the board.	2h
13. Applications of probability theory. applications	Problems and exercises on the board.	2h
14. Review	Problems and exercises on the board.	2h
Bibliography 1. Course notes available on MS Teams 2. Gilbert Strang – Introduction to Linear Algebra, 6th ed., Wellesley-Cambridge Press, 2023. 3. Charu C. Aggarwal – Linear Algebra and Optimization for Machine Learning, Springer, 2020. 4. Sergey Khrushchev – Linear Algebra with Applications to Economics, 2024. 5. Andrew Hinton – Essential Math for AI, Book Bound Studios, 2023.		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The development of the course content aims for a high degree of alignment with programs offered by other universities, both domestically and internationally.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%

Written test (written test / project / paper / case study / monograph, etc.)	20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)	

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

The students acquire the basic quantitative methods necessary for the decision-making process within organizations.
The student applies forecasting mathematical methods and decision optimization algorithms concerning organizational functioning.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	FOREIGN LANGUAGES
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	ENGLISH AND COMMUNICATION TECHNIQUES 1						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	1	2.5. Semester	1	2.6. Type of Assessment	V	2.7. Subject category	DF

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	2	out of which: 3.2. course	-	3.3. seminar	2
3.4. Total hours/semester	28	out of which: 3.5. course	-	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					15
Additional library study, on specialized online platforms and on field study					10
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					47
3.8. Total hours/semester					75
3.9. Number of credits					3

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate possesses advanced knowledge of linguistic registers and variants specific to oral and written communication in English, adapted to various professional contexts.
	The student/graduate appropriately uses theories, concepts, and tools necessary for detailed analysis and understanding of cultural and intercultural environments.

Skills	The student/graduate critically analyzes and interprets complex economic texts.
	The student/graduate applies specific linguistic registers and variants of oral and written English communication to construct complex argumentative discourse.
	The student/graduate analyzes and interprets intercultural differences based on solid theoretical foundations.
Responsibility and autonomy	The student/graduate efficiently uses linguistic registers to adapt to various communicative situations (presentations, debates, negotiations, mediation, etc.).
	The student/graduate produces complex studies/reports/projects in the foreign language.
	The student/graduate consistently implements strategies for intercultural negotiation and mediation.

7. Contents

7.1. Course	-	-
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. The Business Environment – introductory notions	Problem-solving Conversation Explanation Observation Exercises	2h
2. The Business Environment – further vocabulary and the noun	Problem-solving Conversation Explanation Observation Exercises	2h
3. The Communication Revolution – human communication throughout history – old vs. new means	Problem-solving Conversation Explanation Observation Exercises	2h
4. The Communication Revolution –Internet breakthrough and its impact on tourism activities. Present Simple and Continuous, stative verbs	Problem-solving Conversation Explanation Observation Exercises	2h
5. The Communication Revolution – Letter of Opinion. Replying to a newspaper article	Problem-solving Conversation Explanation Observation Exercises	2h
6. Company Structure and Legal Status –types of companies and departments	Problem-solving Conversation Explanation Observation Exercises	2h
7. Company Structure and Legal Status –Past Simple and Past	Problem-solving Conversation	2h

Continuous	Explanation Observation Exercises	
8. Company Structure and Legal Status –working in SMEs as opposed to multinationals; business reports	Problem-solving Conversation Explanation Observation Exercises	2h
9. Jobs and Responsibilities – job security, turnover, incentives, benefits in kind	Problem-solving Conversation Explanation Observation Exercises	2h
10. Jobs and Responsibilities – gender stereotypes and bias in leadership positions; Present Perfect Simple and Continuous	Problem-solving Conversation Explanation Observation Exercises	2h
11. Jobs and Responsibilities – interview simulation; assessing job candidates as an HR evaluator; cover letter	Problem-solving Conversation Explanation Observation Exercises	2h
12. Revision 1. Units 1-4 – Present Simple and Continuous; Past Simple and Continuous; Present Perfect Simple and Continuous	Problem-solving Conversation Explanation Observation Exercises	2h
13. Project presentation	Projects, case studies; presentation, explanation, argumentation	2h
14. Written test	Assessment	2h

Bibliography

1. Cunningham, Sarah & Moor, Peter – *Cutting Edge: Advanced New Edition Student's Book*, Pearson, 2020.
2. Dude, Roxana-Emanuela (coord.) – *Focus on Business*, Editura Pro Universitaria, București, 2007.
3. Hewings, Martin – *Advanced Grammar in Use: A Self-Study Reference and Practice Book for Advanced Learners of English*, 4th Edition, Cambridge University Press, 2019.
4. Lansford, Lewis; Dummett, Paul; Stephenson, Helen – *Keynote Intermediate: Student's Book*, National Geographic Learning, 2020.
5. Murphy, Raymond – *English Grammar in Use*, 5th Edition, Cambridge University Press, 2019.
6. O'Dell, Felicity & McCarthy, Michael – *English Collocations in Use: Intermediate*, 2nd Edition, Cambridge University Press, 2022.
7. Robinson, Nick – *Business Partner B1+ Student's Book*, Pearson, 2019.

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The subject content was discussed with representatives of the business environment

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			100%
9.4. Course	Frequency and Performance	Active course attendance	-
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	100%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			
Written test (written test / project / paper / case study / monograph, etc.)			
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Knowledge of fundamental theoretical elements and the ability to solve basic applications in English communication within the context of economic activities.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	PHYSICAL EDUCATION AND SPORT – KINESIOTHERAPY
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	SPORT 1				
2.2. Course tutor					
2.3. Seminar tutor					
2.4. Year of study	1	2.5. Semester	1	2.6. Type of Assessment	V
				2.7. Subject category	DC

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	2	out of which: 3.2. course	-	3.3.seminar	2
3.4.Total hours/semester	28	out of which: 3.5. course	-	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					
Additional library study, on specialized online platforms and on field study					
Preparation of seminars/laboratories, topics, essays, portfolio					6
Other activities					14
Tutoring hours					2
Examinations					-
3.7. Total hours/ individual study					22
3.8. Total hours/semester					50
3.9. Number of credits					2

4. Preconditions (if there is any)

4.1. for curriculum	
4.2. for learning outcomes	

5. Pre – requisites (if there is any)

5.1. for course	
5.2. for seminar	Seminars are held on well-equipped sports fields with modern equipment

6. Learning outcomes

Knowledge	The Student/Graduate understands the importance of balancing physical, intellectual and social activity in the context of a sustainable lifestyle.
	The student/graduate knows the principles of adapting physical effort to his/her own abilities, depending on the level of preparation and state of health.

Skills	The Student/Graduate strengthens his/her physical skills and actively participates in games and team activities that involve strategy, coordination and quick reaction. The student/graduate uses physical exercises to develop resilience and the ability to concentrate, including in academic contexts
Responsibility and autonomy	The Student/Graduate demonstrates consistency in participating in physical activities and assumes an active role in managing their own physical and mental well-being. The Graduate/Graduate adopts responsible behavior in sports activities, respecting the rules, colleagues and guidance of the teachers.

7. Contents

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Discussion of the regulations and requirements of the discipline of physical education and sports	Presentation, explanation	2h
2. Clear acquisition and teaching of some procedures and technical elements in sports games.	Presentation, explanation, demonstration and execution	6h
3. Applications related to tactics in some sports games accessible to students	Presentation, explanation, demonstration and execution	8h
4. Acquisition of adequate physical training, acquisition of theoretical knowledge and regulations related to the sports discipline	Presentation, explanation, demonstration and execution	6h
5. Acquisition of knowledge regarding the hygienic lifestyle, the influence of practicing physical exercises on the body, on the major functions, prevention of accidents	Presentation, explanation, demonstration and execution	6h
Bibliography - Burrows S., Byrne M., Young S., AQA A Level Physical Education Student Guide: Factors affecting optimal performance in physical activity and sport, Hodder Education, 2019 - Haag H., The Future of School Sport (Physical Education) in Today's World: Scientific Concepts for Practical Innovations, Logos Verlag Berlin, 2008 - Hardman K., Contemporary Issues in Physical Education, Meyer Meyer Sports, 2011 - Jeziorski R., Hesburg T. M., Importance of School Sports in American Education and Socialization, UPA Publisher, 1994 - Leonte, N., Netolitzchi, M., Popescu, O., & Neagu, N. (2018). Using the computerized tests in assessing the simple reaction time of students in the University „Politehnica” of Bucharest”. Proceedings of the 14th International Scientific Conference "eLearning and Software for Education", 3, 288-294. - Neagu, N., Grigoriu, C., Florescu, O., & Netolitzchi, M. (2018). Aspects Regarding the Optimization of the Physical Training of Students Swimmers in Semifond Trials. Revista Românească pentru Educație Multidimensională, 10(2), 144-154 - Rajagopal I., Physical and Health Education: Text Book for Education & Physical Education Students, CreateSpace Publishing, 2014		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria			
9.4. Course	-	-	-
9.5. Seminar	Number of lessons per semester	The frequency and degree of participation in seminar classes are recorded	50%
	Taking tests to verify general motor skills	Testing during lessons	10%
	Tests specific to the sports discipline chosen by the student	Testing during lessons	10%
	Assessment of the mastery of exercises and work programs and progress made in aerobic gymnastics and fitness	Testing during lessons	10%
	Participation in student sports competitions and basic theoretical knowledge in the issues of physical education and sports	Testing	10%
	The method of training practical theoretical knowledge and the issues of the discipline	Testing	10%
B. Final evaluation - exam session :			Admitted-Rejected
Motor verification sample testing			

9.6. Minimum performance standard

Acquiring an acceptable minimum of basic practical and theoretical knowledge in the discipline of Sport

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			MACROECONOMICS					
2.2.Course tutor								
2.3. Seminar tutor								
2.4.Year of study	1	2.5.Semester	2	2.6.Type of Assessment	E	2.7.Subject category	DF	

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					11
Preparation of seminars/laboratories, topics, essays, portfolio					17
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					69
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate recognizes the relevance of the fundamental principles of macroeconomics, economic models, and concepts of applied economics. The student/graduate identifies theoretical constructs that allow for a synthetic, analytical, and critical understanding of the interactions and correlations formed between economic agents at the aggregate level, as well as the indicators used to assess these interactions' effects. The student/graduate recognizes the relevance of theories, concepts, and tools necessary for analyzing forms of macroeconomic imbalances and effective methods of prevention.
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Skills	The student/graduate analyzes and interprets economic phenomena.
	The student/graduate analyzes the causes of economic problems and implements appropriate solutions.
	The student/graduate applies and interprets economic data: uses statistical and econometric tools to interpret data.
	The student/graduate scientifically substantiates economic decisions at the macroeconomic level.
	The student/graduate uses macroeconomic theories and indicators to analyze the global evolution of an economy and to develop scenarios regarding its future development.
	The student/graduate applies macroeconomic theories to analyze the causes and effects of specific macroeconomic imbalances (such as inflation, unemployment, deficits) and evaluates the economic policies that contribute to the emergence or resolution of these phenomena.
Responsibility and autonomy	The student/graduate demonstrates a proactive and responsible attitude in the scientific substantiation and adoption of economic decisions.
	The student/graduate responsibly conducts studies/papers regarding the functioning of the economic system.
	The student/graduate substantiates, develops, and implements strategies and economic policies for organizations or at the macroeconomic level with responsibility.
	The student/graduate acts coherently in drafting projects that involve measuring the evolution of economic phenomena at an aggregate level based on scientific foundations.
	The student/graduate demonstrates a proactive and responsible attitude in the scientific substantiation and development of tools for evaluating the potential effects of economic policies at a global level in the medium and long term.

7. Contents

7.1. Course	Teaching methods	Observations
1. Measuring national output - Measuring GDP - Nominal GDP versus Real GDP	Lectures Debates Discussions Study cases	2h
2. Measuring the evolution of prices - Measuring price level - The cost of living	Lectures Debates Discussions Study cases	2h
3. Measuring employment and unemployment - Labour force - Unemployment	Lectures Debates Discussions Study cases	2h
4. Economic analysis of the state - Inconsistency of the collective decisions - Voting paradox	Lectures Debates Discussions	2h

• Bureacracy and interest groups	Study cases	
5. Taxation • Types of taxes • Laffer curve • Incidence of taxation • State budget • Fiscal policy	Lectures Debates Discussions Study cases	2h
6. Monetary policy • Banking and money supply • Central bank and the monetary policy	Lectures Debates Discussions Study cases	2h
7. Inflation I • Consequences of inflation • Inflation and expectations	Lectures Debates Discussions Study cases	2h
8. Inflation II • The quantity theory of money • Hyperinflation in history	Lectures Debates Discussions Study cases	2h
9. Business cycle I • Keynesian theory • Keynes and the paradox of saving • Phillips curve	Lectures Debates Discussions Study cases	2h
10. Business cycle II • Monetarism and business cycle • Rational expectations and the Phillips curve	Lectures Debates Discussions Study cases	2h
11. Open economy • International economic relations • Exchange rates	Lectures Debates Discussions Study cases	2h
12. Government policy and open economy • Budget deficit • Monetary policy • Capital run • Protectionism	Lectures Debates Discussions Study cases	2h
13. Economic growth • Productivity and development • Institutions and economic development • Development and economic convergence	Lectures Debates Discussions Study cases	2h
14. Test		2h
Bibliography Course Notes available online on MS Teams Begg, D., Vernasca, G., Fischer, S., and Dornbusch, R. (2020). Economics. 12th Edition. McGraw-Hill Block, W. (2013). <i>Defending the Undefendable</i> . Case, K., Fair, R., and Oster, S. (2020). Principles of Economics. 13th edition. Global Edition. Mankiw, G. N. (2020). Principles of Economics. 9th Edition, Cengage Learning Pearson.McConnell, C.R., Brue, S.L., and Flynn S. (2021). Economics. 22nd, McGraw Hill Smith, A. (2012). Wealth of Nations. London: Wordsworth Editions.		

Stiglitz, J., Walsh, C. (2006) Economics (Fourth Edition)		
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Ways of measuring GDP	Problem solving Group discussions Study cases	2h
2. Calculating the consumer price index	Problem solving Group discussions Study cases	2h
3. Calculating unemployment	Problem solving Group discussions Study cases	2h
4. Taxation and budget deficits	Problem solving Group discussions Study cases	2h
5. Monetary aggregates and the money multiplier. Determinants of inflation and the tools of monetary policy	Problem solving Group discussions Study cases	2h
6. (Dis)equilibrium in the Keynesian approach The Phillips curve	Problem solving Group discussions Study cases	2h
7. Long-run economic growth	Problem solving Group discussions Study cases	2h
Bibliography Begg, D., Vernasca, G., Fischer, S., and Dornbusch, R. (2020). Economics. 12th Edition. McGraw-Hill Block, W. (2013). <i>Defending the Undefendable</i> . Case, K., Fair, R., and Oster, S. (2020). Principles of Economics. 13th edition. Global Edition. Mankiw, G. N. (2020). Principles of Economics. 9th Edition, Cengage Learning Pearson.McConnell, C.R., Brue, S.L., and Flynn S. (2021). Economics. 22nd, McGraw Hill Smith, A. (2012). Wealth of Nations. London: Wordsworth Editions. Stiglitz, J., Walsh, C. (2006) Economics (Fourth Edition)		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The contents of the discipline were elaborated taking into account the competencies and skills necessary for the possible jobs, according to the Code of Occupations in Romania.
Also, it reflects the theoretical information specific to this discipline, included in textbooks and works recognized by the scientific community both at the domestic and international level.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%

9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/**):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

The student recognizes the fundamental principles of macroeconomics, economic models, and concepts of applied economics.

The student analyzes the causes of economic problems and implements appropriate solutions.

The student conducts studies/papers regarding the functioning of the economic system.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	FINANCE, CREDIT, ACCOUNTING
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	FUNDAMENTALS OF ACCOUNTING						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	1	2.5. Semester	2	2.6. Type of Assessment	E	2.7. Subject category	DF

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	2	3.3. seminar	1
3.4. Total hours/semester	42	out of which: 3.5. course	28	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					17
Preparation of seminars/laboratories, topics, essays, portfolio					25
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					83
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate identifies the elements in the financial reports of a reporting entity. The student/graduate recognizes the structure and types of financial reports. The student/graduate classifies elements within financial statements. The student/graduate identifies the basic transactions and events of a reporting entity. The student/graduate develops practices regarding the application of the double-entry bookkeeping principle for recording transactions and events. The student/graduate develops practices for preparing financial statements of a reporting entity.
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Skills	The student/graduate calculates financial indicators from financial statements. The student/graduate interprets financial indicators. The student/graduate differentiates between users of financial-accounting information and their informational needs. The student/graduate communicates financial report information to relevant users.
Responsibility and autonomy	The student/graduate demonstrates the ability to identify and collect relevant financial data for preparing financial statements. The student/graduate verifies the accuracy of accounting analysis. The student/graduate works independently in interpreting and analyzing financial-accounting data.

7. Contents

7.1. Course	Teaching methods	Observations
1. The main components of the accounting information system. Accounting framework. History and evolution of accounting Approaches to Accounting Accounting information and its users Coordinates accounting The legal entities in which it holds accounting	Exposure interactive, Problem-solving, Practical applications	2h
2. The subject of accounting Concepts and theories about accounting Accounting Theory Concept of accounting subject Normalization accounting Objectives of Accounting Characterization key economic assets and liabilities Synthetic presentation of heritage assets and liabilities Revenues, expenses and results - the subject matter of accounting Cash - a way of presenting movement patrimonial elements	Exposure interactive, Problem-solving, Practical applications	2h
3. Accounting methods Content notion of method of accounting Fundamentals of Accounting Principles of accounting regulations Methods and tools of accounting	Exposure interactive, Problem-solving, Practical applications	2h
4. Economic operations, process documentation of accounting method. Concept, content and functions of economic documents Preparation and drafting of economic documents Typing, economic circuit and checking of economic documents Filing and maintaining of economic documents	Exposure interactive, Problem-solving, Practical applications	2h

5. Quantifying economic transactions and accounting operations. Costing - Method of accounting method The content, role and principles of accounting calculation Assessment - The process of accounting method The notion, needs and assets assessment principles Steps and the assessment of property items and prices used Reassessment of economic elements	Exposure interactive, Problem-solving, Practical applications	2h
6. Double-entry bookkeeping -fundamental characteristic of accounting Dual representation of heritage with balance Double determining the outcome Impact on heritage and economic operations results Double entry and movement of the existence of the patrimonial elements	Exposure interactive, Problem-solving, Practical applications	2h
7. Account - instrument of double accounting records in economic operations. Economic necessity and content of account Graphical form and structure in The rules of accounts Double entry and correspondent accounts Analysis	Exposure interactive, Problem-solving, Practical applications	2h
8. Balance Sheet Concept, content and balance sheet functions Classification checking balances Prepare the balances sheet Identify accounting errors with the balances sheet	Exposure interactive, Problem-solving, Practical applications	2h
9. Balance Sheet Concept, content and balance sheet functions Classification checking balances Prepare the balances sheet Identify accounting errors with the balances sheet	Exposure interactive, Problem-solving, Practical applications	2h
10. Balance Sheet Concept, content and balance sheet functions Classification checking balances Prepare the balances sheet Identify accounting errors with the balances sheet	Exposure interactive, Problem-solving, Practical applications	2h
11. Financial statements Financial statements - periodic reporting documents Works preliminary financial statements The balance Profit and loss account	Exposure interactive, Problem-solving, Practical applications	2h
12. Financial statements Financial statements - periodic reporting documents Works preliminary financial statements The balance Profit and loss account	Exposure interactive, Problem-solving, Practical applications	2h
13. The main components of the accounting information system. Accounting framework. History and evolution of accounting	Exposure interactive, Problem-solving, Practical applications	2h

Approaches to Accounting Accounting information and its users Coordinates accounting The legal entities in which it holds accounting		
14. Test		2h
Bibliography 1. Harrison, Horngren, Thomas & Tietz - Financial Accounting, Pearson 2025; 2. Kemp & Waybright - Financial Accounting, Pearson 2025; 3. Miller-Nobles, Mattison & Matsumura - Horngren's Financial & Managerial Accounting, Pearson2025; 4. Miller-Nobles, Mattison & Matsumura - Horngren's Accounting, The Financial Chapters, Pearson 2025; 5. Schoenbeck & Holtzman - Interpreting and Analyzing Financial Statements, Pearson 2025; 6. **** 2024 IFRS Standards - issued by the International Accounting Standards Board (IASB).		
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. The main components of the accounting information system. Accounting framework.	Exposure interactive, problem-solving, practical applications	2h
2. The subject of accounting Accounting methods	Exposure interactive, problem-solving, practical applications	2h
3. Economic operations, process documentation of accounting method	Exposure interactive, problem-solving, practical applications	2h
4. Quantifying economic transactions and accounting operations Double-entry bookkeeping -fundamental characteristic of accounting	Exposure interactive, problem-solving, practical applications	2h
5. Account - instrument of double accounting records in economic operations	Exposure interactive, problem-solving, practical applications	2h
6. Balance Sheet	Exposure interactive, problem-solving, practical applications	2h
7. Financial statements	Exposure interactive, problem-solving, practical applications	2h
Bibliography 1. Harrison, Horngren, Thomas & Tietz - Financial Accounting, Pearson 2025; 2. Kemp & Waybright - Financial Accounting, Pearson 2025; 3. Miller-Nobles, Mattison & Matsumura - Horngren's Financial & Managerial Accounting, Pearson2025; 4. Miller-Nobles, Mattison & Matsumura - Horngren's Accounting, The Financial Chapters, Pearson 2025; 5. Schoenbeck & Holtzman - Interpreting and Analyzing Financial Statements, Pearson 2025; 6. **** 2024 IFRS Standards - issued by the International Accounting Standards Board (IASB).		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

Course content is consistent with what is done in other universities at home and abroad. To adapt to the market demands of contents meetings were held with representatives of the business community. Preparing for CPA, ACCA, CIMA, ACA exams; Preparing for being part (member) of CPA, ACCA, CIMA, ACA

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	

9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/**):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Seminars Participation, Case Studies and Course Homework
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Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			INTERNATIONAL ECONOMIC RELATIONS				
2.2.Course tutor							
2.3. Seminar tutor							
2.4.Year of study	1	2.5.Semester	2	2.6.Type of Assessment	E	2.7.Subject category	DF

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	2	3.3. seminar	1
3.4. Total hours/semester	42	out of which: 3.5. course	28	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					17
Preparation of seminars/laboratories, topics, essays, portfolio					25
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					83
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate identifies and analyzes the context in which business activities unfold from the perspective of international economic relations. The student/graduate identifies the criteria and motivations underlying economic decisions in the field of international investments, both at the level of state and corporate actors.
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Skills	The student/graduate analyzes and interprets international economic relations in terms of components, involved actors, and specific processes, and applies international economic theories to the analysis of different economic systems, international trade and financial flows, policies, and cooperation. The student/graduate critically identifies, analyzes, and interprets the involvement of local, regional, and global actors in international economic relations, substantiating and proposing efficient and innovative solutions for optimizing international business in the context of globalization and digitalization. The student/graduate develops advanced skills in analyzing and interpreting phenomena related to international flows of goods, services, capital, and labor, as well as assessing their implications for global actors, including effects on the balance of payments and international specialization.
Responsibility and autonomy	The student/graduate contributes to the design and implementation of complex international projects, studies, and analyses regarding the international economy, the international business environment, and the sustainable international activity of a company. The student/graduate assumes responsibilities and specific roles in international projects related to identifying and critically analyzing strategic options and making ethical decisions concerning internationalization and operations on foreign markets in the context of digitalization. The student/graduate demonstrates the ability to work in teams, including multicultural teams, to actively contribute to debates and decision-making processes, and to provide well-founded solutions to international economic problems, including the creation of business plans in a volatile, complex, and uncertain global context.

7. Contents

7.1. Course	Teaching methods	Observations
1. Concepts of international economic relations and world economy; origin, evolution and stages of the formation process of world economy. Characteristics of contemporary world economy. Regionalization and globalization	Lectures, debates, free discussions, case studies	2h
2. Components of the global economy system; economic growth and development; world balance of power and its current change.	Lectures, debates, free discussions, case studies	2h
3. The place of developed countries in the world economy: specific elements. Models of historical evolution and development; forms of association and cooperation specific to developed countries: OECD.	Lectures, debates, free discussions, case studies	2h
4. The place of developing countries in the world economy: specific elements. Characteristics of developing countries; underdevelopment causes and related theories.	Lectures, debates, free discussions, case studies	2h
5. Main developing countries and their development prospects.	Lectures, debates, free discussions, case studies	2h
6. Place of transnational corporations in the world economy: specific characteristics and functioning	Lectures, debates, free discussions, case studies	2h

mechanisms: mergers and acquisitions, delocalization and relocalization.		
7. International integration organizations. Forms of economic integration. Implication for the member states.	Lectures, debates, free discussions, case studies	2h
8. Case studies international integration organizations: European Union.	Lectures, debates, free discussions, case studies	2h
9. Case studies international integration organizations: NAFTA	Lectures, debates, free discussions, case studies	2h
10. Characteristics of international trade. Mechanisms for international price formation. Trade balance.	Lectures, debates, free discussions, case studies	2h
11. International monetary relations. Bretton Woods system and institutions. Post crisis situation and perspectives.	Lectures, debates, free discussions, case studies	2h
12. Foreign direct investments and globalization. Economic implications of foreign direct investments.	Lectures, debates, free discussions, case studies	2h
13. International economic relations in the context of a multi-polar world economy.	Lectures, debates, free discussions, case studies	2h
14. Test		2h

Bibliography

- 1) Course Notes available online on MS Teams
- 2) Brakman, S. et al (2010), Nations and firms in the global economy- An Introduction to International Economics and Business, Cambridge University Press. Disponibil la biblioteca URA
- 3) Krugman, P., Obstfeld, M., Melitz, M. (2011), International Economics – Theory and Policy, 9th edition, New Jersey: Pearson Education Inc. Disponibil la biblioteca URA
- 4) World Economic Forum (2025), Global Economic Futures: Competitiveness in 2030, Geneva.
- 5) World Bank Group, Global Economic Prospects, June 2025
- 6) International Monetary Fund, A Critical Juncture amid Policy Shifts, April 2025
- 7) Jeffrey D. Sachs, The Ages of Globalization - Geography, Technology, and Institutions, Columbia University Press, 2020
- 8) Joseph E. Stiglitz, Globalization and its discontents, 2002
- 9) Daniel Woodley, Globalization and Capitalist Geopolitics: Sovereignty and state power in a multipolar world, 2017

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Presenting the stages of formation of the global economy of today and the main participants to international economic relations.	Presentation, debates on case studies, critical thinking	2h
2. Presenting the main types of international economic relations	Presentation, debates on case studies, critical thinking	2h
3. Discussing the main characteristics of developed and developing economies	Presentation, debates on case studies, critical thinking	2h
4. Discussing in detail the importance, role and	Presentation, debates on case studies, critical thinking	2h

characteristics of international organizations of economic integration.		
5. Case studies of organizations of economic integration	Presentation, debates on case studies, critical thinking	2h
6. Main characteristics of international trade, mechanisms for price formation, balance of trade. International monetary relations and related institutions	Presentation, debates on case studies, critical thinking	2h
7. Evaluation		2h
Bibliography 1) Course Notes available online on MS Teams 2) Brakman, S. et al (2010), Nations and firms in the global economy- An Introduction to International Economics and Business, Cambridge University Press. Disponibil la biblioteca URA 3) Krugman, P., Obstfeld, M., Melitz, M. (2011), International Economics – Theory and Policy, 9th edition, New Jersey: Pearson Education Inc. Disponibil la biblioteca URA 4) World Economic Forum (2025), Global Economic Futures: Competitiveness in 2030, Geneva. 5) World Bank Group, Global Economic Prospects, June 2025 6) International Monetary Fund, A Critical Juncture amid Policy Shifts, April 2025 7) Jeffrey D. Sachs, The Ages of Globalization - Geography, Technology, and Institutions, Columbia University Press, 2020 8) Joseph E. Stiglitz, Globalization and its discontents, 2002 9) Daniel Woodley, Globalization and Capitalist Geopolitics: Sovereignty and state power in a multipolar world, 2017		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The course enables the framing of the activities from the field of international business in the larger context of globalized economy.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%

Oral test (oral exam/practical test/project/paper/case study/monograph etc.)	
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*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- Preparing a study / project in the field of international business
- Elaboration of an analysis of an European or global business from a private and/or public perspective.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	FINANCE, CREDIT, ACCOUNTING
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			FINANCE				
2.2.Course tutor							
2.3. Seminar tutor							
2.4.Year of study	1	2.5.Semester	2	2.6.Type of Assessment	E	2.7.Subject category	DF

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	2	3.3. seminar	1
3.4. Total hours/semester	42	out of which: 3.5. course	28	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					17
Preparation of seminars/laboratories, topics, essays, portfolio					25
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					83
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate operates with theoretical constructs regarding fundamental financial concepts. The student/graduate demonstrates knowledge about the banking and financial sector. The student/graduate understands financial policies at both public and corporate levels. The student/graduate possesses knowledge of the ethical, social, and global aspects of financial decision-making.
Skills	The student/graduate recognizes relevant financial data. The student/graduate uses specific financial analysis tools in the banking and financial domain. The student/graduate analyzes complex financial phenomena and activities in the financial-banking field. The student/graduate formulates effective strategies specific to financial-banking activities.

Responsibility and autonomy	The student/graduate identifies and collects relevant financial data for studies, analyses, and reports. The student/graduate acts consistently in developing reports and financial analyses using financial analysis tools. The student/graduate demonstrates a proactive and responsible attitude in making decisions and providing consultancy in the banking and financial field. The student/graduate exhibits ethical behavior in decision-making processes.
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7. Contents

7.1. Course	Teaching methods	Observations
1. Introduction to the science of finance. Finance functions. Link with other economic disciplines. The role in the economy.	Presentation (lecture and explanation).Conversation. Demonstration	2h
2. Fundamental concepts in finance. Capital, financial flows, financial resources, income, expenses, profit, deficit, surplus.	Presentation (lecture and explanation).Conversation. Demonstration	2h
3. The financial system. Structure and components of the public, private and banking financial system.	Presentation (lecture and explanation).Conversation. Demonstration	2h
4. Public finance. Concept, principles, functions. Public revenues and expenditures. Budgetary policy.	Presentation (lecture and explanation).Conversation. Demonstration	2h
5. The public budget. Structure, elaboration, execution and control. Budget deficit and public debt.	Presentation (lecture and explanation).Conversation. Demonstration	2h
6. Fiscal policy. The role of taxation. Tax policy in the EU context. The economic impact of fiscal policy.	Presentation (lecture and explanation).Conversation. Demonstration	2h
7. The company's finances. The financial structure of the enterprise. Sources of financing. Investment and financing decisions.	Presentation (lecture and explanation).Conversation. Demonstration	2h
8. Financial analysis of economic entities. Financial indicators. Rate of return. Analysis of liquidity and solvency.	Presentation (lecture and explanation).Conversation. Demonstration	2h
9. The financial-banking system. Functions and structure of the banking system. Central bank and commercial banks.	Presentation (lecture and explanation).Conversation. Demonstration	2h
10. Monetary policy and the role of the NBR. Monetary policy objectives. Direct and indirect tools. Price stability.	Presentation (lecture and explanation).Conversation. Demonstration	2h
11. Capital market: structure, functions and role in financing the economy. Regulation and operation.	Presentation (lecture and explanation).Conversation. Demonstration	2h
12. The role and mechanisms of insurance in the financial system. Functions, mechanism and economic impact.	Presentation (lecture and explanation).Conversation. Demonstration	2h
13. Ethics, social responsibility and financial decisions. Ethical behavior in finance. The social impact of financial decisions. Corporate responsibility.	Presentation (lecture and explanation).Conversation. Demonstration	2h

14. Test		2h
Bibliography 1. Anderson, J. E., Public Finance. Principles and Policy, Second Edition, South-Western Cengage Learning, 2012 2. Berk, J., DeMarzo, P. and J. Harford, Fundamentals of Corporate Finance. Pearson, 4th, Global Edition, 2018 3. Brealey, R.A., Myers, S.C. and A.J. Marcus, Fundamentals of Corporate Finance. McGraw Hill, 10th Edition, 2019 4. Hyman, D., Public Finance: A Contemporary Application of Theory to Policy, Cengage Learning, Inc, 2020 5. Hillier, D., Clacher, I., Ross, S.A., Westerfield, R.W. and B.D. Jordan, Fundamentals of Corporate Finance. McGraw Hill, 3rd edition, 2017. 6. Seidman, L.S., Public Finance, McGraw-Hill Irwin, 2009 7. Tresch, R., Public Finance, Elsevier Books, 2022 8. Class materials available on MS Teams		
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Capital, financial flows, financial resources, income, expenses, profit, deficit, surplus.	Case studies. Conversation. Demonstration. Debates. Independent activities or groups.	2h
2. Budgetary policy. Public revenues and expenditures.	Case studies. Conversation. Demonstration. Debates. Independent activities or groups.	2h
3. Fiscal system - general consideration. The economic impact of fiscal policy.	Case studies. Conversation. Demonstration. Debates. Independent activities or groups.	2h
4. The company's finances. The financial structure of the enterprise. Sources of financing. Investment and financing decisions.	Case studies. Conversation. Demonstration. Debates. Independent activities or groups.	2h
5. Functions and structure of the banking system.	Case studies. Conversation. Demonstration. Debates. Independent activities or groups.	2h
6. Capital market: structure, functions and role in financing the economy.	Case studies. Conversation. Demonstration. Debates. Independent activities or groups.	2h
7. The role and mechanisms of insurance in the financial system	Case studies. Conversation. Demonstration. Debates. Independent activities or groups.	2h
Bibliography 1. Anderson, J. E., Public Finance. Principles and Policy, Second Edition, South-Western Cengage Learning, 2012 2. Berk, J., DeMarzo, P. and J. Harford, Fundamentals of Corporate Finance. Pearson, 4th, Global Edition, 2018 3. Brealey, R.A., Myers, S.C. and A.J. Marcus, Fundamentals of Corporate Finance. McGraw Hill, 10th Edition, 2019		

5. Hyman, D., Public Finance: A Contemporary Application of Theory to Policy, Cengage Learning, Inc, 2020
6. Hillier, D., Clacher, I., Ross, S.A., Westerfield, R.W. and B.D. Jordan, Fundamentals of Corporate Finance. McGraw Hill, 3rd edition, 2017.
7. Seidman, L.S., Public Finance, McGraw-Hill Irwin, 2009
8. Tresch, R., Public Finance, Elsevier Books, 2022
9. Class materials available on MS Teams

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The contents of the discipline were elaborated taking into account the competencies and skills necessary for the possible jobs, according to the Code of Occupations in Romania.
Also, it reflects the theoretical information specific to this discipline, included in textbooks and works recognized by the scientific community both at the domestic and international level.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

In order to successfully complete the course, students must demonstrate a basic understanding fundamental concepts in finance and their application to public finance and company finance.
The minimum grade 5.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			INTERNATIONAL INVESTMENTS					
2.2.Course tutor								
2.3. Seminar tutor								
2.4.Year of study	1	2.5.Semester	2	2.6.Type of Assessment	E	2.7.Subject category	DS	

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	2	3.3. seminar	1
3.4. Total hours/semester	42	out of which: 3.5. course	28	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					11
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					58
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate identifies and analyzes the context in which business activities unfold from the perspective of international economic relations. The student/graduate identifies the criteria and motivations underlying economic decisions in the field of international investments, both at the level of state and corporate actors.
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Skills	The student/graduate analyzes and interprets international economic relations in terms of components, involved actors, and specific processes, and applies international economic theories to the analysis of different economic systems, international trade and financial flows, policies, and cooperation. The student/graduate critically identifies, analyzes, and interprets the involvement of local, regional, and global actors in international economic relations, substantiating and proposing efficient and innovative solutions for optimizing international business in the context of globalization and digitalization. The student/graduate develops advanced skills in analyzing and interpreting phenomena related to international flows of goods, services, capital, and labor, as well as assessing their implications for global actors, including effects on the balance of payments and international specialization.
Responsibility and autonomy	The student/graduate contributes to the design and implementation of complex international projects, studies, and analyses regarding the international economy, the international business environment, and the sustainable international activity of a company. The student/graduate assumes responsibilities and specific roles in international projects related to identifying and critically analyzing strategic options and making ethical decisions concerning internationalization and operations on foreign markets in the context of digitalization. The student/graduate demonstrates the ability to work in teams, including multicultural teams, to actively contribute to debates and decision-making processes, and to provide well-founded solutions to international economic problems, including the creation of business plans in a volatile, complex, and uncertain global context.

7. Contents

7.1. Course	Teaching methods	Observations
1. International investments in the world economy context. Concept, types, economic indicators..	Lectures, debates, analyses, case studies	2h
2. Evolution of international investment flows, the role of developed and developing countries.	Lectures, debates, analyses, case studies	2h
3. Types of participants in foreign direct investment. A Push - Pull model of analysis.	Lectures, debates, analyses, case studies	2h
4. Strategies of internationalization for foreign investors.	Lectures, debates, analyses, case studies	2h
5. Economic and political implications of foreign investments for the host countries.	Lectures, debates, analyses, case studies	2h
6. Policies of host countries for the maximization of positive implications of foreign direct investment.	Lectures, debates, analyses, case studies	2h
7. Criteria for decision making in case of foreign investments. Sources of information for foreign investors.	Lectures, debates, analyses, case studies	2h
8. Policies related to stimulation of foreign direct investments in home countries.	Lectures, debates, analyses, case studies	2h
9. Types of policies related to foreign direct investments in host countries.	Lectures, debates, analyses, case studies	2h

10. Incentives as instruments for implementing policies related to foreign investments.	Lectures, debates, analyses, case studies	2h
11. Types of incentives used for stimulating foreign direct investments.	Lectures, debates, analyses, case studies	2h
12. Foreign direct investments in Romania: main characteristics and prospects.	Lectures, debates, analyses, case studies	2h
13. Foreign direct investments and the science of economics.	Lectures, debates, analyses, case studies	2h
14. Test		2h

Bibliography

- 1) Cohen, S. (2007), Multinational Corporations and Foreign Direct Investment, Oxford: Oxford University Press. Disponibil la biblioteca URA
- 2) Moosa, I.A. (2002), Foreign Direct Investment: Theory, Evidence and Practice, London: Palgrave Macmillan
- 3) Moran, T.H., Foreign Direct Investment and Development, Institute for International Economics, Washington D.C., 1998
- 4) UNCTAD, World Investment Report Series 1993 - 2025, New York and Geneva
- 5) UNCTAD, Global Investment Trends Monitor, 2014 – 2025, New York and Geneva
- World Bank, Foreign direct investments and global value chain, 2021
- 6) European Commission, Foreign direct investment, global value chains and regional economic development in Europe, June 2020
- 7) UNCTAD, Global economic fracturing and shifting investment patterns, 2024
- 8) European Central Bank, Foreign direct investment and its drivers: a global and EU perspective, 2018
- 9) Louis T. Wells, Jr., Alvin G. Wint, Marketing a Country – Promotion as a tool for attracting foreign investment, World Bank, 1990
- 10) UNCTAD, World Investment Report series 1991 – 2025, Geneva
- 11) Course Notes available on MS Teams

7.2. Seminary/Laboratory	Teaching Methods	Observations
1.Foreign investments in the global context	Debates, case studies, critical thinking	2h
2. Impact of FDI in case of host countries		2h
3. Policies for maximizing the positive impact of FDI on host and home countries	Debates, case studies, critical thinking	2h
4. Criteria for decision making for foreign investors	Debates, case studies, critical thinking	2h
5. Sources of information for decision making in case of foreign investors	Debates, case studies, critical thinking	2h
6. Current trends in the global economy related to FDI	Debates, case studies, critical thinking	2h
7. Evaluation	Test	2h

Bibliography

- 1) Cohen, S. (2007), Multinational Corporations and Foreign Direct Investment, Oxford: Oxford University Press. Disponibil la biblioteca URA
- 2) Moosa, I.A. (2002), Foreign Direct Investment: Theory, Evidence and Practice, London: Palgrave Macmillan

- 3) Moran, T.H., Foreign Direct Investment and Development, Institute for International Economics, Washington D.C., 1998
- 4) UNCTAD, World Investment Report Series 1993 - 2025, New York and Geneva
- 5) UNCTAD, Global Investment Trends Monitor, 2014 – 2025, New York and Geneva
- World Bank, Foreign direct investments and global value chain, 2021
- 6) European Commission, Foreign direct investment, global value chains and regional economic development in Europe, June 2020
- 7) UNCTAD, Global economic fracturing and shifting investment patterns, 2024
- 8) European Central Bank, Foreign direct investment and its drivers: a global and EU perspective, 2018
- 9) Louis T. Wells, Jr., Alvin G. Wint, Marketing a Country – Promotion as a tool for attracting foreign investment, World Bank, 1990
- 10) UNCTAD, World Investment Report series 1991 – 2025, Geneva

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

1. Understanding the economic implications of a foreign direct investment on the local and national business community;
2. Ability to present investment projects to potential investors and local partners.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Understanding the business perspective of a foreign investor measured by a case study regarding an international investment prepared by the student.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			SUSTAINABLE DEVELOPMENT					
2.2.Course tutor								
2.3. Seminar tutor								
2.4.Year of study	1	2.5.Semester	2	2.6.Type of Assessment	E	2.7.Subject category	DF	

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	1	3.3. seminar	2
3.4. Total hours/semester	42	out of which: 3.5. course	14	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					ore
Additional library study, on specialized online platforms and on field study					12
Preparation of seminars/laboratories, topics, essays, portfolio					5
Other activities					9
Tutoring hours					-
Examinations					5
3.7. Total hours/ individual study					2
3.8. Total hours/semester					33
3.9. Number of credits					75

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate applies theoretical constructs related to: the concept of sustainable development and its dimensions; the Sustainable Development Goals (SDGs) of the 2030 Agenda; the means of implementing the SDGs at local, national, and global levels, as well as their interdependencies; the main indicators used to measure sustainable development.
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Skills	The student/graduate analyzes and evaluates the impact of economic, social, and environmental activities on sustainability.
	The student/graduate identifies environmentally friendly technologies and uses sustainable development indicators.
	The student/graduate uses tools and platforms for collecting and analyzing data to measure sustainable development.
Responsibility and autonomy	The student/graduate understands the impact of their own actions on the environment, designs and manages sustainability projects.
	The student/graduate develops new solutions to address sustainability challenges and improve organizational sustainability reports.
	The student/graduate conducts analyses of sustainable development policies.

7. Contents

7.1. Course	Teaching methods	Observations
1. Fundamental Concepts and Dimensions of Sustainable Development 1.1. Definition of Sustainable Development 1.2. Dimensions: economic, social, environmental 1.3. Evolution of the concept at the international level	Lecture and presentation	2h
2. The 2030 Agenda Goals and their interdependencies 2.1. The 17 SDGs (Sustainable Development Goals) 2.2. Applicability at global, national, and local level 2.3. Interdependencies between the goals	Lectures Debates Discussions Case study	2h
3. The Impact of Economic, Social and Environmental Activities on Sustainability 3.1. Impact analysis models 3.2. Evaluation of externalities and risks 3.3. Major global challenges	Lectures Debates Discussions Case study	2h
4. Sustainable Development Indicators and Measurement Methods 4.1. UN, Eurostat, and National Institute of Statistics (Romania) Indicators 4.2. Development of domain-specific sets of indicators 4.3. Interpretation of sustainability data	Lectures Debates Discussions Case study	2h
5. Friendly technologies and sustainable innovation 5.1. Eco-innovation, circular economy, green energy 5.2. The role of technology in reducing environmental impact	Lectures Debates Discussions Case study	2h
6. The new economy. market globalization and sustainable development	Lectures Debates	2h

6.1. Zero Growth – a utopian solution but source of realistic alternatives	Discussions Case study	
6.2. One-Dimensional policies		
6.3. Multidimensional policies		
7. FINAL TEST		
Bibliography 1. Class materials, available online on MS Teams 2. Helen Kopnina, Kim Poldner .(2021), Circular Economy, Taylor&Francis Ltd 3. Sachs, J. D. , The Age of Sustainable Development, Columbia University Press, 2015 4. Blewitt John ,(2017), Understanding Sustainable Development, Third edition, Routledge. 5. https://eur-lex.europa.eu 6. https://sdgs.un.org/goals 7. https://ec.europa.eu/eurostat/web/sdi		
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Sustainable Development – Fundamental Concepts and Impact Choosing the topic and defining the objectives of the sustainability project	Group discussions Case study Project	2h
2. Assessing Sustainable Development in Romania: Challenges and Trends	Group discussions Case study Project	2h
3. Analysis of the 17 Sustainable Development Goals (SDGs) – International Case Studies Analyzing the local/regional context and identifying sustainability issues for the chosen project	Group discussions Case study Project	2h
4. Impact Assessment Models for Economic Activities and Sustainability Major Global Challenges	Group discussions Case study Project	2h
5. Case Study: The Impact of an Economic Activity on the Environment and Society Identifying relevant indicators for measuring project progress	Group discussions Case study Project	2h
6. Measuring Sustainability: Global vs. National Indicators (SDG Index, Eurostat, INS) Developing solutions and proposals for the project – technologies, policies, actions	Group discussions Case study Project	2h
7. Circular Economy – Case Studies Discussions on project development	Group discussions Case study Project	2h
8. Green Technologies and Sustainable Business Models – Analysis of Concrete Examples Writing and structuring the project report	Group discussions Case study Project	2h
9. Renewable Energy – National and Global Analysis Writing and structuring the project report	Group discussions Case study Project	2h
10. Public Policies and Environmental Institutions – National and International Preparing the project presentation	Group discussions Case study Project	2h

11. Debate: Sustainable Development vs. Economic Growth – Conflict or Synergy? Project Presentation and Peer Feedback + Self-Assessment	Group discussions Case study Project	2h
12. Project Presentation and Peer Feedback + Self-Assessment	Group discussions Case study Project	2h
13. Review for Final Test	Group discussions Case study	2h
14. Project Presentation and Peer Feedback + Self-Assessment	Project	2h
Bibliography - UN SDG Knowledge Platform – for the 2030 Agenda Sustainable Development Goals - Eurostat – Sustainable Development Indicators - National Institute of Statistics (INS Romania) – data on environment, economy, and population - OECD Green Growth Indicators - Global Reporting Initiative (GRI Standards) – for sustainability reports - Sustainable Development Report (SDG Index, by Sachs et al.) - National Sustainable Development Report – Romania 2023 (Ministry of Environment / Government) - Circular Economy Guide for Students - www.mmediu.ro - www.oecd.org		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The course content is continuously updated in accordance with the dynamics of national, European, and international regulations in the field of sustainable development, as well as with socio-economic, technological, and environmental developments that directly influence the concept and practices of sustainability.

The constant adaptation of topics ensures the relevance of academic training and provides students with up-to-date competencies, aligned with new policies, global trends, and labor market requirements.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Explaining the main theoretical aspects related to: the concept of sustainable development and its dimensions, SDG of the 2030 Agenda and the main indicators used to measure sustainable development.

Completion and presentation of the project during the seminar
Grade 5 (five) in the exam

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	FOREIGN LANGUAGES
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	ENGLISH AND COMMUNICATION TECHNIQUES 2						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	1	2.5. Semester	2	2.6. Type of Assessment	V	2.7. Subject category	DF

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	2	out of which: 3.2. course		3.3. seminar	2
3.4. Total hours/semester	28	out of which: 3.5. course		3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					15
Additional library study, on specialized online platforms and on field study					10
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					47
3.8. Total hours/semester					75
3.9. Number of credits					3

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate possesses advanced knowledge of linguistic registers and variants specific to oral and written communication in English, adapted to various professional contexts.
	The student/graduate appropriately uses theories, concepts, and tools necessary for detailed analysis and understanding of cultural and intercultural environments.

Skills	The student/graduate critically analyzes and interprets complex economic texts.
	The student/graduate applies specific linguistic registers and variants of oral and written English communication to construct complex argumentative discourse.
	The student/graduate analyzes and interprets intercultural differences based on solid theoretical foundations.
Responsibility and autonomy	The student/graduate efficiently uses linguistic registers to adapt to various communicative situations (presentations, debates, negotiations, mediation, etc.).
	The student/graduate produces complex studies/reports/projects in the foreign language.
	The student/graduate consistently implements strategies for intercultural negotiation and mediation.

7. Contents

7.1. Course	-	-
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Money in the Economy – budgets, forms of money; idioms with money; money-related actors and activities	Problem-solving Conversation Explanation Observation Exercises	2h
2. Money in the Economy – forms of remuneration, reimbursement, financial aid; Present Perfect versus Past; letter of compliment	Problem-solving Conversation Explanation Observation Exercises	2h
Revision 1 – Present Perfect Simple and Continuous, Present Perfect versus Past	Problem-solving Conversation Explanation Observation Exercises	2h
3. Products and Services – types of products; life cycles; online businesses	Problem-solving Conversation Explanation Observation Exercises	2h
4. Products and Services – deliveries, wholesale and retail; Present Perfect and Past Perfect Simple and Continuous; letters of inquiry	Problem-solving Conversation Explanation Observation Exercises	2h
5. Sales and World Trade – sale, sales, selling stages and vocabulary	Problem-solving Conversation Explanation Observation Exercises	2h
6. Sales and World Trade – international trade; Future	Problem-solving Conversation	2h

tenses; contracts; orders	Explanation Observation Exercises	
7. Growth and Development: The Future of Business – current trends and future outcome for businesses; the case of Romania	Problem-solving Conversation Explanation Observation Exercises	2h
8. Growth and Development: The Future of Business – ecologist approaches and industry; drawing charts and specific vocabulary	Problem-solving Conversation Explanation Observation Exercises	2h
9. Travelling for Business and Leisure –preparations for business travel	Problem-solving Conversation Explanation Observation Exercises	2h
10. Travelling for Business and Leisure –cultural awareness and specificity; If Clauses; inquiries; brand awareness and comparisons	Problem-solving Conversation Explanation Observation Exercises	2h
11. Revision 2, Units 6-9 – tenses, phrasal verbs, vocabulary	Problem-solving Conversation Explanation Observation Exercises	2h
12. Project presentation	Projects, case studies; presentation, explanation, argumentation	2h
13. Written test	Assessment	2h
Bibliography 1. Cunningham, Sarah & Moor, Peter – <i>Cutting Edge: Advanced New Edition Student's Book</i>, Pearson, 2020. 2. Dude, Roxana-Emanuela (coord.) – <i>Focus on Business</i>, Editura Pro Universitaria, București, 2007. 3. Hewings, Martin – <i>Advanced Grammar in Use: A Self-Study Reference and Practice Book for Advanced Learners of English</i>, 4th Edition, Cambridge University Press, 2019. 4. Lansford, Lewis; Dummett, Paul; Stephenson, Helen – <i>Keynote Intermediate: Student's Book</i>, National Geographic Learning, 2020. 5. Murphy, Raymond – <i>English Grammar in Use</i>, 5th Edition, Cambridge University Press, 2019. 6. O'Dell, Felicity & McCarthy, Michael – <i>English Collocations in Use: Intermediate</i>, 2nd Edition, Cambridge University Press, 2022. 7. Robinson, Nick – <i>Business Partner B1+ Student's Book</i>, Pearson, 2019.		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The subject content was discussed with representatives of the business environment

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			100%
9.4. Course	Frequency and Performance	Active course attendance	-
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	100%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			
Written test (written test / project / paper / case study / monograph, etc.)			
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- Knowledge of fundamental theoretical elements and the ability to solve basic applications in English communication within the context of economic activities.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	PHYSICAL EDUCATION AND SPORT – KINESIOTHERAPY
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	SPORT 1						
2.2. Course tutor	-						
2.3. Seminar tutor	ASSOC. PROF. DR. STAN ELENA AMELIA						
2.4. Year of study	1	2.5. Semester	2	2.6. Type of Assessment	V	2.7. Subject category	DC

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	2	out of which: 3.2. course	-	3.3.seminar	2
3.4.Total hours/semester	28	out of which: 3.5. course	-	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					
Additional library study, on specialized online platforms and on field study					
Preparation of seminars/laboratories, topics, essays, portfolio					6
Other activities					14
Tutoring hours					2
Examinations					-
3.7. Total hours/ individual study					22
3.8. Total hours/semester					50
3.9. Number of credits					2

4. Preconditions (if there is any)

4.1. for curriculum	
4.2. for learning outcomes	

5. Pre – requisites (if there is any)

5.1. for course	
5.2. for seminar	Seminars are held on well-equipped sports fields with modern equipment

6. Learning outcomes

Knowledge	The Student/Graduate understands the importance of balancing physical, intellectual and social activity in the context of a sustainable lifestyle.
	The student/graduate knows the principles of adapting physical effort to his/her own abilities, depending on the level of preparation and state of health.

Skills	The Student/Graduate strengthens his/her physical skills and actively participates in games and team activities that involve strategy, coordination and quick reaction. The student/graduate uses physical exercises to develop resilience and the ability to concentrate, including in academic contexts
Responsibility and autonomy	The Student/Graduate demonstrates consistency in participating in physical activities and assumes an active role in managing their own physical and mental well-being. The Graduate/Graduate adopts responsible behavior in sports activities, respecting the rules, colleagues and guidance of the teachers.

7. Contents

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Discussion of the regulations and requirements of the discipline of physical education and sports	Presentation, explanation	2h
2. Clear acquisition and teaching of some procedures and technical elements in sports games.	Presentation, explanation, demonstration and execution	6h
3. Applications related to tactics in some sports games accessible to students	Presentation, explanation, demonstration and execution	8h
4. Acquisition of adequate physical training, acquisition of theoretical knowledge and regulations related to the sports discipline	Presentation, explanation, demonstration and execution	6h
5. Acquisition of knowledge regarding the hygienic lifestyle, the influence of practicing physical exercises on the body, on the major functions, prevention of accidents	Presentation, explanation, demonstration and execution	6h
Bibliography - Burrows S., Byrne M., Young S., AQA A Level Physical Education Student Guide: Factors affecting optimal performance in physical activity and sport, Hodder Education, 2019 - Haag H., The Future of School Sport (Physical Education) in Today's World: Scientific Concepts for Practical Innovations, Logos Verlag Berlin, 2008 - Hardman K., Contemporary Issues in Physical Education, Meyer Meyer Sports, 2011 - Jeziorski R., Hesburg T. M., Importance of School Sports in American Education and Socialization, UPA Publisher, 1994 - Leonte, N., Netolitzchi, M., Popescu, O., & Neagu, N. (2018). Using the computerized tests in assessing the simple reaction time of students in the University „Politehnica” of Bucharest”. Proceedings of the 14th International Scientific Conference "eLearning and Software for Education", 3, 288-294. - Neagu, N., Grigoriu, C., Florescu, O., & Netolitzchi, M. (2018). Aspects Regarding the Optimization of the Physical Training of Students Swimmers in Semifond Trials. Revista Românească pentru Educație Multidimensională, 10(2), 144-154 - Rajagopal I., Physical and Health Education: Text Book for Education & Physical Education Students, CreateSpace Publishing, 2014		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria			
9.4. Course	-	-	-
9.5. Seminar	Number of lessons per semester	The frequency and degree of participation in seminar classes are recorded	50%
	Taking tests to verify general motor skills	Testing during lessons	10%
	Tests specific to the sports discipline chosen by the student	Testing during lessons	10%
	Assessment of the mastery of exercises and work programs and progress made in aerobic gymnastics and fitness	Testing during lessons	10%
	Participation in student sports competitions and basic theoretical knowledge in the issues of physical education and sports	Testing	10%
	The method of training practical theoretical knowledge and the issues of the discipline	Testing	10%
B. Final evaluation - exam session :			Admitted-Rejected
Motor verification sample testing			

9.6. Minimum performance standard

Acquiring an acceptable minimum of basic practical and theoretical knowledge in the discipline of Sport

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			EUROPEAN ECONOMY					
2.2.Course tutor								
2.3. Seminar tutor								
2.4.Year of study	2	2.5.Semester	1	2.6.Type of Assessment	E	2.7.Subject category	DS	

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					11
Preparation of seminars/laboratories, topics, essays, portfolio					17
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					69
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate acquires solid knowledge of the concepts and theories of economic integration, the institutional structure of the European Union, and understands and explains the mechanisms of co-decision and the EU's legislative procedures. The student/graduate demonstrates understanding of the EU's international economic relations and the EU's role in global economic governance (e.g., WTO, IMF, G20).
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Skills	The student/graduate analyzes the stages of European integration and applies analytical methods and models to evaluate the effectiveness of EU decision-making processes and structures. The student/graduate critically assesses the impact of European policies on the European Single Market and on other economies.
Responsibility and autonomy	The student/graduate engages in critical thinking by demonstrating the ability to formulate recommendations based on the analysis of European decision-making processes aimed at improving interinstitutional cooperation. The student/graduate demonstrates professionalism and assumes a responsible attitude when participating in working groups that develop governmental strategies to ensure European macroeconomic stability, contributing with analyses, economic studies, and impact assessments that offer adaptive and integrative solutions to economic crises.

7. Contents

7.1. Course	Teaching methods	Observations
1. Economic integration - conceptual approaches - stages of economic integration - types of economic integration - theories of economic integration	Lectures, debates, open discussions	2h
2. Economic integration - economic, social, political effects	Lectures, debates, open discussions	2h
3. EU evolution - deepening vs widening European economic integration - Treaties	Lectures, debates, open discussions	2h
4. EU enlargement - stages, membership criteria, implications, challenges and perspectives	Lectures, debates, open discussions	2h
5. EU institutions	Lectures, debates, open discussions	2h
6. EU's decision-making process	Lectures, debates, open discussions	2h
7. Single Market - free movement of goods and services	Lectures, debates, open discussions	2h
8. Single Market - free movement of capital, free movement of people	Lectures, debates, open discussions	2h
9. European monetary integration – starting monetary integration, European Monetary System	Lectures, debates, open discussions	2h
10. Economic and Monetary Union – convergence criteria, legal framework of euro adoption	Lectures, debates, open discussions	2h
11. Romania and the European Union	Lectures, debates, open discussions	2h
12. EU - global player	Lectures, debates, open discussions	2h
13. The future of the EU	Lectures, debates, open discussions	2h

14. Test	Oral assessment	2h
Bibliography 1. Grigore Ramona, Class materials, available online on MS Teams 2. Baldwin, R. & Wyplosz, C. – The Economics of European Integration, 7th Edition, McGraw Hill, 2023 3. Bulmer, S., Parker O., Bache, I., George, S., Burns, C., Politics in the European Union, Oxford University Press, 5th Edition, 2020 4. El-Agraa, A.M., The European Union. Economics and Policies, Cambridge University Press, 2011 5. Pelkmans, J., European Integration: Methods and Economic Analysis, Financial Times Management, 2006 6. Wallace, H.; Wallace, W.; Pollak, M., Policy-Making in the European Union, Oxford University Press, 2011 7. European Commission, One currency for one Europe, 2023, available online: https://op.europa.eu/en/publication-detail/-/publication/f0bd7236-ed4f-11ed-a05c-01aa75ed71a1 8. European Commission, European Green Deal, 2019, available online: https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en 9. European Commission, Political Guidelines for the Next European Commission 2024–2029, available online: https://commission.europa.eu/priorities-2024-2029_en 10. ECB, Convergence Report 2024, available online: https://www.ecb.europa.eu/press/other-publications/convergence/pdf/ecb.cr202406~475c2172bc.en.pdf		
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Economic integration – types of integration, regional and international implications	Analysis, debates, open discussions	2h
2. Economic integration - economic, social, political effects	Analysis, debates, open discussions	2h
3. EU's Member States - economic and political implications of EU membership	Case studies, analysis, debates, open discussions	2h
4. EU Enlargement – steps, membership criteria, candidate countries	Analysis, debates, open discussions	2h
5. EU decision-making process analysis	Analysis, debates, open discussions	2h
6. Types of EU legislation	Case studies, analysis, debates	2h
7. Single Market. Analysis of the four freedoms - the principles, the effects of free movement of goods, capital, services and people	Case studies, analysis, debates	2h
8. Evaluation	Written test	2h
9. Economic and Monetary Union – convergence criteria	Applications	2h
10. Economic and Monetary Union – challenges and perspectives	Analysis, debates, open discussions	2h
11. Romania and the EU	Analysis, debates, open discussions	2h

12. EU- international role	Analysis, debates, open discussions	2h
13. The future of the EU	Analysis, debates, open discussions	2h
14. Evaluation	Project presentation	2h

Bibliography

1. Grigore Ramona, Class materials, available online on MS Teams
2. Baldwin, R. & Wyplosz, C. – The Economics of European Integration, 7th Edition, McGraw Hill, 2023
3. Bulmer, S., Parker O., Bache, I., George, S., Burns, C., Politics in the European Union, Oxford University Press, 5th Edition, 2020
4. El-Agraa, A.M., The European Union. Economics and Policies, Cambridge University Press, 2011
5. Pelkmans, J., European Integration: Methods and Economic Analysis, Financial Times Management, 2006
6. Wallace, H.; Wallace, W.; Pollak, M., Policy-Making in the European Union, Oxford University Press, 2011
7. European Commission, One currency for one Europe, 2023, available online: <https://op.europa.eu/en/publication-detail/-/publication/f0bd7236-ed4f-11ed-a05c-01aa75ed71a1>
8. European Commission, European Green Deal, 2019, available online: https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en
9. European Commission, Political Guidelines for the Next European Commission 2024–2029, available online: https://commission.europa.eu/priorities-2024-2029_en
10. ECB, Convergence Report 2024, available online: <https://www.ecb.europa.eu/press/other-publications/convergence/pdf/ecb.cr202406~475c2172bc.en.pdf>
11. Eurostat, <https://ec.europa.eu/eurostat>
12. <http://www.voxeu.org/>
13. <http://www.learneurope.eu/index.php/en/>
14. <http://bruegel.org/>
15. <https://www.ceps.eu>

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The subject contents meet the expectations of epistemic communities' representatives, professional associations and important employers, being designed based on relevant reports, studies from European institutions, and books in the field.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	

		Seminar test	
B. Final evaluation - exam session (*/**):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Describe the main concepts used to explain the process and present the state of European economic integration.

A final grade of at least 5(five) is required to pass the subject.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	MANAGEMENT - MARKETING
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	FUNDAMENTALS OF MARKETING						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	2	2.5. Semester	1	2.6. Type of Assessment	E	2.7. Subject category	DF

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	2	3.3. seminar	1
3.4. Total hours/semester	42	out of which: 3.5. course	28	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					17
Preparation of seminars/laboratories, topics, essays, portfolio					25
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					83
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector, laptop and internet access
5.2. for seminar	Video projector, laptop and internet access

6. Learning outcomes

Knowledge	The student/graduate recognizes the content and relevance of marketing concepts and their integrated use, including the marketing environment, market research and marketing functions within an organizational context. The student/graduate identifies and distinguishes detailed and specific elements related to marketing concepts and tools and demonstrates the ability to use them effectively. The student/graduate explains, interprets, and applies marketing-specific concepts and methods in an integrated manner.
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Skills	The student/graduate uses the integrated approach of the conceptual and methodological framework to solve new theoretical and practical problems. The student/graduate develops scientifically grounded marketing decisions. The student/graduate designs professional and/or research projects by innovatively using a wide range of marketing tools.
Responsibility and autonomy	The student/graduate conducts complex analyses of the internal and external environment of an organization, identifies and formulates marketing strategies, and demonstrates the ability to assume and perform operational roles in the field of marketing. The student/graduate displays a proactive and responsible attitude in the scientific substantiation and adoption of decisions regarding marketing issues. The student/graduate produces studies/reports related to the organization's marketing activities.

7. Contents

7.1. Course	Teaching methods	Observations
1. Introduction to Marketing – The Marketing Process	Presentation, explanation, interactive discussions	2h
2. Introduction to Marketing – Understanding the Marketplace and Customer Needs	Presentation, explanation, interactive discussions	2h
3. Introduction to Marketing – The Changing Marketing Landscape	Presentation, explanation, interactive discussions	2h
4. Introduction to Marketing – Fields of Application and Specialization in Marketing	Presentation, interactive discussions, case study	2h
5. Analyzing the Marketing Environment – Content and Typology of the Marketing Environment; The Microenvironment	Presentation, explanation, interactive discussions case study	2h
6. Analyzing the Marketing Environment – The Macroenvironment; The Organization's Relationships with Its Marketing Environment	Presentation, interactive discussions, case study, project	2h
7. Analyzing Company's Market – Content and Typology of the Organization's Market; Dimensions and Conditions of the Organization's Market	Presentation, explanation, interactive discussions, case study	2h
8. Analyzing Company's Market – Market Segmentation and Target Market Selection	Presentation, interactive discussions, case study	2h
9. Managing Marketing Information to Gain Customer Insights – Role and Content of the Marketing Information System	Presentation, interactive discussions, case study	2h
10. Managing Marketing Information to Gain Customer Insights – Methods and Techniques for Collecting and Analyzing Marketing Information	Presentation, explanation, interactive discussions, case study	2h
11. Understanding Consumer Markets – Concept and Influencing Factors of Consumer Behavior	Presentation, interactive discussions, case study	2h
12. Understanding Consumer Markets – Typology of Buying Behavior; Stages of the Buying Decision Process	Presentation, explanation, interactive discussions, case study	2h

13. Organizational Buying Behavior and Business Markets	Presentation, interactive discussions, case study	2h
14. Test		2h
Bibliography 1. Armstrong G., Kotler Ph., <i>Marketing: An Introduction</i>, Global Edition, 15th Edition, Pearson, 2023 2. Baines P., Fill C., Rosengren S., Antonetti P., <i>Marketing</i>, 5th Edition, Oxford University Press, 2019 3. Belch, G., Belch, M., <i>Advertising and Promotion. An Integrated Marketing Communications Perspective</i>, 12th Edition, McGraw-Hill Education, 2020 4. Chaffey D., Ellis-Chadwick F., Majd A.R., <i>Digital Marketing</i>, 9th Edition, Pearson, 2025 5. Jobber, D., Fahy, J., <i>Foundations of Marketing</i>, 7th Edition, London, McGraw Hill, 2022 6. Kotler Ph., Armstrong G., <i>Principles of Marketing</i>, 19th Edition, Global Edition, Pearson, 2024 7. Lancaster G., Massingham L., <i>Essentials of Marketing Management</i>, 2nd Edition, Routledge, 2018 8. Negricea C., <i>Lecture notes - Marketing Policies and Strategies</i> 9. Negricea C., Avram E., Edu T., Preda O., <i>Modelling Satisfaction- a Comprehensive Motivational Approach in the Case of Generation Y Tourists. Evidence from Romania</i>, Transformations in Business and Economics, Vol. 16, No 2A (41A), 2017, pg. 441-456, Vilnius, Lithuania, ISSN 1648-4460 10. Smedescu I. (coord.) – <i>Marketing</i> (English version), ProUniversitaria, Bucharest, 2008		
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. The Role of Marketing in the Company's Activities	Presentation, interactive discussions, case study	2h
2. Adapting Marketing Activities to New Developments in Company Markets	Presentation, interactive discussions, case study	2h
3. Analyzing the Marketing Environment	Presentation, interactive discussions, case study	2h
4. Dimensions of the Company's Market	Presentation, interactive discussions, case study	2h
5. Collecting and Using Marketing Information	Presentation, interactive discussions, case study	2h
6. Analysis of the Factors Influencing Individual Consumer Behavior; The Buying Decision Process	Presentation, interactive discussions, case study	2h
7. Analysis of the Factors Influencing Organizational Consumer Behavior	Presentation, interactive discussions, case study	2h
Bibliography 1. Armstrong G., Kotler Ph., <i>Marketing: An Introduction</i>, Global Edition, 15th Edition, Pearson, 2023 2. Baines P., Fill C., Rosengren S., Antonetti P., <i>Marketing</i>, 5th Edition, Oxford University Press, 2019 3. Belch, G., Belch, M., <i>Advertising and Promotion. An Integrated Marketing Communications Perspective</i>, 12th Edition, McGraw-Hill Education, 2020 4. Chaffey Dave, Ellis-Chadwick Fiona, Majd Abed-Rabbo, <i>Digital Marketing</i>, 9th Edition, Pearson, 2025 5. Edu T., Duffett R.D., Negricea I.C., Haydam N., <i>Modelling Intra-Generation Y Fashion Clothing Buying Behaviour. A Comparative Study Centred on Motivation, Store Selection and Brand Loyalty</i>, Transformations in Business & Economics, Vol. 20, Issue 1 (52), 2021, p.219-238, 20p, ISSN 1648-4460 6. Jobber, D., Fahy, J., <i>Foundations of Marketing</i>, 7th Edition, London, McGraw Hill, 2022 7. Kotler Ph., Armstrong G., <i>Principles of Marketing</i>, 19th Edition, Global Edition, Pearson, 2024 8. Liu Y., Li Q., Edu T., Fam K.S., Zaharia R., Negricea C., <i>Mobile social commerce content, consumer emotions and behaviour</i>, International Journal of Consumer Studies, Early Access, 2023 9. Negricea C., <i>Lecture notes - Marketing Policies and Strategies</i>		

10. Negricea I.C., Avram E., Edu T., Preda O., *Modelling Satisfaction- a Comprehensive Motivational Approach in the Case of Generation Y Tourists. Evidence from Romania*, Transformations in Business and Economics, Vol. 16, No 2A (41A), 2017, pg. 441-456, Vilnius, Lithuania, ISSN 1648-4460
11. Smedescu I. (coord.) – *Marketing* (English version), ProUniversitaria, Bucharest, 2008

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The development of the course content aims for a high degree of alignment with programs offered by other universities, both domestically and internationally, incorporating the latest studies and case analyses from Romania and abroad. Additionally, representatives from the business community are involved in its design. The knowledge acquired by students will foster the development of market-oriented economic thinking.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- Acquiring and understanding theoretical concepts and applying them in the development and implementation of marketing applications. Developing communication skills, critical thinking, and the ability to assess changes in the marketing environment and digital technology.
- The capability to conduct an analysis of a company's marketing environment.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	INFORMATICS, STATISTICS, MATHEMATICS
1.4. Bachelor field	ECONOMY AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	STATISTICS						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	II	2.5. Semester	1	2.6. Type of Assessment	E	2.7. Subject category	DF

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	2	3.3. seminar	1
3.4. Total hours/semester	42	out of which: 3.5. course	28	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					15
Preparation of seminars/laboratories, topics, essays, portfolio					15
Other activities					12
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					83
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate identifies the role of statistics in the analysis of economic and social phenomena, applies quantitative techniques for optimal decision-making in economic and social systems, and uses statistical methods to analyze economic and social phenomena.
	The student/graduate develops practices for applying economic techniques and tools to conduct economic and financial analyses and forecasts and applies quantitative methods for data analysis through testing and interpreting econometric models.

Skills	The student/graduate recognizes and applies the main statistical methods used in the analysis of economic and social phenomena, The student/graduate applies statistical methods in measuring and analyzing economic and social processes at the macroeconomic level. The student/graduate analyzes the concepts, models, and methods for forecasting socio-economic phenomena. The student/graduate recognizes the concepts, principles, methods, and techniques for organizing partial statistical surveys, and identifies how to ensure the necessary tools for both quantitative and qualitative analysis of economic phenomena.
Responsibility and autonomy	The student/graduate demonstrates responsibility in ensuring the accuracy and integrity of statistical data by applying validation and verification techniques. The student/graduate works independently in interpreting and analyzing statistical data, contributing to informed decision-making within the organization, organizes, documents, and archives collected data, ensuring its accessibility and correctness for future use. The student/graduate shows autonomy in analyzing the role of statistics in studying economic phenomena and using it in both micro- and macroeconomic decision-making.

7. Contents

7.1. Course	Teaching methods	Observations
1. What is statistics? • Introduction. What is statistics? Why study it? - Types of Statistics. Examples in Business and Economics: Accounting, Finance, Marketing, Production, Economics • Types of variables: quantitative, qualitative, Cross-Sectional and Time Series Data, discrete and continuous • Scales of measurement: nominal, ordinal, interval and ratio data • Ethics and Statistics	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
2. Describing data • Summarizing Qualitative Data: Frequency Distribution, Relative Frequency and Percent Frequency Distributions, Bar Graphs and Pie Charts • Summarizing Quantitative Data: Frequency Distribution, Relative Frequency and Percent Frequency Distributions, Dot Plot, Histogram, Cumulative Distributions, Ogive	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
3. Describing data- numerical measures • Measures of central tendency/location: mean, median, mode • The weighted mean and the geometric mean • Measures of dispersion: range, standard deviation, variance	Presentation Conversation Questioning Explanation Exercise	2h

- Measures of Association between Two Variables: Covariance, Interpretation of the Covariance, Correlation Coefficient, Interpretation of the Correlation Coefficient - Chebyshev's theorem, the empirical rule - The mean and standard deviation of grouped data	Guided Observation	
4. Describing Data- displaying and exploring data - Charts: dot plots, stem-and-leaf displays - Measures of position: quantiles, five number summary, interquartile range, box plots, - Measures of shape: skewness, kurtosis - Describing the relationship between two variables, scatter diagrams	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
5. Probability Concepts - What is probability? Ways to assign probability - Rules of addition of probabilities; rules of multiplication; conditional probability. Independent Events. Mutually exclusive events. - Bayes theorem and contingency tables - Principles of counting: multiplication, permutations, combinations - Classical probability schemes/models	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
6. Discrete Probability Distributions - What is a probability distribution? - Discrete Random variables - Mean, variance, standard deviation of a discrete probability distribution - Other numerical characteristics/indicators (the matrix of covariance, correlation coefficient) - Discrete distributions: Binomial distribution, Hypergeometric distribution, Poisson distribution	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
7. Continuous Probability Distributions - Continuous Random Variables - Continuous distributions: uniform distribution, normal distribution, exponential distribution - Normal Probability Distribution: Normal Curve - Standard normal distribution, z-values (z scores), empirical rule (revisited) - Normal as an approximation of the binomial distribution,	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
8. Sampling Methods and the Central Limit Theorem - Reasons to sample - Sampling methods: simple random sampling, systematic random sampling, stratified sampling, cluster sampling - Sampling error - Sampling distribution of the sample mean - The central limit theorem	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h

9. Estimation and Confidence Intervals • Point estimates • Confidence interval for population mean (sigma known, sigma unknown-t values) • Confidence interval for proportion • Selecting a sample size • Finite population correction factor	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
10. One-Sample tests of Hypothesis • Procedure for hypothesis testing • One and two-tailed tests of significance • p-value in hypothesis testing • Type I and Type II errors	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
11. Two-Sample Tests of Hypothesis for comparing the mean • Independent samples, sigma known, • Independent samples, sigma unknown but assumed equal-two sample pooled test • Independent samples, sigma unknown but assumed unequal • Dependent samples- paired t test • Comparing dependent and independent samples	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
12. Analysis of Variance • The F distribution • Comparing two population variances • Comparing the equality of more than two population means (the ANOVA test) • Inferences about pairs of treatment means	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
13. Correlation and Linear Regression • Correlation analysis and correlation coefficient • Linear regression analysis: dependent and independent variables, least square principle, interpretation of coefficients, testing the significance of the slope • Evaluating the regression equation's ability to predict: the standard error of estimate, the coefficient of determination • Interval estimates of prediction: assumptions underlying linear regression, constructing confidence and prediction intervals • Transforming data: linear regression models with logarithmic transformations	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
14. Test		2h
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Verbeek, M., 2021. *A guide to modern econometrics*. 6th ed. Chichester: Wiley.

Wooldridge, J.M., 2015. *Introductory econometrics: a modern approach*. 6th ed. Boston: Cengage Learning

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Using Excel for Descriptive Statistics: Tabular and Graphical Presentations	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
2. Descriptive Statistics Using Excel	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
3. Discrete Probability Distributions using Excel	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
4. Continuous Probability Distributions Using Excel	Presentation Conversation Questioning	2h

	Explanation Exercise Guided Observation	
5. Random Sampling using Excel	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
6. Hypothesis testing	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
7. Practice of examples reflecting real-life situations, stimulating students to think realistically in tackling these problems	Presentation Conversation Questioning Explanation Exercise Guided Observation	2h
Bibliography Altăr-Samuel, A., 2024. <i>Lecture Notes in Statistics</i> , Romanian - American University, available online on MS Teams Anderson, D. R., Sweeney, D. J. and Williams, T. A., 2019. <i>Statistics for Business and Economics</i> , Cengage Learning (RAU Library +electronic) Athey, S. and Imbens, G., 2023. <i>Statistical methods for causal inference in economics and other social sciences</i> . [Draft chapters available online]. Stanford University. Agresti, A. and Franklin, C., 2017. <i>Statistics: the art and science of learning from data</i> . 4th ed. Boston: Pearson. Cunningham, S., 2021. <i>Causal inference: the mixtape</i> . New Haven: Yale University Press. Gujarati, D.N. and Porter, D.C., 2009. <i>Basic econometrics</i> . 5th ed. New York: McGraw-Hill. Heiss, F., 2020. <i>Using R for introductory econometrics</i> . Oxford: Oxford University Press. James, G., Witten, D., Hastie, T. and Tibshirani, R., 2021. <i>An introduction to statistical learning: with applications in R</i> . 2nd ed. New York: Springer. Kennedy, P., 2008. <i>A guide to econometrics</i> . 6th ed. Malden, MA: Wiley-Blackwell. Larsen, R.J. and Marx, M.L., 2017. <i>An introduction to mathematical statistics and its applications</i> . 6th ed. Boston: Pearson. Pindyck, R.S. and Rubinfeld, D.L., 2012. <i>Microeconomics</i> . 8th ed. Boston: Pearson.		

Stock, J.H. and Watson, M.W., 2020. *Introduction to econometrics*. 4th global ed. Harlow: Pearson.

Verbeek, M., 2021. *A guide to modern econometrics*. 6th ed. Chichester: Wiley.

Wooldridge, J.M., 2015. *Introductory econometrics: a modern approach*. 6th ed. Boston: Cengage Learning.

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The course aims to equip students with the foundational knowledge and competencies in Statistics that are essential for both the labor market and academic pursuits. In order to achieve this, the content is regularly discussed and updated together with academia and business environment representatives.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Achieving a score representing at least 50% of the maximum grade, based on demonstrated understanding of key concepts in the field of statistics, as evidenced through ongoing coursework and the final evaluation.

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Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	FINANCE, CREDIT, ACCOUNTING
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	CORPORATE FINANCE						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	3	2.5. Semester	1	2.6. Type of Assessment	E	2.7. Subject category	DS

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					11
Preparation of seminars/laboratories, topics, essays, portfolio					17
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					69
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate describes market conditions, governmental regulations, the financial situation, as well as the objectives and needs of the company's clients. The student/graduate identifies sources of financial data for evaluating corporate financial performance and supporting financial decision-making. The student/graduate explains financial policies and the development of a financial plan in line with regulations and investor profiles. The student/graduate distinguishes between types of cash flows, profitability indicators (absolute and relative), capital costs, and the synthesis of financial information. The student/graduate describes the granting and analysis of loans (both received and granted), evaluates solvency reports, and understands fiscal policy.
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Skills	The student/graduate demonstrates adherence to financial policies by applying both internal and external regulations. The student/graduate calculates and interprets key figures and indicators from financial statements, such as the balance sheet, income statement, and cash flow statement, offering detailed analyses. The student/graduate evaluates the creditworthiness of companies and corporations using data provided by credit rating agencies. The student/graduate prepares solvency reports for the assessment of financial risks and opportunities.
Responsibility and autonomy	The student/graduate evaluates the potential profitability of a new acquisition or investment project and proposes concrete actions for improving economic efficiency. The student/graduate initiates solutions for optimizing the financial management of current and non-current assets, including through new investments/divestments. The student/graduate designs solutions to increase revenues and to generate positive operational cash flow.

7. Contents

7.1. Course	Teaching methods	Observations
1.Financial objectives and relationship with corporate strategy.Stakeholders and impact on corporate objectives	Exposure (lecture, explanation) Conversation Demonstration Method of discussions and debates Case Studies	2 h
2.The time value of money (future value, present value, real cash-flows vs nominal cash-flows)	Exposure (lecture, explanation) Conversation Demonstration Method of discussions and debates Case Studies	2 h
3.Types of interest (Simple interest, Compound interest), The Rule of 72	Exposure (lecture, explanation) Conversation Demonstration Method of discussions and debates Case Studies	2 h
4.Annuities.Amortizing the loans	Exposure (lecture, explanation) Conversation Demonstration Method of discussions and debates Case Studies	2 h
5.Cash-flow estimation (project cash flow versus accounting income, Statement of cash flows, depreciation)	Exposure (lecture, explanation) Conversation Demonstration	2 h

	Method of discussions and debates Case Studies	
6.Capital budgeting (Payback Period, Discounted payback period, Net Present Value, Profitability Index)	Exposure (lecture, explanation) Conversation Demonstration Method of discussions and debates Case Studies	2 h
7.Internal Rate of Return; Modified Internal Rate of Return	Exposure (lecture, explanation) Conversation Demonstration Method of discussions and debates Case Studies	2 h
8.Management of working capital. The nature, elements and importance of working capital Management of inventories, accounts receivable, accounts payable and cash. Determining working capital needs and funding strategies	Exposure (lecture, explanation) Conversation Demonstration Method of discussions and debates Case Studies	2 h
9.Capital structure decision	Exposure (lecture, explanation) Conversation Demonstration Method of discussions and debates Case Studies	2 h
10.Estimating the optimal capital structure	Exposure (lecture, explanation) Conversation Demonstration Method of discussions and debates Case Studies	2 h
11.Financial analysis (Financial statements- The Balance sheet, The Income statement, The Sources and uses of money)	Exposure (lecture, explanation) Conversation Demonstration Method of discussions and debates Case Studies	2 h
12.Financial ratios: Leverage ratios, Liquidity ratios.	Exposure (lecture, explanation) Conversation Demonstration Method of discussions and debates Case Studies	2 h
13.Efficiency ratios, Profitability ratios, Market-value ratios	Exposure (lecture, explanation) Conversation Demonstration Method of discussions and debates Case Studies	2 h
14.Test		2 h

Bibliography

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3. Brigham E., Houston J., *Fundamentals of Financial Management*, 15 e, South Western Cengage Learning, 2018
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6. Ross S.A., Westerfield R.W., Jaffe J., *Corporate Finance*, McGraw-Hill, 2022
7. <http://www.financejournal.ro/>
8. <https://www.capital.ro/>
9. www.cfnews.com
10. www.economist.com

7.2. Seminary/Laboratory	Teaching Methods	Observations
1.Financial objectives and relationship with corporate strategy. Stakeholders and impact on corporate objectives	exposure (explanation); conversation; demonstration; method of discussions and debates; case studies;	2h
2.Future value, present value, real cash-flows, nominal cash-flows	exposure (explanation); conversation; demonstration; method of discussions and debates; case studies;	2h
3.Simple interest, Compound interest, The rule of 72	exposure (explanation); conversation; demonstration; method of discussions and debates; case studies;	2h
4.Ordinary annuity, Annuity Due, Amortizing loans	exposure (explanation); conversation; demonstration; method of discussions and debates; case studies;	2h
5.Project cash flow versus accounting income, Statement of cash flows	exposure (explanation); conversation; demonstration; method of discussions and debates; case studies;	2h
6.Payback Period, Discounted payback period Net Present Value, Profitability Index	exposure (explanation); conversation; demonstration; method of discussions and debates; case studies;	2h
7.Internal Rate of Return, Modified Internal Rate of Return	exposure (explanation); conversation; demonstration; method of discussions and debates; case studies;	2 h
8.Management of inventories, accounts receivable, accounts payable and cash. Determining working capital needs and funding strategies	exposure (explanation); conversation; demonstration; method of discussions and debates; case studies;	2 h
9.Bond financing versus equity financing	exposure (explanation); conversation; demonstration; method of discussions and debates; case studies;	2 h

10. Estimating the optimal capital structure of a company. Cost of capital.	exposure (explanation); conversation; demonstration; method of discussions and debates; case studies;	2 h
11. The Balance sheet, The Income statement, The Sources and Uses of money	exposure (explanation); conversation; demonstration; method of discussions and debates; case studies;	2 h
12. Leverage ratios, Liquidity ratios.	exposure (explanation); conversation; demonstration; method of discussions and debates; case studies;	2 h
13. Efficiency ratios, Profitability ratios, Market-value ratios	exposure (explanation); conversation; demonstration; method of discussions and debates; case studies;	2 h
14. Test		2 h

Bibliography

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5. Militaru I., *Corporate finance*, Didactic material in electronic format, School of International Business, Romanian-American University
6. Ross S.A., Westerfield R.W., Jaffe J., *Corporate Finance*, McGraw-Hill, 2022
7. <http://www.financejournal.ro/>
8. <https://www.capital.ro/>
9. www.cfnews.com
10. www.economist.com

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

Corporate Finance course content is underpinned by expectations of epistemic community representatives, professional associations and employers' representative.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%

Written test (written test / project / paper / case study / monograph, etc.)	20%
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*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Taking the investment decision, by calculating, at least, 3 key ratios in the correct way, realizing, at an acceptable level, the financial analysis of a company, using the financial rates.
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Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	FOREIGN LANGUAGES
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. SUBJECT NAME	ENGLISH AND COMMERCIAL CORRESPONDENCE						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	2	2.5. Semester	1	2.6. Type of Assessment	V	2.7. Subject category	DC

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	2	out of which: 3.2. course	-	3.3. seminar	2
3.4. Total hours/semester	28	out of which: 3.5. course	-	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					15
Additional library study, on specialized online platforms and on field study					10
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					47
3.8. Total hours/semester					75
3.9. Number of credits					3

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate distinguishes linguistic standards and norms, as well as terminology specific to commercial correspondence in the foreign language. The student/graduate identifies the linguistic and terminological features specific to commercial correspondence in the foreign language.
Skills	The student/graduate applies linguistic registers and variations specific to commercial correspondence in the foreign language. The student/graduate interprets cultural references appropriately and adopts a broader perspective on cultural diversity.

Responsibility and autonomy	The student/graduate uses appropriate expressions and vocabulary in commercial correspondence in the foreign language.
	The student/graduate independently uses specialized terminology in commercial correspondence in the foreign language and identifies the appropriate terminology to be used.

7. Contents

7.1. Course	-	-
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Introduction to Business Documents	Problem-solving Conversation Explanation Observation Exercises	2 h
2. What Is Management?	Problem-solving Conversation Explanation Observation Exercises	2 h
3. Cultural Awareness	Problem-solving Conversation Explanation Observation Exercises	2 h
4. Communication in a Market Economy	Problem-solving Conversation Explanation Observation Exercises	2 h
5. The Style of Commercial Correspondence	Problem-solving Conversation Explanation Observation Exercises	2 h
6. The Layout of a Business Letter	Problem-solving Conversation Explanation Observation Exercises	2 h
7. Types of Business Letters	Problem-solving Conversation Explanation Observation Exercises	2 h
8. Electronic Banking	Problem-solving Conversation Explanation Observation Exercises	2 h
9. E-commerce	Problem-solving Conversation	2 h

	Explanation Observation Exercises	
10. Public Relations	Problem-solving Conversation Explanation Observation Exercises	2 h
11. Conditionals and Mixed Conditionals	Problem-solving Conversation Explanation Observation Exercises	2 h
12. The Passive Voice	Problem-solving Conversation Explanation Observation Exercises	2 h
13. Project presentation	Projects, case studies; presentation, explanation, argumentation	2 h
14. Written test	Assessment	2h

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1. Ashley, Adrian – Oxford Handbook of Commercial Correspondence, Oxford University Press, 2022 (ediție revizuită).
2. Emmerson, Paul – Email English, 3rd Edition, Macmillan Education, 2022.
3. Istrate, Ana Mihaela; Mușeanu, Elena; Bîrsanu, Roxana – English for Management and Marketing. A Practice File for Second Year Students, Editura Universitară, București, 2019.
4. Mascull, Bill – Business Vocabulary in Use: Intermediate, 3rd Edition, Cambridge University Press, 2022.
5. Pile, Louise & Robbins, Tony – Welcome to the Business World: Writing and Speaking for International Commerce, Routledge, 2023.
6. Trappe, Tonya & Tullis, Graham – Emailing and Telephoning in English, Collins English for Business, HarperCollins, 2021.

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The subject content was discussed with representatives of the business environment

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/****):			100%
9.4. Course	Frequency and Performance	Active course attendance	-
		Course test	
9.5. Seminar	Frequency and	Active seminar attendance	

	Performance	Applicative activities, case studies, papers, practical works, monographs etc.	100%
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/**):			
Written test (written test / project / paper / case study / monograph, etc.)			
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- Knowledge of fundamental theoretical elements and the ability to solve basic applications in English communication within the context of economic activities.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	FOREIGN LANGUAGES
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	SPANISH AND COMMERCIAL CORRESPONDENCE 1						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	2	2.5. Semester	1	2.6. Type of Assessment	V	2.7. Subject category	DO/DC

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	2	out of which: 3.2. course		3.3. seminar	2
3.4. Total hours/semester	28	out of which: 3.5. course		3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					15
Additional library study, on specialized online platforms and on field study					10
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					47
3.8. Total hours/semester					75
3.9. Number of credits					3

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate distinguishes linguistic standards and norms, as well as terminology specific to commercial correspondence in the foreign language. The student/graduate identifies the linguistic and terminological features specific to commercial correspondence in the foreign language.
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Skills	The student/graduate applies linguistic registers and variations specific to commercial correspondence in the foreign language. The student/graduate interprets cultural references appropriately and adopts a broader perspective on cultural diversity.
Responsibility and autonomy	The student/graduate uses appropriate expressions and vocabulary in commercial correspondence in the foreign language. The student/graduate independently uses specialized terminology in commercial correspondence in the foreign language and identifies the appropriate terminology to be used.

7. Contents

7.1. Course	-	-
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Primeros pasos: texto, vocabulario, el alfabeto español, los numerales, ejercicios. Saludar. Preguntar y decir el nombre, la nacionalidad y la profesión. Presentarse y presentar a otra persona ante un grupo. Pedir y dar información personal: nombre, dirección, teléfono, correo electrónico, etc.	Problem-solving Conversation Explanation Observation Exercises	2 h
2. Primeros pasos: texto, vocabulario, el alfabeto español, los numerales, ejercicios. Saludar. Preguntar y decir el nombre, la nacionalidad y la profesión. Presentarse y presentar a otra persona ante un grupo. Pedir y dar información personal: nombre, dirección, teléfono, correo electrónico, etc.	Problem-solving Conversation Explanation Observation Exercises	2 h
3. España, país de las autonomías, texto, el artículo, género y número de los sustantivos, el adjetivo, describir personas, identificar personas en un grupo, ejercicios http://conjugador.reverso.net/conjugacionespanol.htm	Problem-solving Conversation Explanation Observation Exercises	2 h
4. España, país de las autonomías, texto, el artículo, género y número de los sustantivos, el	Problem-solving Conversation Explanation	2 h

adjetivo, describir personas, identificar personas en un grupo, ejercicios http://conjugador.reverso.net/conjugacionespanol.htm	Observation Exercises	
5. Ofertas de viajes, texto, vocabulario, el verbo “gustar”, expresar gustos, opinar y pedir opinión, solicitar información en hoteles y agencias de viajes, reservar un viaje o una habitación de hotel, el pronombre personal, el pronombre posesivo, comparativos el / la más + adjetivo, también / tampoco, ejercicios http://hallo.ro/dictionar-spaniol	Problem-solving Conversation Explanation Observation Exercises	2 h
6. Ofertas de viajes, texto, vocabulario, el verbo “gustar”, expresar gustos, opinar y pedir opinión, solicitar información en hoteles y agencias de viajes, reservar un viaje o una habitación de hotel, el pronombre personal, el pronombre posesivo, comparativos el / la más + adjetivo, también / tampoco, ejercicios http://hallo.ro/dictionar-spaniol	Problem-solving Conversation Explanation Observation Exercises	2 h
7. En venta, texto, vocabulario, el verbo: presente de indicativo, anuncios de compra, venta y alquiler de pisos, describir ciudades, valorar las distintas zonas de una ciudad según los servicios que ofrece, expresar preferencias, expresar obligación (tener que + inf.), ejercicios.	Problem-solving Conversation Explanation Observation Exercises	2 h
8. En venta, texto, vocabulario, el verbo: presente de indicativo, anuncios de compra, venta y alquiler de pisos, describir ciudades, valorar las distintas zonas de	Problem-solving Conversation Explanation Observation Exercises	2 h

una ciudad según los servicios que ofrece, expresar preferencias, expresar obligación (tener que + inf.), ejercicios.		
9. En el restaurante, texto, vocabulario, la conjugación de los verbos, los marcadores temporales, describir un lugar, pedir y dar información, preguntar y decir el precio, interrogativos, ejercicios	Problem-solving Conversation Explanation Observation Exercises	2 h
10. En el restaurante, texto, vocabulario, la conjugación de los verbos, los marcadores temporales, describir un lugar, pedir y dar información, preguntar y decir el precio, interrogativos, ejercicios	Problem-solving Conversation Explanation Observation Exercises	2 h
11. En un hotel, texto, los verbos haber, ser y estar, hostelería, hablar de la frecuencia y de los horarios, explicar las funciones de un puesto y de un departamento, ejercicios	Problem-solving Conversation Explanation Observation Exercises	2 h
12. En un hotel, texto, los verbos haber, ser y estar, hostelería, hablar de la frecuencia y de los horarios, explicar las funciones de un puesto y de un departamento, ejercicios	Problem-solving Conversation Explanation Observation Exercises	2 h
13. Repaso final	Problem-solving Conversation Explanation Observation Exercises	2 h
14. Written test	Assessment	2 h
Bibliography 1. Bunoro, Aura-Cristina; Șofei, Mihaela; Drăgan, Daniela; Dragnea, Monica; Zaharescu, Ana-Maria – Primeros pasos, Editura Universitară, București, 2008. 2. Camacho, M. Pilar – Español profesional y de los negocios: Manual práctico de comunicación empresarial, Edelsa Grupo Didascalía, Madrid, 2021. 3. González Hermoso, Alicia – Correspondencia comercial en español, Editorial Edinumen, Madrid, 2020. 4. Martínez, Marta; Navarro, Teresa – Curso de español para negocios: nivel intermedio-avanzado, SGEL, Madrid, 2022. 5. Palencia Villa, Juan Carlos – Español para profesionales del comercio internacional, Difusión, Barcelona, 2023. 6. Sánchez Lobato, Jesús; Sierra, José Ramón – Comunicación y negociación en español de los negocios, Edelsa, 2020.		

7. Téllez, Jesús – Manual práctico de redacción en español para la empresa, Arco/Libros, Madrid, 2021.

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The subject content was discussed with representatives of the business environment

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			100%
9.4. Course	Frequency and Performance	Active course attendance	-
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	100%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			
Written test (written test / project / paper / case study / monograph, etc.)			
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Knowledge of fundamental theoretical elements and the ability to solve basic applications in English communication within the context of economic activities.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			REGIONAL ECONOMIC INTEGRATION					
2.2.Course tutor								
2.3. Seminar tutor								
2.4.Year of study	2	2.5.Semester	1	2.6.Type of Assessment	E	2.7.Subject category	DC	

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					12
Additional library study, on specialized online platforms and on field study					6
Preparation of seminars/laboratories, topics, essays, portfolio					14
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					44
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate demonstrates advanced knowledge of regional trade blocs, and their role in shaping and operating the global economy.
	The student/graduate identifies the criteria and motivations underlying economic decisions in the field of regional integration agreements.

Skills	The student/graduate analyzes and interprets international economic relations in terms of specific regional integration agreements and their trade and investment effects. The student/graduate develops advanced skills in analyzing and interpreting phenomena related to international flows of goods, services, capital, and labor, as well as assessing their implications for global actors.
Responsibility and autonomy	The student/graduate contributes to the design and implementation of complex international projects, studies, and analyses regarding the regional integration process. The student/graduate demonstrates the ability to work in teams, including multicultural teams, to actively contribute to debates and decision-making processes, and to provide well-founded solutions to international economic problems.

7. Contents

7.1. Course	Teaching methods	Observations
1.Regional economic integration – concepts, premises, factors	Lectures, debates, open discussions	2h
2. Regional integration agreements- types	Lectures, debates, open discussions	2h
3. Theories of regional integration	Lectures, debates, open discussions	2h
4. Preferential liberalization of trade flows and trade blocs – implications	Lectures, debates, open discussions	2h
5. Regional integration process in Europe	Lectures, debates, open discussions	2h
6. Economic integration in North America – NAFTA and after NAFTA	Lectures, debates, open discussions	2h
7. Regional integration in Central and South America – CACM, MERCOSUR	Lectures, debates, open discussions	2h
8. Regional integration in Central and South America – ANDEAN, CARICOM		2h
9. Regional integration in Africa	Lectures, debates, open discussions	2h
10. Regional integration in Middle East		2h
11. Asia - Regional integration and cooperation – ASEAN: the Road and Belt Initiative	Lectures, debates, open discussions	2h
12. Former Soviet area in the context of globalization and regional integration- CIS	Lectures, debates, open discussions	2h
13. Regional economic integration – prospects	Lectures, debates, open discussions	2h
14.Test	Written assessment	2h
Bibliography 1. Class materials available online on MS Teams 2. Acharya, R. & Parajuli T., The Evolution of Preferential Trade Under Regional Trade Agreements: Has Anything Changed? Research and Analysis: Working Papers, WTO, 2025 3. Baldwin, R. & Wyplosz, C. – The Economics of European Integration, 7th Edition, McGraw Hill, 2023		

4. Kathuria, Sanjay. A Glass Half Full: The Promise of Regional Trade in South Asia. South Asia Development Forum;. Washington, DC: World Bank. © World Bank., 2018
<https://openknowledge.worldbank.org/handle/10986/30246>
5. Laursen, F., Comparative Regional Integration, Ashgate, 2010
6. Laursen, F., Comparing Regional Integration Schemes: International Regimes or Would-be Politics?, Jean Monnet/Robert Schuman Paper Series, Vol. 3 No. 8, September 2003
7. Maliszewska M, Z. Olekseyuk and I. Osorio-Rodarte, , Economic and distributional impacts of comprehensive and progressive agreement for trans-pacific partnership : the case of Vietnam. Washington, D.C.: World Bank Group, March 2018
8. Mattoo, A., A. Mulabdic, and M. Ruta, Trade Creation and Trade Diversion in Deep Agreements, Policy Research Working Paper Series 8206, World Bank, Washington, DC, 2017
9. Pelkmans, J., European Integration: Methods and Economic Analysis, Financial Times Management, 2006
10. Ruta, M., Preferential Trade Agreements and Global Value Chains: Theory, Evidence, and Open Questions.” Policy Research Working Paper Series 8190. World Bank, Washington, DC., 2017
11. Ulrich,V, Regional Integration Economic Development and Global Governance, Edward Elgar Publishing, 2011
12. World Trade Report 2011, The WTO and preferential trade agreements: From co-existence to coherence
13. WTO, Regional Trade Agreements – Facts and Figures, 2024,
<https://rtais.wto.org/UI/PublicMaintainRTAHome.aspx>

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Drivers of economic integration. Static effects of regional integration agreements;	Debates, open discussions	2h
2. Integration policy: reducing costs, increasing competition;	Debates, open discussions, case studies	2h
3. Trade and investment effects of regional integration agreements	Debates, open discussions, case studies	2h
4. Regional integration in the postwar period; Regional integration process in Europe.	Analysis, debates, open discussions, projects	2h
5. New dimensions of European cooperation;	Analysis, debates, open discussions, projects	2h
6. Regional integration in North America	Case studies, analysis, debates, open discussions, projects	2h
7. Regional integration in Central America	Case studies, analysis, debates, open discussions, projects	2h
8. Regional integration in South America	Case studies, analysis, debates, open discussions, projects	2h
9. Regional integration in Africa	Case studies, analysis, debates, open discussions, projects	2h
10. Regional integration in Middle East	Case studies, analysis, debates, open discussions, projects	2h
11. Regional integration and cooperation in Asia	Case studies, analysis, debates, projects	2h
12. Regional economic integration – prospects	Analysis, debates, open discussions, projects	2h

13. Final project preparation	Analysis, debates, open discussions, projects	2h
14. Final project presentation	Oral assessment	2h
Bibliography 1. Class materials available online on MS Teams 2. Acharya, R. & Parajuli T., The Evolution of Preferential Trade Under Regional Trade Agreements: Has Anything Changed? Research and Analysis: Working Papers, WTO, 2025 3. Baldwin, R. & Wyplosz, C. – The Economics of European Integration, 7th Edition, McGraw Hill, 2023 4. Kathuria, Sanjay. A Glass Half Full: The Promise of Regional Trade in South Asia. South Asia Development Forum;. Washington, DC: World Bank. © World Bank., 2018 https://openknowledge.worldbank.org/handle/10986/30246 5. Laursen, F., Comparative Regional Integration, Ashgate, 2010 6. Laursen, F., Comparing Regional Integration Schemes: International Regimes or Would-be Politics?, Jean Monnet/Robert Schuman Paper Series, Vol. 3 No. 8, September 2003 7. Maliszewska M, Z. Olekseyuk and I. Osorio-Rodarte, , Economic and distributional impacts of comprehensive and progressive agreement for trans-pacific partnership : the case of Vietnam. Washington, D.C.: World Bank Group, March 2018 8. Mattoo, A., A. Mulabdic, and M. Ruta, Trade Creation and Trade Diversion in Deep Agreements, Policy Research Working Paper Series 8206, World Bank, Washington, DC, 2017 9. Pelkmans, J., European Integration: Methods and Economic Analysis, Financial Times Management, 2006 10. Ruta, M., Preferential Trade Agreements and Global Value Chains: Theory, Evidence, and Open Questions.” Policy Research Working Paper Series 8190. World Bank, Washington, DC., 2017 11. Ulrich,V, Regional Integration Economic Development and Global Governance, Edward Elgar Publishing, 2011 12. World Trade Report 2011, The WTO and preferential trade agreements: From co-existence to coherence 1. WTO, Regional Trade Agreements – Facts and Figures, 2024, https://rtais.wto.org/UI/PublicMaintainRTAHome.aspx		

8. Enhancing the subject contents with the expectations of the epistemic communities’ representatives, professional associations and important employers pertaining to the field of the study program

The subject contents meet the expectations of epistemic communities’ representatives, professional associations and important employers, being designed based on relevant reports, studies from European institutions, and books in the field.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	

		Seminar test	
B. Final evaluation - exam session (*/**):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Describe the main concepts used to explain the process and present the state of the economic integration process in different regions.
 Preparing and presenting a group project related to one of the regions analyzed during the course.
 A final grade of at least 5(five) is required to pass the subject.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	MANAGEMENT-MARKETING
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	PROMOTION TECHNIQUES						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	2	2.5. Semester	1	2.6. Type of Assessment	E	2.7. Subject category	DC

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					12
Additional library study, on specialized online platforms and on field study					10
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					44
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate understands key concepts in marketing communication. The student/graduate recognizes the function of each promotional mix element.
Skills	The student/graduate is able to develop promotional campaigns for products or services. The student/graduate analyzes the impact and effectiveness of promotional messages

Responsibility and autonomy	The student/graduate acts autonomously when designing promotion strategies. The student/graduate makes evidence-based decisions on promotional techniques.
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7. Contents

7.1. Course	Teaching methods	Observations
1.Introduction to Marketing Communication	Lecture, case discussion	2h
2.The Role of Promotion in the Marketing Mix	Lecture, interactive debate	2h
3.Components of the Promotional Mix	Lecture, video materials	2h
4.Advertising: Concepts, Objectives, and Types	Lecture, campaign analysis	2h
5.Media Planning and Advertising Strategies	Lecture, group exercises	2h
6.Sales Promotion: Techniques and Tools	Lecture, real-life examples	2h
7.Public Relations and Sponsorship	Lecture, case study	2h
8.Direct Marketing and Personal Selling	Lecture, simulation	2h
9.Digital and Interactive Promotion	Lecture, multimedia tools	2h
10.Integrated Marketing Communication (IMC)	Lecture, teamwork activity	2h
11.Budgeting and Planning a Promotional Campaign	Lecture, campaign design	2h
12.Measuring Promotion Effectiveness	Lecture, practical examples	2h
13.Current Trends and Ethical Aspects in Promotion	Lecture, debate	2h
14.Test	Written assessment	2h
Bibliography 1. Kotler, P., & Keller, K. L. (2020). <i>Marketing Management</i> (15th ed.). Pearson. 2. Fill, C. (2019). <i>Marketing Communications: Discovery, Creation and Conversations</i> (7th ed.). Pearson. 3. De Pelsmacker, P., Geuens, M., & Van den Bergh, J. (2023). <i>Marketing Communications: A European Perspective</i> (7th ed.). Pearson Education. 4. Belch, G. E., & Belch, M. A. (2021). <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i> (12th ed.). McGraw-Hill. 5. Percy, L. (2018). <i>Strategic Integrated Marketing Communications</i>. Routledge. 6. Kitchen, P. J., & Burgmann, I. (2015). <i>Integrated Marketing Communications: Making it Work at a Strategic Level</i>. Journal of Business Strategy, 36(4), 34–42. 7. Moriarty, S., Mitchell, N., & Wells, W. (2018). <i>Advertising & IMC: Principles and Practice</i> (11th ed.). Pearson. 8. Clow, K. E., & Baack, D. (2020). <i>Integrated Advertising, Promotion, and Marketing Communications</i> (9th ed.). Pearson. 9. Tuten, T. L., & Solomon, M. R. (2021). <i>Social Media Marketing</i> (4th ed.). Sage. 10. Hackley, C. (2021). <i>Advertising and Promotion</i> (4th ed.). Sage Publications.		
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Defining Promotional Objectives	Brainstorming, teamwork	2h
2. Designing a Message Strategy	. Role play, visual analysis	2h

3. Evaluating Advertising Campaigns		2h
4. Writing Press Releases and PR Content	Case study, video breakdown	2h
5. Sales Promotion Plan Development	Applied writing workshop	2h
6. Social Media Content for Promotion	Simulation, peer review	2h
7. Developing a Media Plan	Hands-on creation, digital tools	2h
8. Designing Promotional Materials (flyers, emails, etc.)	Spreadsheet analysis, discussion	2h
9. Integrated Campaign Planning	Group work, live presentation	2h
10. Budget Estimation for Campaigns	Group work	2h
11. Evaluating Promotion KPIs	Budget simulation, Excel tools	2h
12. Trends in Promotion: AI, AR/VR, Experiential Marketing	Interpretation, performance charts	2h
13. Final Project Presentation		2h
14. Feedback and Wrap-Up	Experiential Marketing	2h
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8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The contents of the course are aligned with the latest developments in promotional strategies as identified by academic research, industry associations such as the American Marketing Association (AMA), and major employers in the marketing and communication sectors. The course emphasizes integrated marketing communication (IMC), digital promotion, and customer-centric campaign design, reflecting current market expectations. The teaching content is continuously updated based on feedback from partner companies, industry conferences, and professional bodies to ensure the students' skills remain relevant and competitive in the global business environment.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

In order to successfully complete the course, students must demonstrate a basic understanding of the main components of the promotional mix and their strategic application. They must be able to design a simple promotional campaign and justify the chosen tools. A minimum of 50% of the total points must be obtained in both continuous assessment and the final exam.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	INFORMATICS, STATISTICS, MATHEMATICS
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	DATABASES I						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	II	2.5. Semester	1	2.6. Type of Assessment	E	2.7. Subject category	DC

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					15
Additional library study, on specialized online platforms and on field study					9
Preparation of seminars/laboratories, topics, essays, portfolio					3
Other activities					-
Tutoring hours					14
Examinations					3
3.7. Total hours/ individual study					44
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate describes concepts and operations specific to software packages for data processing, optimizations and decision support within economic entities.
	The student/graduate develops practices regarding the application of economic techniques and tools for making economic and financial analyses and predictions through the use of software packages for economic applications

Skills	The student/graduate applies specific methods and techniques of data preparation for analysis, data processing and personalization of data processing results by using software packages for economic applications. The student/graduate efficiently uses software packages for data analysis, applying concepts, theories, principles and tools for investigating economic and social phenomena and processes.
Responsibility and autonomy	The student/graduate uses concepts, methods and software tools specific to data processing in the economic and social field. The student/graduate demonstrates autonomy in studying economic phenomena through the responsible use of software packages for economic applications.

7. Contents

7.1. Course	Teaching methods	Observations
1. Introduction to ACCESS 2016: interface, objects, creating a simple desktop database	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
2. Relational Database design and optimization (Normalization)	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
3. Working with Tables: creating, modifying structure, maintaining	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
4. Data types and field properties	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
5. Working with Queries: creating a Simple Query, creating a Multitable Query, creating calculated fields, sorting and filtering in a Query, defining selection criteria for Queries, creating Advanced Queries (Parameter, Top-Values, Total, Crosstab, Find Duplicates, Find Unmatched), Action Queries, SelectSQL statement.	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
6. Working with Queries: creating a Simple Query, creating a Multitable Query, creating calculated fields, sorting and filtering in a Query, defining selection criteria for Queries, creating Advanced Queries (Parameter, Top-Values, Total, Crosstab, Find Duplicates, Find Unmatched), Action Queries, SelectSQL statement.	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
7. Working with Queries: creating a Simple Query, creating a Multitable Query, creating calculated fields, sorting and filtering in a Query, defining selection criteria for Queries,	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h

creating Advanced Queries (Parameter, Top-Values, Total, Crosstab, Find Duplicates, Find Unmatched), Action Queries, SelectSQL statement.		
8. Working with Queries: creating a Simple Query, creating a Multitable Query, creating calculated fields, sorting and filtering in a Query, defining selection criteria for Queries, creating Advanced Queries (Parameter, Top-Values, Total, Crosstab, Find Duplicates, Find Unmatched), Action Queries, SelectSQL statement.	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
9. Working with Forms: creating a form to maintain Table data, creating a form with a Main Form and a Subform, creating a form with Control buttons and other controls, creating Navigation Form, creating calculated fields, customizing form/field/control properties etc.	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
10. Working with Forms: creating a form to maintain Table data, creating a form with a Main Form and a Subform, creating a form with Control buttons and other controls, creating Navigation Form, creating calculated fields, customizing form/field/control properties etc.	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
11. Working with Forms: creating a form to maintain Table data, creating a form with a Main Form and a Subform, creating a form with Control buttons and other controls, creating Navigation Form, creating calculated fields, customizing form/field/control properties etc.	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
Working with Reports: creating report for a table/query, creating custom reports, creating reports with multiple grouping and sorting levels, creating calculated fields, customizing report etc.	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
Using Macros (creating a User Interface)	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
En: 14. Semester Test	Written test	2h

Bibliography

- Eugen-Gabriel GARAIŠ - Databases I – Course Notes 2025 – available online on MS Teams
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- Microsoft Access 2019 Programming by Example with VBA, XML, and ASP 1st Edition, Julitta Korol, Publisher: Mercury Learning and Information, August 6, 2019, 1106 pages, ISBN: 1683924037
- Mastering Access 365: An Easy Guide to Building Efficient Databases for Managing Your Data, Nathan George, Publisher: GTech Publishing, March 28, 2022, 485 pages, ISBN: 9781916211391

- Microsoft Access From Beginner to Pro: A Step-by-Step Journey to Mastering Data Management, Analysis from Basic to Advanced, Automation, and Seamless Integration, Cassius Peregrine, February 7, 2025, 463 pages, ISBN: 979-8309759514
- Microsoft Access For Beginners: A Steps-by-Steps Guide to Mastering Database Management (Microsoft Office Made Easy), Simon T. Johnson , October 7, 2024
- Microsoft Access Guide to Success: From Fundamentals to Mastery in Crafting Databases, Optimizing Tasks, & Making Unparalleled Impressions [III EDITION] (Career Office Elevator), Kevin Pitch, April 18, 2024, 102 pages, ISBN: 9798323314874
- Mastering 3NF. A Comprehensive Guide to Efficient Relational Database Design. (Data Modeling Books), Michael E Kirshteyn Ph.D, January 24, 2024, 142 pages, ISBN: 9798877295056

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Introduction to ACCESS 2016: interface, objects, creating a simple desktop database	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
2. Relational Database design and optimization (Normalization)	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
3. Working with Tables: creating, modifying structure, maintaining	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
4. Data types and field properties: examples	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
5. Working with Queries: creating a Simple Query, creating a Multitable Query, creating calculated fields, sorting and filtering in a Query, defining selection criteria for Queries, creating Advanced Queries (Parameter, Top-Values, Total, Crosstab, Find Duplicates, Find Unmatched), Action Queries, SelectSQL statement.	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
6. En: 5-8. Working with Queries: creating a Simple Query, creating a Multitable Query, creating calculated fields, sorting and filtering in a Query, defining selection criteria for Queries, creating Advanced Queries (Parameter, Top-Values, Total, Crosstab, Find Duplicates, Find Unmatched), Action Queries, SelectSQL statement.	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
7. Working with Queries: creating a Simple Query, creating a Multitable Query, creating calculated fields, sorting and filtering in a Query, defining selection criteria for Queries, creating Advanced Queries (Parameter, Top-Values, Total, Crosstab, Find Duplicates, Find Unmatched), Action Queries, SelectSQL statement.	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
8. Working with Queries: creating a Simple Query, creating a Multitable Query, creating	Problem proposal and solving• Debate/Conversation•	2h

calculated fields, sorting and filtering in a Query, defining selection criteria for Queries, creating Advanced Queries (Parameter, Top-Values, Total, Crosstab, Find Duplicates, Find Unmatched), Action Queries, SelectSQL statement.	Explanation• Directed observation• Exercises• Quizzes	
9. Working with Forms: creating a form to maintain Table data, creating a form with a Main Form and a Subform, creating a form with Control buttons and other controls, creating Navigation Form, creating calculated fields, customizing form/field/control properties etc.	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
10. Working with Forms: creating a form to maintain Table data, creating a form with a Main Form and a Subform, creating a form with Control buttons and other controls, creating Navigation Form, creating calculated fields, customizing form/field/control properties etc.	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
11. Working with Forms: creating a form to maintain Table data, creating a form with a Main Form and a Subform, creating a form with Control buttons and other controls, creating Navigation Form, creating calculated fields, customizing form/field/control properties etc.	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
12. Working with Reports: creating report for a table/query, creating custom reports, creating reports with multiple grouping and sorting levels, creating calculated fields, customizing report etc	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
13. Using Macros (creating a User Interface)	Problem proposal and solving• Debate/Conversation• Explanation• Directed observation• Exercises• Quizzes	2h
14. Semester Test preparation	Written test Preparation	2h
Bibliography - Eugen-Gabriel GARAIŠ - Databases I – Course Notes 2025 – available online on MS Teams - Access 2019 Bible 1st Edition, Michael Alexander, Richard Kusleika, Publisher: Wiley, October 23, 2018, 1136 pages, ISBN: 9781119514756; - Microsoft Access 2019 Programming by Example with VBA, XML, and ASP 1st Edition, Julitta Korol, Publisher: Mercury Learning and Information, August 6, 2019, 1106 pages, ISBN: 1683924037 - Mastering Access 365: An Easy Guide to Building Efficient Databases for Managing Your Data, Nathan George, Publisher: GTEch Publishing, March 28, 2022, 485 pages, ISBN: 9781916211391 - Microsoft Access From Beginner to Pro: A Step-by-Step Journey to Mastering Data Management, Analysis from Basic to Advanced, Automation, and Seamless Integration, Cassius Peregrine, February 7, 2025, 463 pages, ISBN: 979-8309759514 - Microsoft Access For Beginners: A Steps-by-Steps Guide to Mastering Database Management (Microsoft Office Made Easy), Simon T. Johnson , October 7, 2024 - Microsoft Access Guide to Success: From Fundamentals to Mastery in Crafting Databases, Optimizing Tasks, & Making Unparalleled Impressions [III EDITION] (Career Office Elevator), Kevin Pitch, April 18, 2024, 102 pages, ISBN: 9798323314874 - Mastering 3NF. A Comprehensive Guide to Efficient Relational Database Design. (Data Modeling Books), Michael E Kirshiteyn Ph.D, January 24, 2024, 142 pages, ISBN: 9798877295056		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The content of the discipline is regularly discussed and updated together with business environment representatives.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Correct acquisition of basic theoretical notions and their application in solving business applications. It is recommended an Individual Project to prove the level of understanding and operationalizing of the subject contents and the skills acquired (Design and development of a database related application using Access 365).

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	EU POLICIES				
2.2. Course tutor					
2.3. Seminar tutor					
2.4. Year of study	2	2.5. Semester	2	2.6. Type of Assessment	E
				2.7. Subject category	DS

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					12
Additional library study, on specialized online platforms and on field study					8
Preparation of seminars/laboratories, topics, essays, portfolio					12
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					44
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate understands and explains the mechanisms of economic policy development and implementation in the European Union.
	The student/graduate demonstrates understanding of the EU's international economic relations and the EU's role in global economic governance (e.g., WTO, IMF, G20).

Skills	The student/graduate analyzes the sectoral reverberations of the decisions adopted by the national European authorities and by the EU institutions. The student/graduate critically assesses the impact of European policies on the European Single Market and on other economies.
Responsibility and autonomy	The student/graduate demonstrates professionalism and assumes a responsible attitude when participating in working groups that develop governmental strategies to ensure European macroeconomic stability, contributing with analyses, economic studies, and impact assessments that offer adaptive and integrative solutions to economic crises The student/graduate demonstrates the ability to elaborate and implement European economic policies by adequately reporting to EU and national regulations.

7. Contents

7.1. Course	Teaching methods	Observations
1. European regulatory framework: national vs. supranational	Lectures, debates, open discussions	2h
2. EU Environment Policy – context, objectives, principles	Lectures, debates, open discussions	2h
3. EU Environment Policy and the transition towards a circular economy	Lectures, debates, open discussions	2h
4. EU Energy Policy	Lectures, debates, open discussions	2h
5. EU Competition policy - restrictive practices and abuse of dominant position	Lectures, debates, open discussions	2h
6. EU Competition policy - mergers and state aid control	Lectures, debates, open discussions	2h
7. EU budget	Lectures, debates, open discussions	2h
8. Cohesion Policy - objectives, principles	Lectures, debates, open discussions	2h
9. Cohesion Policy – funding priorities	Lectures, debates, open discussions	2h
10. Common Agricultural Policy - objectives and sectoral implications	Lectures, debates, open discussions	2h
11. Common Agricultural Policy – transition towards a sustainable agriculture	Lectures, debates, open discussions	2h
12. Social policy – employment and social protection within the EU	Lectures, debates, open discussions	2h
13. Common Trade Policy – EU’s trade agreements	Lectures, debates, open discussions	2h
14. Test	Oral assessment	2h
Bibliography 1. Grigore Ramona, Class materials, available online on MS Teams 2. Baldwin, R. & Wyplosz, C. – The Economics of European Integration, 7th Edition, McGraw Hill, 2023 3. Bulmer, S., Parker O., Bache, I., George, S., Burns, C., Politics in the European Union, Oxford University Press, 5th Edition, 2020 4. El-Agraa, A.M., The European Union. Economics and Policies, Cambridge University Press, 2011		

5. Pelkmans, J., European Integration: Methods and Economic Analysis, Financial Times Management, 2006
6. Wallace, H.; Wallace, W.; Pollak, M., Policy-Making in the European Union, Oxford University Press, 2011
7. European Commission, European Green Deal, 2019, available online: https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en
8. European Commission, Closing the loop - An EU action plan for the Circular Economy, 2015, <https://eurlex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52015DC0614>
9. The future of European competitiveness: Report by Mario Draghi, Part A, A competitive strategy for Europe, 2024, https://commission.europa.eu/topics/eu-competitiveness/draghi-report_en

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Designing and implementing EU sectoral – the decision-making mechanism	Analysis, debates, open discussions	2h
2. The European Green Deal - Sectoral implications	Analysis, debates, open discussions	2h
3. Circular economy - new business and consumption models	Case studies, analysis, debates, open discussions	2h
4. European energy sector and the European Green Deal – sectoral implications	Analysis, debates, open discussions	2h
5. EU competition regulations: restrictive practices and abuse of dominant position	Case studies	2h
6. EU competition regulations: Mergers and state aid control	Case studies	2h
7. EU budget – designing and deciding the Multiannual financial framework	Analysis, debates, open discussions	2h
8. Evaluation	Written test	2h
9. Regional economic development - European funding	Applications	2h
10. Agriculture and rural development in EU – current context and future perspectives	Analysis, debates, open discussions	2h
11. Farm to Fork Strategy – main objectives, regional and international implications	Analysis, debates, open discussions	2h
12. Employment and social protection within the EU	Analysis, debates, open discussions	2h
13. Common Trade Policy – main priorities, regional and international implications	Analysis, debates, open discussions	2h
14. Evaluation	Project presentation	2h
Bibliography		
1. Grigore Ramona, Class materials, available online on MS Teams 2. Baldwin, R. & Wyplosz, C. – The Economics of European Integration, 7th Edition, McGraw Hill, 2023		

3. Bulmer, S., Parker O., Bache, I., George, S., Burns, C., Politics in the European Union, Oxford University Press, 5th Edition, 2020
4. El-Agraa, A.M., The European Union. Economics and Policies, Cambridge University Press, 2011
5. Pelkmans, J., European Integration: Methods and Economic Analysis, Financial Times Management, 2006
6. Wallace, H.; Wallace, W.; Pollak, M., Policy-Making in the European Union, Oxford University Press, 2011
7. European Commission, European Green Deal, 2019, available online: https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en
8. European Commission, Closing the loop - An EU action plan for the Circular Economy, 2015, <https://eurlex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52015DC0614>
9. The future of European competitiveness: Report by Mario Draghi, Part A, A competitive strategy for Europe, 2024, https://commission.europa.eu/topics/eu-competitiveness/draghi-report_en
10. European Commission, DG Competition, Cases, https://competitionpolicy.ec.europa.eu/index_en
11. Eurostat, <https://ec.europa.eu/eurostat>
12. <http://www.voxeu.org/>
13. <http://www.learneurope.eu/index.php/en/>
14. <http://bruegel.org/>
15. <https://www.ceps.eu>

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The subject contents meet the expectations of epistemic communities' representatives, professional associations and important employers, being designed based on relevant reports, studies from European institutions, and books in the field.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course"

type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6.Minimum performance standard

Explaining the mechanisms of economic policy process and implementation in the European Union
Explaining the main business-related effects of the European economic policies.

Writing and presenting a project that certifies that the student has acquired the necessary knowledge and skills.

A final grade of at least 5(five) is required to pass the subject.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	MANAGEMENT - MARKETING
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	MARKETING – POLICIES AND STRATEGIES						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	2	2.5. Semester	2	2.6. Type of Assessment	E	2.7. Subject category	DS

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	2	3.3. seminar	1
3.4. Total hours/semester	42	out of which: 3.5. course	28	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					11
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					58
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector, laptop and internet access
5.2. for seminar	Video projector, laptop and internet access

6. Learning outcomes

Knowledge	The student/graduate recognizes the content and relevance of marketing concepts and their integrated use, including product, pricing, promotion, and distribution strategies within an organizational context. The student/graduate identifies and distinguishes detailed and specific elements related to marketing concepts and tools and demonstrates the ability to use them effectively. The student/graduate explains, interprets, and applies marketing-specific concepts and methods in an integrated manner.
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Skills	The student/graduate develops scientifically grounded marketing decisions. The student/graduate designs professional and/or research projects by innovatively using a wide range of marketing tools. The student/graduate formulates critical judgments and supports constructive decision-making in marketing.
Responsibility and autonomy	The student/graduate conducts complex analyses of the internal and external environment of an organization, identifies and formulates marketing strategies, and demonstrates the ability to assume and perform operational roles in the field of marketing. The student/graduate displays a proactive and responsible attitude in the scientific substantiation and adoption of decisions regarding marketing issues. The student/graduate produces studies/reports related to the organization's marketing activities.

7. Contents

7.1. Course	Teaching methods	Observations
1. Content and Role of Marketing Policy – The Role of Marketing Policy; Market Strategy as the Core of Marketing Policy	Presentation, explanation, interactive discussions	2h
2. Content and Role of Marketing Policy – The Marketing Mix as an Essential Instrument of Marketing Policy	Presentation, explanation, interactive discussions	2h
3. Product Policy – The Concept of Product from a Marketing Perspective; Content of the Product Policy	Presentation, explanation, interactive discussions, case study	2h
4. Product Policy – Introduction into Production, Creation, Testing, Launch, and Distribution of New Products	Presentation, interactive discussions, case study	2h
5. Product Strategy	Presentation, interactive discussions, case study	2h
6. Pricing in Marketing Policy – The Concept of Price; Objectives of Pricing Policy	Presentation, interactive discussions, case study	2h
7. Pricing in Marketing Policy – Pricing Strategies	Presentation, explanation, interactive discussions, case study	2h
8. Distribution Policy – Nature, Role, and Functions of Distribution; Distribution Channels	Presentation, interactive discussions, case study	2h
9. Distribution Strategy	Presentation, explanation, interactive discussions, case study	2h
10. Promotion Policy in the Digital Era – The Role of Promotional Activities in Achieving Company Objectives	Presentation, interactive discussions, case study	2h
11. Promotion Policy in the Digital Era – Structure of Promotional Activities	Presentation, interactive discussions, case study	2h

12. Promotion Policy in the Digital Era – Promotional Strategies; The Promotional Campaign	Presentation, explanation, interactive discussions, case study	2h
13. Organizing and Planning Marketing Activities – The Basic Organizational Structure of the “Marketing Enterprise”; Marketing Planning	Presentation, explanation, interactive discussions	2h
14. Test		2h

Bibliography

1. Armstrong G., Kotler Ph., *Marketing: An Introduction*, Global Edition, 15th Edition, Pearson, 2023
2. Baines P., Fill C., Rosengren S., Antonetti P., *Marketing*, 5th Edition, Oxford University Press, 2019
3. Belch, G., Belch, M., *Advertising and Promotion. An Integrated Marketing Communications Perspective*, 12th Edition, McGraw-Hill Education, 2020
4. Chaffey D., Ellis-Chadwick F., Majd A.R., *Digital Marketing*, 9th Edition, Pearson, 2025
5. Jobber, D., Fahy, J., *Foundations of Marketing*, 7th Edition, London, McGraw Hill, 2022
6. Kotler Ph., Armstrong G., *Principles of Marketing*, 19th Edition, Global Edition, Pearson, 2024
7. Lancaster G., Massingham L., *Essentials of Marketing Management*, 2nd Edition, Routledge, 2018
8. Negricea C., *Lecture notes - Marketing Policies and Strategies*
9. Negricea C., Avram E., Edu T., Preda O., *Modelling Satisfaction- a Comprehensive Motivational Approach in the Case of Generation Y Tourists. Evidence from Romania*, Transformations in Business and Economics, Vol. 16, No 2A (41A), 2017, pg. 441-456, Vilnius, Lithuania, ISSN 1648-4460
10. Smedescu I. (coord.), *Marketing* (English version), ProUniversitaria, Bucharest, 2008

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Market Strategy Structure	Presentation, interactive discussions, case study, project	2 hours
2. Decisions on The Marketing Mix	Presentation, interactive discussions, case study	2 hours
3. Analyzing Organization Product Portfolio	Presentation, interactive discussions, case study	2 hours
4. Developing Pricing Strategies And Programs	Presentation, interactive discussions, case study	2 hours
5. Distribution Strategy	Presentation, interactive discussions, case study	2 hours
6. Structure of The Promotional Activity and Promotional Strategies	Presentation, interactive discussions, case study	2 hours
7. Strategic Marketing Plan Structure	Presentation, interactive discussions, case study	2 hours

Bibliography

1. Armstrong G., Kotler Ph., *Marketing: An Introduction*, Global Edition, 15th Edition, Pearson, 2023
2. Belch, G., Belch, M., *Advertising and Promotion. An Integrated Marketing Communications Perspective*, 12th Edition, McGraw-Hill Education, 2020
3. Chaffey D., Ellis-Chadwick F., Majd A.R., *Digital Marketing*, 9th Edition, Pearson, 2025
4. Edu T., Duffett R.D., Negricea I.C., Haydam N., *Modelling Intra-Generation Y Fashion Clothing Buying Behaviour. A Comparative Study Centred on Motivation, Store Selection and Brand Loyalty*, Transformations in Business & Economics, Vol. 20, Issue 1 (52), 2021, p.219-238, 20p, ISSN 1648-4460
5. Jobber, D., Fahy, J., *Foundations of Marketing*, 7th Edition, London, McGraw Hill, 2022
6. Kotler Ph., Armstrong G., *Principles of Marketing*, 19th Edition, Global Edition, Pearson, 2024
7. Liu Y., Li Q., Edu T., Fam K.S., Zaharia R., Negricea C., *Mobile social commerce content, consumer emotions and behaviour*, International Journal of Consumer Studies, Early Access, 2023
8. Negricea C., *Lecture notes - Marketing Policies and Strategies*

9. Negricea C., Avram E., Edu T., Preda O., *Modelling Satisfaction- a Comprehensive Motivational Approach in the Case of Generation Y Tourists. Evidence from Romania*, Transformations in Business and Economics, Vol. 16, No 2A (41A), 2017, pg. 441-456, Vilnius, Lithuania, ISSN 1648-4460
10. Smedescu I. (coord.), *Marketing* (English version), ProUniversitaria, Bucharest, 2008

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The development of the course content aims for a high degree of alignment with programs offered by other universities, both domestically and internationally, incorporating the latest studies and case analyses from Romania and abroad. Additionally, representatives from the business community are involved in course design.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- Gaining knowledge and understanding of theoretical concepts, and applying basic methods of segmentation, targeting, and positioning for a company.
- The capability to design a company's market strategy.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	INFORMATICS, STATISTICS, MATHEMATICS
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	ECONOMETRICS						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	II	2.5. Semester	2	2.6. Type of Assessment	E	2.7. Subject category	DF

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					28
Additional library study, on specialized online platforms and on field study					8
Preparation of seminars/laboratories, topics, essays, portfolio					13
Other activities					4
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					69
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	- Statistics
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector, internet access, computers

6. Learning outcomes

Knowledge	The student/graduate applies quantitative techniques for optimal decision-making in economic and social systems.
	The student/graduate develops practices for applying economic techniques and tools to conduct economic and financial analyses and forecasts and applies quantitative methods for data analysis through testing and interpreting econometric models.

Skills	The student/graduate analyzes the concepts, models, and methods for forecasting socio-economic phenomena. The student/graduate identifies how to ensure the necessary tools for both quantitative and qualitative analysis of economic phenomena. The student/graduate efficiently uses software packages for data analysis using statistical and econometric methods, applying concepts, theories, principles, and tools for investigating economic and social phenomena and processes.
Responsibility and autonomy	The student/graduate demonstrates responsibility in ensuring the accuracy and integrity of statistical data by applying validation and verification techniques. The student/graduate applies statistical methods at the macroeconomic level and is able to autonomously deepen and apply relevant economic concepts and analyses. The student/graduate correctly formulates statistical problems and explains key indicators of resources and outcomes at the macroeconomic level, showing responsibility in analysis, and assumes responsibility for designing and conducting complex research, ensuring the relevance and accuracy of the results.

7. Contents

7.1. Course	Teaching methods	Observations
1. Course orientation, Q&A I. INTRODUCTION in Econometrics: definitions, concepts, econometric models, objects and method of econometrics;	Learning through examples Case studies Discussion Explanation	2h
2. Econometric models - general; Types of econometric models; Econometric datatypes and variables; Relationships between variables	Learning through examples Problematical Learning Case studies Discussion Explanation	2h
3. Random variables: Definition, continuous and discrete probability distribution, density distribution; Numerical characteristics (moments of order k, centered moments of order k, expectation/mean, dispersion/variance); Random vectors: marginal distributions, numerical characteristics, covariance matrix, correlation coefficient.	Learning through examples Problematical Learning Case studies Discussion Explanation	2h
4. Classical discrete and continuous distributions: binomial distribution, Poisson distribution, uniform density, gamma distribution, exponential distribution.	Learning through examples Problematical Learning Case studies Discussion Explanation	2h
5. Discrete and continuous distributions: - Normal distribution, - Student t-distribution, - Hi-square distribution, - Fisher Snedecor F-distribution.	Learning through examples Problematical Learning Case studies Discussion Explanation	2h

6. II. ELEMENTS OF MATHEMATICAL STATISTICS: Descriptive statistics vs. statistical inference	Learning through examples Problematical Learning Case studies Discussion Explanation	2h
7. Elements of theory of sampling, sample distributions, sample mean and sample dispersion	Learning through examples Problematical Learning Case studies Discussion Explanation	2h
8. Elements of estimation theory – Point estimates and confidence intervals	Learning through examples Problematical Learning Case studies Discussion Explanation	2h
9. Hypothesis testing: tests for dispersion and mean value (z-test, t-test, , F-test, Hi-square - test)	Learning through examples Problematical Learning Case studies Discussion Explanation	2h
10. III. UNIFACTORIAL ECONOMETRIC MODEL - the classical simple linear regression model: Specification, definition and identification; types of errors. The fundamental assumptions of the model, the BLUE estimators, linearity assumptions, assumptions about variables, assumptions on the error.	Learning through examples Problematical Learning Case studies Discussion Explanation	2h
11. Estimation of model parameters: Least square method, normal equation system; Properties of estimators obtained by LSM; Graphical representation; scattering diagram; Economic interpretation of estimated parameters; Confidence intervals.	Learning through examples Problematical Learning Case studies Discussion Explanation	2h
12. Testing the econometric model: hypothesis testing (test "d" Durbin Watson); Testing the parameter significance ("t" test); Testing the validity of the econometric model (test "F").	Learning through examples Problematical Learning Case studies Discussion Explanation	2h
13. Excel tools for data interpretation and analysis of econometric models: Regression statistics; Estimators of coefficients; ANOVA table.	Learning through examples Problematical Learning Case studies Discussion Explanation	2h
14. Test		2h
Bibliography - Textbook1 (Required Textbook): David R. ANDERSON, Dennis J. SWEENEY, Thomas A. WILLIAMS, Statistics for Business and Economics, Cengage Learning Inc., second edition. Available e-book, recent edition. - Textbook1bis (Required Textbook): David M Diez, Christopher D Barr, Mine Cetinkaya-Rundel (2015). Open Intro Statistics (Third Edition). This textbook is available under a Creative Commons license.		

Visit [openintro.org](https://www.openintro.org/book/os/) for a free PDF; <https://www.openintro.org/book/os/>

- Textbook2: Jeffrey M. WOOLDRIDGE, Introductory Econometrics: A Modern Approach, International Edition. Available pdf, recent edition. ISBN-10: 0324788908, ISBN-13: 9780324788907, 2009. The textbook is available in the library, reading room and bookstore inside Romanian- American University (with Economic Applications & Data Sets Printed Access Card), 4thEdition (International Student edition).
- Textbook3: Damodar N. GUJARATI, Dawn C. PORTER, Basic Econometrics, International Edition, 2009. Available pdf, recent edition.
- Briefing notes by Din Marilena Aura:
 - “Econometrics Projects - Guide”
 - “Links for Econometrics resources”
 - “Examination paper - templates, with marking schemes”

Other Textbooks available in the library, reading room and bookstore inside Romanian-American University:

- Chris BROOKS, Introductory Econometrics for Finance, Cambridge University Press, New York, 2nd Edition, 2008
- Damodar GUJARATI, Econometrics by Example, Palgrave Macmillan, 2011
- Dimitrios ASTERIOU, Stephen G. HALL, Applied Econometrics, Palgrave Macmillan 2nd edition 2011
- William H. GREENE, Econometric Analysis, International Edition, Pearson Educational Limited, Macmillan Publishing Company, 7th edition, 2012

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Applications to Random variables, Numerical characteristics (moments of order k , centered moments of order k , expectation/mean, dispersion/variance);	Learning through examples Case studies, Conversation, Explanation, Exercises	2h
2. Applications to Random vectors: marginal distributions, numerical characteristics, covariance matrix, correlation coefficient.	Learning through examples Case studies, Conversation, Explanation, Exercises	2h
3. Discrete and continuous distributions: Normal distribution, Student t -distribution, Hi-square distribution, Fisher Snedecor F-distribution.	Learning through examples Case studies, Conversation, Explanation, Exercises	2h
4. Applications to Elements of theory of sampling, sample distributions, sample mean and sample dispersion.	Learning through examples Case studies, Conversation, Explanation, Exercises	2h
5. Applications to Elements of estimation theory - Point estimates and confidence	Learning through examples Case studies, Conversation, Explanation, Exercises	2h

intervals		
6. Applications to Hypothesis testing: tests for dispersion and mean value (Hi-square - test, F-test, z-test, t-test)	Learning through examples Case studies, Conversation, Explanation, Exercises	2h
7. Applications to Specification, definition and identification; types of errors. The fundamental assumptions of the model, the BLUE estimators; linearity assumptions, assumptions about variables, assumptions on the error.	Learning through examples Case studies, Conversation, Explanation, Exercises	2h
8. Applications to Estimation of model parameters: Least square method, normal equation system;	Learning through examples Case studies, Conversation, Explanation, Exercises	2h
9. Applications to Confidence intervals.	Learning through examples Case studies, Conversation, Explanation, Exercises	2h
10. Applications to Testing the econometric model: hypothesis testing (test "d" Durbin Watson); Testing the parameter significance ("t" test);	Learning through examples Case studies, Conversation, Explanation, Exercises	2h
11. Applications to Testing the econometric model: Testing the validity of the econometric model (test "F").	Learning through examples Case studies, Conversation, Explanation, Exercises	2h
12. Applications to Excel tools for data interpretation and analysis of econometric models: Regression statistics;	Learning through examples Case studies, Conversation, Explanation, Exercises	2h
13. Applications to Excel tools for data interpretation and analysis of econometric models: Estimators of coefficients;	Learning through examples Case studies, Conversation, Explanation, Exercises	2h
14. Applications to Excel tools for data interpretation and analysis of econometric models: ANOVA table.	Learning through examples Case studies, Conversation, Explanation, Exercises	2h
Bibliography - Textbook1 (Required Textbook): David R. ANDERSON, Dennis J. SWEENEY, Thomas A. WILLIAMS, Statistics for Business and Economics, Cengage Learning Inc., second edition. Available e-book. - Textbook1bis (Required Textbook):		

David M Diez, Christopher D Barr, Mine Cetinkaya-Rundel (2015). OpenIntro Statistics (Third Edition). This textbook is available under a Creative Commons license. Visit [openintro.org](https://www.openintro.org/book/os/) for a free PDF. <https://www.openintro.org/book/os/>

- Textbook2: Jeffrey M. WOOLDRIDGE, Introductory Econometrics: A Modern Approach, International Edition. Available pdf. ISBN-10: 0324788908, ISBN-13: 9780324788907, 2009. The textbook is available in the library, reading room and bookstore inside Romanian- American University (with Economic Applications & Data Sets Printed Access Card), 4th Edition (International Student edition).
- Textbook3: Damodar N. GUJARATI, Dawn C. PORTER, Basic Econometrics, International Edition, 2009. Available pdf.
- Damodar GUJARATI, Econometrics by Example, Palgrave Macmillan, 2011
- Dimitrios ASTERIOU, Stephen G. HALL, Applied Econometrics, Palgrave Macmillan 2nd edition 2011
- William H. GREENE, Econometric Analysis, International Edition, Pearson Educational Limited, Macmillan Publishing Company, 7th edition, 2012

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The contents of the discipline meet the needs of the business environment and professional associations by forming basic skills regarding the empirical analysis of observation data, necessary in areas where the estimation, forecasting and validation of economic theories through econometric models are used. The content of the discipline is regularly discussed and updated together with business environment representatives.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (*/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/**):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- Simple Regression Analysis: Types of data and regression model, derivation of linear regression coefficients, Ordinary Least Squares (OLS) estimates, regression coefficients as random variables: expected values and variances of the OLS estimators, assumptions for Simple Linear Regression. estimating the error variance, t test of a hypothesis relating to a regression coefficient, confidence intervals, F test of goodness of fit, interpretation of a regression equation.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			INVESTMENT EFFICIENCY				
2.2.Course tutor							
2.3. Seminar tutor							
2.4.Year of study	2	2.5.Semester	2	2.6.Type of Assessment	E	2.7.Subject category	DS

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	2	3.3. seminar	1
3.4. Total hours/semester	42	out of which: 3.5. course	28	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					11
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					58
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate describes the theoretical and methodological basis for investment efficiency evaluation. The student/graduate explains the investment decision-making processes and distinguishes the activities and documentation required for the preparation of investment decisions. The graduate student demonstrates knowledge of the economic and financial cost-benefit analysis (CBA), the immobilization, static and dynamic indicators used in investment project evaluation, and how to integrate risk and uncertainty into investment decisions.
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Skills	The student/graduate evaluates the strategic foundation of the company's current activities in support of operational decisions.
	The student/graduate develops and plans strategies for the sustainable development of the enterprise, regardless of ownership type.
	The student/graduate applies cost-benefit analysis techniques, and to assess the effectiveness of investments, considering the time factor.
	The student/graduate uses methods and indicators to evaluate investment projects.
	The student/graduate has the ability to conduct sensitivity analysis for investment projects, and to select optimal investment decisions.
Responsibility and autonomy	The student/graduate constructs financial scenarios and proposes measures to improve the economic efficiency of the company or an investment project.
	The student/graduate assesses the current level of achievement of the company's economic and financial objectives and proposes measures to increase the efficiency of resource use, considering economic opportunities.
	The student/graduate evaluates the potential profitability of a new acquisition or investment project and proposes concrete actions for improving economic efficiency.

7. Contents

7.1. Course	Teaching methods	Observations
1. Investments and their role in the market economy	Lecturing, Discussions	2h
2. Theoretical and methodological basis of investment efficiency evaluation	Lecturing, Discussions	2h
3. Investment decision.	Lecturing, Discussions	2h
4. Activities and documentation necessary to prepare investment decisions.	Lecturing, Discussions	2h
5. Economic and financial cost-benefit analysis	Lecturing, Discussions	2h
6. Immobilization indicators	Lecturing, Discussions	2h
7. Methods and indicators that do not take into consideration the influence of the time on investment projects	Lecturing, Discussions, Collaborative Learning, Problem-Based Learning	2h
8. Static indicators	Lecturing, Discussions, Collaborative Learning, Problem-Based Learning	2h
9. Assessing the effectiveness and the impact of the time factor in investment and projects	Lecturing, Discussions, Collaborative Learning, Problem-Based Learning	2h
10. Methods, indicators and evaluation criteria of investment projects (Part 1)	Lecturing, Discussions, Collaborative Learning, Problem-Based Learning	2h
11. Methods, indicators and evaluation criteria of investment projects (Part 2)	Lecturing, Discussions, Collaborative Learning, Problem-Based Learning	2h
12. Methods and techniques for the integration of risk and uncertainty in preparing investment decisions and formulating options	Lecture, Explanation, Indirect exploration methods of the reality / Problem formulation	2h
13. Investments and their role in economic growth and development	Lecturing, Discussions	2h

14.Test	Evaluation	2h
Bibliography Zirra, D. (2012), <i>Investment's Efficiency Handbook - Theory and practice</i>, University Publishing House, Bucharest. Leach, C., Melicher, R.W. (2020), <i>Entrepreneurial Finance</i>, 7th Edition, Cengage. Mishan, E.J., & Quah, E. (2020). <i>Cost-Benefit Analysis</i> (6th ed.). Routledge. Michael, J.A. (June 2024). <i>Benefits of the Delta Conveyance Project: Implications for Decision-Makers and Financing</i>. University of the Pacific, Center for Business and Policy Research. Azudin, A.; Endut, W.A.; Mohd Noor, N.R.A.; Jusop, M.; Long, Y. (2024). Cost-Benefit Analysis in The Local Authorities and Effective Decision-Making in Public Investment. <i>Journal of Entrepreneurship and Business</i>, E-ISSN: 2289-8298, Vol. 12, Issue 1, pp. 32-42. Mar. 2024. - Benefit-Cost Analysis Guidance for Discretionary Grant Programs (November 2024). U.S. Department of Transportation. Drummond, M.F.; Sculpher, M.J.; Claxton, K.; Stoddart, G.L.; Torrance, G.W. (2015). <i>Methods for the Economic Evaluation of Health Care Programmes</i> (4th ed.). Oxford University Press. Burton, G.M. & Ellis, C.D. (2013), <i>The Elements of Investing</i>, Updated version. Wiley and Sons, Business and Economics. Rogers, S. & Makonnen, R. (2014), <i>Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur</i>, 3rd Edition. McGraw-Hill Professional Publishing Eastman Badger, R., Guthmann, H.G., Torgerson, H.W. (1963), <i>Investment Principles and Practices</i>, 5th Edition, Englewood Cliffs, N. J. Prentice-Hall, Inc. 1963, New York.		
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Costs, turnover, profit, profitability - a brief overview	Discussions, Explanation, Collaborative Learning, Problem-Based Learning, Exercises	2h
2. Immobilization indicators	Flipped Classroom, Explanation, Collaborative Learning, Problem-Based Learning, Exercises	2h
3. Substantiating the cost-benefit analysis (CBA) - team project	Flipped Classroom, Explanation, Collaborative Learning, Problem-Based Learning, Exercises	2h
4. Static indicators. The influence of time factor on investment projects	Flipped Classroom, Explanation, Collaborative Learning, Problem-Based Learning, Exercises	2h
5. Sensitivity analysis. Uncertainty and risk in investment process	Flipped Classroom, Explanation, Collaborative Learning, Problem-Based Learning, Exercises	2h
6. Selecting optimal the investment decision	Flipped Classroom, Explanation, Collaborative Learning, Problem-Based Learning, Exercises	2h
7. Project presentation.	Presentations, evaluation and feedback	2h
Bibliography Zirra, D. (2012), <i>Investment's Efficiency Handbook - Theory and practice</i>, University Publishing House, Bucharest. Leach, C., Melicher, R.W. (2020), <i>Entrepreneurial Finance</i>, 7th Edition, Cengage. Mishan, E.J., & Quah, E. (2020). <i>Cost-Benefit Analysis</i> (6th ed.). Routledge.		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The aim of developing discipline contents is to achieve a high degree of compatibility with other similar programs in different universities in the country and abroad. Also, during the drawing up of the program content were involved representatives of businesses and institutions where students perform their professional practice.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- Acquiring correctly the basic theoretical concepts and applying them in current activity (exercises and applications).
- Elaboration of a team project 1 (small team - maximum 2 students).
- Elaboration of a team project 2 (extended team - maximum 5 students).
- Course Test and Seminar Test.
- Attendance (minimum 80%, Courser and Seminars).
- Respecting deadlines for homework and projects.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	RESEARCH METHODS FOR BUSINESS AND ECONOMICS						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	I	2.5. Semester	2	2.6. Type of Assessment	E	2.7. Subject category	DS

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	1	3.3. seminar	1
3.4. Total hours/semester	28	out of which: 3.5. course	14	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					10
Additional library study, on specialized online platforms and on field study					10
Preparation of seminars/laboratories, topics, essays, portfolio					15
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					47
3.8. Total hours/semester					75
3.9. Number of credits					3

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate recognizes, chooses and applies scientific methods and techniques for conducting a study. The student/graduate explains and interprets various types of concepts, situations, processes, projects, etc. associated with the field of Economics and International Business.
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Skills	The student/graduate engages in the design or creation of new knowledge by formulating research-related questions, by researching, improving or developing concepts, theories, models, techniques, tools, software or operational methods, and by using scientific methods and techniques. The student/graduate applies scientific methods and techniques to investigate phenomena, acquiring new knowledge or correcting and integrating previous knowledge. The student/graduate uses models (descriptive or inferential statistics) and techniques (data extraction or machine learning) for the purpose of statistical analysis, as well as ICT tools to analyze data, discover correlations, and forecast trends.
Responsibility and autonomy	The student/graduate uses the concepts coherently and autonomously in order to develop the analysis and diagnosis studies on the functioning of the organization. The student/graduate contributes to the development and implementation of complex international projects, studies and analyses on the international economy, the international business environment and the international activity of a company. The student/graduate applies the principles, norms and values of professional ethics within his/her own rigorous, efficient and responsible work strategy.

7. Contents

7.1. Course	Teaching methods	Observations
1. The concept of business research and the importance of data collection techniques for the activity of an organization	Lecturing and discussing	2h
2. The investigative approach and the documentation of business decisions. Fundamental concepts Steps to be pursued by an organization	Lecturing and discussing	2h
3. The typology of investigation techniques that an organization can use. Documentary studies Qualitative techniques Quantitative techniques	Lecturing and discussing /Demonstration	2h
4. Harmonization of techniques used in business research. Scientific and financial restrictions in the selection of data collection techniques	Lecturing and discussing /Demonstration	2h
5. Methods of data analysis applicable according to data collection techniques and tools. Non-parametric and parametric options	Lecturing and discussing /Demonstration	2h
6. Presentation of statistical indicators with a special value for the interpretation of the collected data. Descriptive statistics. Advanced statistics.	Lecturing and discussing /Demonstration	2h
7. Test		2h

Bibliography

1. Anand, J., McDermott, G., Mudambi, R. and Narula, R., 2021. Innovation in and from emerging economies: New insights and lessons for international business research. *Journal of International Business Studies*, 52(4), pp.545-559.
2. Bell, E., Harley, B. and Bryman, A., 2022. *Business research methods*. Oxford university press.
3. Collis, J. and Hussey, R., 2021. *Business research: A practical guide for students*. Bloomsbury Publishing.
4. Duffett, R., Zaharia, R.M., Edu, T., Constantinescu, R., Negricea, C., 2024. Exploring the antecedents of artificial intelligence products' usage. The case of business students. *Amfiteatru Economic*, 26(65), pp.106-125.
5. Kehal, M., El Alfy, S. eds., 2021. *Data analytics in marketing, entrepreneurship, and innovation*. CRC press.
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7. Reuber, A.R. and Fischer, E., 2022. Putting qualitative international business research in context (s). *Journal of International Business Studies*, 53(1), pp.27-38.
8. Richter, N.F. and Hauff, S., 2022. Necessary conditions in international business research—Advancing the field with a new perspective on causality and data analysis. *Journal of World Business*, 57(5), p.101310.
9. Taherdoost, H., 2021. Data collection methods and tools for research; a step-by-step guide to choose data collection technique for academic and business research projects. *International Journal of Academic Research in Management (IJARM)*, 10(1), pp.10-38.
10. Turner, D., Ting, H., Wong, M.W., Lim, T.Y. and Tan, K.L., 2021. Applying qualitative approach in business research. *Asian Journal of Business Research*, 11(3), pp.1-13.
11. Zaharia, R., Zaharia, R.M., Edu, T., Costel Negricea, I., 2022. Exploring student satisfaction with online education during the covid-19 pandemic in romania: a logistic regression approach. *Transformations in Business & Economics*, 21(2), pp. 56

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Longitudinal business research versus cross-sectional research	Case study	2h
2. Investigation of secondary data sources	Case study	2h
3. In-depth interview and focus group. Projective techniques to be employed in qualitative research	Case study/Project	2h
4. Survey	Case study/Project	2h
5. Analysis techniques used in business research	Case study/Project	2h
6. Statistical indicators used in business research	Case study	2h
7. Presenting the business research results	Case study	2h

Bibliography

1. Anand, J., McDermott, G., Mudambi, R. and Narula, R., 2021. Innovation in and from emerging economies: New insights and lessons for international business research. *Journal of International Business Studies*, 52(4), pp.545-559.
2. Bell, E., Harley, B. and Bryman, A., 2022. *Business research methods*. Oxford university press.
3. Collis, J. and Hussey, R., 2021. *Business research: A practical guide for students*. Bloomsbury Publishing.
4. Duffett, R., Zaharia, R.M., Edu, T., Constantinescu, R., Negricea, C., 2024. Exploring the antecedents of artificial intelligence products' usage. The case of business students. *Amfiteatru Economic*, 26(65), pp.106-125.
5. Kehal, M., El Alfy, S. eds., 2021. *Data analytics in marketing, entrepreneurship, and innovation*. CRC press.
6. Popescu, F., Edu, T., Negricea, I. C., Zaharia, R., Zaharia, R. M., 2020. How Do Students Assess the Sustainability of Their University? A Comparison between Dutch and Romanian Students from Business Schools, *Amfiteatru Economic*, vol. 22, nr. 54, pp. 411-431, ISSN 1582-9146

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8. Richter, N.F. and Hauff, S., 2022. Necessary conditions in international business research—Advancing the field with a new perspective on causality and data analysis. Journal of World Business, 57(5), p.101310.
9. Taherdoost, H., 2021. Data collection methods and tools for research; a step-by-step guide to choose data collection technique for academic and business research projects. International Journal of Academic Research in Management (IJARM), 10(1), pp.10-38.
10. Turner, D., Ting, H., Wong, M.W., Lim, T.Y. and Tan, K.L., 2021. Applying qualitative approach in business research. Asian Journal of Business Research, 11(3), pp.1-13.
11. Zaharia, R., Zaharia, R.M., Edu, T., Costel Negricea, I., 2022. Exploring student satisfaction with online education during the covid-19 pandemic in romania: a logistic regression approach. Transformations in Business & Economics, 21(2), pp. 56

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The content of this course pursues a significant matching with courses taught in other national and international universities. Also, members of the business environment were involved in its elaboration. The knowledge delivered at this course will ease the building of a way of thinking to be successfully applied for collecting data necessary for making pertinent business decisions.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- The correct understanding of the basic theoretical constructs and applying them in solving some applications
- Drafting a project

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	FOREIGN LANGUAGES
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	SPANISH AND COMMERCIAL CORRESPONDENCE 2						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	2	2.5. Semester	2	2.6. Type of Assessment	V	2.7. Subject category	DC

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	2	out of which: 3.2. course		3.3. seminar	2
3.4. Total hours/semester	28	out of which: 3.5. course		3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					15
Additional library study, on specialized online platforms and on field study					10
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					47
3.8. Total hours/semester					75
3.9. Number of credits					3

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate distinguishes linguistic standards and norms, as well as terminology specific to commercial correspondence in the foreign language. The student/graduate identifies the linguistic and terminological features specific to commercial correspondence in the foreign language.
Skills	The student/graduate applies linguistic registers and variations specific to commercial correspondence in the foreign language. The student/graduate interprets cultural references appropriately and adopts a broader perspective on cultural diversity.

Responsibility and autonomy	The student/graduate uses appropriate expressions and vocabulary in commercial correspondence in the foreign language.
	The student/graduate independently uses specialized terminology in commercial correspondence in the foreign language and identifies the appropriate terminology to be used.

7. Contents

7.1. Course	-	-
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. En el aeropuerto, texto, vocabulario, el verbo: el futuro de indicativo. http://memsource.com	Problem-solving Conversation Explanation Observation Exercises	2 h
2. Dar instrucciones, solicitar y valorar servicios.	Problem-solving Conversation Explanation Observation Exercises	2 h
3. Invitar y aceptar y rechazar invitaciones, ejercicios.	Problem-solving Conversation Explanation Observation Exercises	2 h
4. Una entrevista de trabajo, texto, vocabulario, el verbo: el pretérito perfecto de indicativo. http://recursos.cnice.mec.es/lengua/profesores/eso1/t1/teoria_1.htm	Problem-solving Conversation Explanation Observation Exercises	2 h
5. Los departamentos de una empresa, expresar problemas y proponer soluciones, hablar de los derechos y deberes de trabajadores y empresarios.	Problem-solving Conversation Explanation Observation Exercises	2 h
6. El curriculum vitae europeo, ofertas de empleo, ejercicios.	Problem-solving Conversation Explanation Observation Exercises	2 h
7. . España en la Unión Europea, texto, vocabulario, el verbo: el pretérito indefinido de indicativo – formas y usos. https://economipedia.com/definiciones/factores-de-produccion.html	Problem-solving Conversation Explanation Observation Exercises	2 h
8. Solicitar un empleo, ejercicios.	Problem-solving Conversation	2 h

	Explanation Observation Exercises	
9. En el banco, texto, vocabulario relacionado con el banco y el dinero. https://economianivelusuari.com/2013/05/22/que-es-un-input/	Problem-solving Conversation Explanation Observation Exercises	2 h
10. Oposición pretérito indefinido/perfecto.	Problem-solving Conversation Explanation Observation Exercises	2 h
11. Hablar de la trayectoria de una empresa, valorar una acción, expresar seguridad y obligación, ejercicios.	Problem-solving Conversation Explanation Observation Exercises	2 h
12. La ciudad de Madrid, texto, vocabulario. Mostrar acuerdo y desacuerdo, hacer sugerencias y aconsejar, el verbo: el imperfecto de indicativo, ejercicios	Problem-solving Conversation Explanation Observation Exercises	2 h
13. Repaso final	Problem-solving Conversation Explanation Observation Exercises	2 h
14. Written test	Assessment	2 h

Bibliography

1. Bunoro, Aura-Cristina; Șofei, Mihaela; Drăgan, Daniela; Dragnea, Monica; Zaharescu, Ana-Maria – Primeros pasos, Editura Universitară, București, 2008.
2. Camacho, M. Pilar – Español profesional y de los negocios: Manual práctico de comunicación empresarial, Edelsa Grupo Didascalía, Madrid, 2021.
3. González Hermoso, Alicia – Correspondencia comercial en español, Editorial Edinumen, Madrid, 2020.
4. Martínez, Marta; Navarro, Teresa – Curso de español para negocios: nivel intermedio-avanzado, SGEL, Madrid, 2022.
5. Palencia Villa, Juan Carlos – Español para profesionales del comercio internacional, Difusión, Barcelona, 2023.
6. Sánchez Lobato, Jesús; Sierra, José Ramón – Comunicación y negociación en español de los negocios, Edelsa, 2020.
7. Téllez, Jesús – Manual práctico de redacción en español para la empresa, Arco/Libros, Madrid, 2021.

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The subject content was discussed with representatives of the business environment

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			100%
9.4. Course	Frequency and Performance	Active course attendance	-
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	100%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			
Written test (written test / project / paper / case study / monograph, etc.)			
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- Knowledge of fundamental theoretical elements and the ability to solve basic applications in English communication within the context of economic activities.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			SPECIALIZED INTERNSHIP					
2.2.Course tutor								
2.3. Seminar tutor								
2.4.Year of study	2	2.5.Semester	2	2.6.Type of Assessment	C	2.7.Subject category	DS	

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	6	out of which: 3.2. course		3.3. seminar	6
3.4. Total hours/semester	84	out of which: 3.5. course		3.6. seminar	84
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					-
Additional library study, on specialized online platforms and on field study					-
Preparation of seminars/laboratories, topics, essays, portfolio					4
Other activities					-
Tutoring hours					-
Examinations					2
3.7. Total hours/ individual study					-
3.8. Total hours/semester					75
3.9. Number of credits					3

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate identifies and analyzes theories, concepts, and tools necessary for managerial processes in correlation with the organizational environment. The student/graduate analyzes the economic processes in businesses through the appropriate use of international, European and national regulations.
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Skills	The student/graduate contributes to the development and implementation of economic and business policies at national and international level. The student/graduate works efficiently in diverse teams and promotes a collaborative environment.
Responsibility and autonomy	The student/graduate uses concepts coherently and autonomously to develop analytical and diagnostic reports regarding organizational functioning. The student/graduate contributes to the development and implementation of complex international projects, studies, and analyses concerning international economics, the international business environment, and the international activity of companies. The student/graduate applies the principles, norms and values of professional ethics within his/her own rigorous, efficient and responsible work strategy.

7. Contents

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Studying the management of the company or institution where the internship is carried out. 2. To know the main types of contracts used in the company's current activity. 3. Familiarization with the legislation in the field in which the company operates and/or in the field of international economic relations. 4. Understanding the main types of financial operations used in the company's activity. 5. Aspects regarding the efficiency of economic activity at a national and/or international level. 5. Identification and evaluation of risk factors and their impact on the company. 6. Involvement in the development of export-import operations. 7. Participation in the preparation of business plans and feasibility studies.		Using the acquired knowledge, methods, techniques, tools and procedures during the internship period by drawing up an internship project. 90h

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The structure of the project was developed by consulting the teaching staff of the department, as well as specialists in the field of international affairs.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
9.4. Course	-	-	-
9.5. Seminar		Applicative activities, case studies, papers, practical works, monographs etc.	100%

9.6. Minimum performance standard

To prepare an individual paper/internship project that contains: presentation of the profile of the company, general elements regarding the management, organization and marketing of the company, analysis of economic and financial indicators, as well as an analysis of the activity carried out during the internship period, preferably having international implications.

Presentation of the internship certificate

To pass the discipline, it is necessary to obtain a final grade of at least 5 (five).

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	LEGAL SCIENCES
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	EU LAW						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	2	2.5. Semester	2	2.6. Type of Assessment	E	2.7. Subject category	DC

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					12
Additional library study, on specialized online platforms and on field study					10
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					44
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate understands the historical development and foundational principles of the European Union. The student/graduate explains the structure and functioning of key EU institutions (European Commission, European Parliament, Council of the EU, Court of Justice of the EU, etc.). The student/graduate describes the sources of EU law, including primary law (Treaties), secondary law (regulations, directives, decisions), and case law. The student/graduate understands the principles of supremacy, direct effect, subsidiarity, and proportionality within the EU legal order. The student/graduate explains the internal market freedoms (free movement of goods, persons, services, and capital) and competition law. The student/graduate recognizes the impact of EU law on member states and their legal systems.
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Skills	The student/graduate analyzes and interprets EU legal texts, treaties, regulations, and court judgments.
	The student/graduate applies principles of EU law to factual scenarios and legal problems.
	The student/graduate conducts research on EU legal issues using appropriate legal databases and sources.
	The student/graduate communicates complex legal arguments clearly and effectively, both orally and in writing.
	The student/graduate critically evaluates the role of the EU in contemporary legal and political contexts.
Responsibility and autonomy	The student/graduate demonstrates the ability to work independently on legal research and problem-solving tasks related to EU law.
	The student/graduate takes responsibility for continuing personal and professional development in European legal studies.
	The student/graduate collaborates effectively in group discussions and projects involving EU legal issues.
	The student/graduate shows ethical awareness and responsibility when discussing or applying EU law, especially regarding human rights, democracy, and the rule of law within the EU framework.

7. Contents

7.1. Course	Teaching methods	Observations
1. The Historical Development and Foundations of the European Union	lectures with Socratic dialogue, case method teaching	2h
2. EU Institutions and Decision-Making Processes	lectures with Socratic dialogue, case method teaching	2h
3. Law-Making in the EU: Sources and Legislative Procedures	lectures with Socratic dialogue, case method teaching	2h
4. General Principles of EU Law: Direct Effect and Legal Certainty	lectures with Socratic dialogue, case method teaching	2h
5. General Principles of EU Law: Supremacy of EU Law	lectures with Socratic dialogue, case method teaching	2h
6. Subsidiarity and Proportionality in EU Governance	lectures with Socratic dialogue, case method teaching	2h
7. Judicial Review: The Preliminary Ruling Procedure (Art. 267 TFEU)	lectures with Socratic dialogue, case method teaching	2h
8. Enforcement of EU Law: Infringement Procedures (Art. 258–260 TFEU)	lectures with Socratic dialogue, case method teaching	2h
9. Annulment Actions and Judicial Remedies in the EU (Art. 263 TFEU)	lectures with Socratic dialogue, case method teaching	2h
10. The Internal Market: Free Movement of Goods and Persons	lectures with Socratic dialogue, case method teaching	2h
11. The Internal Market: Free Movement of Services and Capital	lectures with Socratic dialogue, case method teaching	2h
12. EU Competition Law: Antitrust, Abuse of Dominance, and Merger Control	lectures with Socratic dialogue, case method teaching	2h
13. The Future of EU Law: Challenges and Reform Debates	lectures with Socratic dialogue, case method teaching	2h
14. Test		2h
Bibliography Chalmers, D., Davies, G., & Monti, G. European Union Law: Text and Materials, 4th Edition, Cambridge University Press, 2024.		

Craig, P., & de Búrca, G.

- EU Law: Text, Cases, and Materials, 7th Edition, Oxford University Press, 2021.

Klamert, M.

- EU Treaties and the Charter of Fundamental Rights: A Commentary, Oxford University Press, 2020.

Wouters, J., de Meester, B., & Ruys, T.

- Cases, Materials and Text on National, Supranational and International Tort Law, 3rd Edition, Hart Publishing, 2022.

Cardwell, P. (Eds.)

- Research Handbook on the Politics of EU Law, Edward Elgar Publishing, 2023.

Barnard, C.

- The Substantive Law of the EU: The Four Freedoms, 5th Edition, Oxford University Press, 2021.

Arnall, A.

- The European Union and Its Court of Justice, 4th Edition, Oxford University Press, 2020.

Weatherill, S.

- Cases and Materials on EU Law, 13th Edition, Oxford University Press, 2022.

Official websites of the EU institutions

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. The Historical Development and Foundations of the European Union Origins of the EU, key treaties (Treaty of Rome, Maastricht, Lisbon), enlargement, and integration milestones	problem-based learning (PBL), group work and simulations, debates and roundtable discussions	2h
2. EU Institutions and Decision-Making Processes Roles and interplay of the European Commission, European Parliament, Council of the EU, European Council, and Court of Justice of the EU (CJEU)	problem-based learning (PBL), group work and simulations, debates and roundtable discussions	2h
3. Law-Making in the EU: Sources and Legislative Procedures Primary and secondary sources of EU law; ordinary and special legislative procedures	problem-based learning (PBL), group work and simulations, debates and roundtable discussions	2h

4. General Principles of EU Law: Direct Effect and Legal Certainty The doctrine of direct effect, vertical vs. horizontal application, key CJEU cases (e.g., Van Gend en Loos)	problem-based learning (PBL), group work and simulations, debates and roundtable discussions	2h
5. General Principles of EU Law: Supremacy of EU Law Doctrine of supremacy over national law, key judgments (e.g., Costa v ENEL), and national constitutional tensions	problem-based learning (PBL), group work and simulations, debates and roundtable discussions	2h
6. Subsidiarity and Proportionality in EU Governance Definitions, applications in legislative review, and checks on EU competence	problem-based learning (PBL), group work and simulations, debates and roundtable discussions	2h
7. Judicial Review: The Preliminary Ruling Procedure (Art. 267 TFEU) The role of national courts, binding interpretations, and the importance of judicial dialogue	problem-based learning (PBL), group work and simulations, debates and roundtable discussions	2h
8. Enforcement of EU Law: Infringement Procedures (Art. 258–260 TFEU) The Commission’s role, stages of the procedure, and penalties for non-compliance	problem-based learning (PBL), group work and simulations, debates and roundtable discussions	2h
9. Annulment Actions and Judicial Remedies in the EU (Art. 263 TFEU) Who can bring actions, grounds for annulment, and consequences of annulled acts	problem-based learning (PBL), group work and simulations, debates and roundtable discussions	2h
10. The Internal Market: Free Movement of Goods and Persons Customs union, non-tariff barriers, mutual recognition, worker mobility, and residence rights	problem-based learning (PBL), group work and simulations, debates and roundtable discussions	2h
11. The Internal Market: Free Movement of Services and Capital Cross-border service provision, financial integration, and restrictions on capital flows	problem-based learning (PBL), group work and simulations, debates and roundtable discussions	2h

12. EU Competition Law: Antitrust, Abuse of Dominance, and Merger Control Articles 101 and 102 TFEU, key decisions and enforcement mechanisms	problem-based learning (PBL), group work and simulations, debates and roundtable discussions	2h
13. The Future of EU Law: Challenges and Reform Debates Rule of law concerns, democratic legitimacy, rise of nationalism, and potential treaty reforms	problem-based learning (PBL), group work and simulations, debates and roundtable discussions	2h
14. Test		2h
Bibliography Chalmers, D., Davies, G., & Monti, G. - European Union Law: Text and Materials, 4th Edition, Cambridge University Press, 2024. Craig, P., & de Búrca, G. - EU Law: Text, Cases, and Materials, 7th Edition, Oxford University Press, 2021. Klamert, M. - EU Treaties and the Charter of Fundamental Rights: A Commentary, Oxford University Press, 2020. Wouters, J., de Meester, B., & Ruys, T. - Cases, Materials and Text on National, Supranational and International Tort Law, 3rd Edition, Hart Publishing, 2022. Cardwell, P. (Eds.) - Research Handbook on the Politics of EU Law, Edward Elgar Publishing, 2023. Barnard, C. - The Substantive Law of the EU: The Four Freedoms, 5th Edition, Oxford University Press, 2021. Arnall, A. - The European Union and Its Court of Justice, 4th Edition, Oxford University Press, 2020. Weatherill, S. - Cases and Materials on EU Law, 13th Edition, Oxford University Press, 2022. Official websites of the EU institutions		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

To ensure the course remains relevant and aligned with current professional standards, the subject content is continuously enhanced by integrating feedback and expectations from representatives of epistemic communities, professional associations, and key employers in the field of EU law. This collaboration helps tailor the curriculum to meet the practical skills, ethical considerations, and knowledge demanded by legal practitioners, policymakers, and academic experts, thereby preparing students effectively for careers in law, governance, and international relations.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- a satisfactory understanding of the fundamental principles of EU law, including its institutions, legal doctrines, and key case law.
- participate in class discussions, complete all assigned readings, and successfully pass assessments such as exams, case briefs, or written assignments with a minimum grade set in advance.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			SERVICES MARKETING					
2.2.Course tutor								
2.3. Seminar tutor								
2.4.Year of study	1	2.5.Semester	2	2.6.Type of Assessment	E	2.7.Subject category	DF	

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					12
Additional library study, on specialized online platforms and on field study					8
Preparation of seminars/laboratories, topics, essays, portfolio					12
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					44
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate identifies and understands the key characteristics of services and their implications for marketing strategy.
	The student/graduate acquires theoretical and practical knowledge about the extended marketing mix (7Ps) in service contexts.
	The student/graduate understands consumer behavior in service environments and the role of service quality, customer satisfaction, and loyalty.

Skills	The student/graduate is able to develop and implement marketing strategies tailored to different categories of services (e.g., hospitality, healthcare, banking). The student/graduate applies tools such as service blueprints, CRM systems, and quality measurement instruments (e.g., SERVQUAL). The student/graduate analyzes the effectiveness of communication, pricing, and distribution strategies in service contexts.
Responsibility and autonomy	The student/graduate demonstrates autonomy in designing service marketing campaigns and evaluating their impact. The student/graduate assumes professional responsibility in managing customer relationships, promoting service excellence, and addressing ethical considerations. The student/graduate acts proactively in identifying and responding to service marketing challenges in dynamic and digital environments.

7. Contents

7.1. Course	Teaching methods	Observations
1. Introduction to Services Marketing	Lecture, guided discussion	2h
2. Characteristics of Services and Marketing Implications	Lecture, case examples	2h
3. Consumer Behavior in Services	Lecture, video-based analysis	2h
4. The Extended Marketing Mix (7Ps)	Lecture, comparative charts	2h
5. Product and Service Design	Lecture, case analysis	2h
6. Pricing Strategies for Services	Lecture, interactive modeling	2h
7. Service Distribution and Delivery	Lecture, process mapping	2h
8. Communication and Promotion in Services	Lecture, ad breakdown	2h
9. Managing People and Physical Evidence	Lecture, HR-focused examples	2h
10. Service Quality and the SERVQUAL Model	Lecture, simulation feedback	2h
11. Customer Relationship Management in Services	Lecture, CRM tools overview	2h
12. Technology and Digital Transformation in Services	Lecture, digital showcase	2h
13. Innovation in Service Industries	Lecture, trend spotting	2h
14. Test	Written assessment	2h
Bibliography		
1. Lovelock, C., & Wirtz, J. (2022). <i>Services Marketing: People, Technology, Strategy</i> (9th ed.). Pearson. 2. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). <i>Services Marketing: Integrating Customer Focus Across the Firm</i> (8th ed.). McGraw-Hill Education. 3. Fitzsimmons, J. A., & Fitzsimmons, M. J. (2019). <i>Service Management: Operations, Strategy, Information Technology</i> (9th ed.). McGraw-Hill Education. 4. Grönroos, C. (2015). <i>Service Management and Marketing: Managing the Service Profit Logic</i> (4th ed.). Wiley.		

5. Hoffman, K. D., & Bateson, J. E. G. (2020). *Services Marketing: Concepts, Strategies & Cases* (5th ed.). Cengage Learning.
6. Vargo, S. L., & Lusch, R. F. (2016). *Service-Dominant Logic: Premises, Perspectives, Possibilities*. Cambridge University Press.
7. Wirtz, J. (2023). *Winning in Service Markets: Success through People, Technology, and Strategy* (3rd ed.). World Scientific Publishing.
8. Edvardsson, B., & Enquist, B. (2017). *Values-Based Service for Sustainable Business: Lessons from IKEA*. Routledge.
9. Rust, R. T., & Huang, M.-H. (2014). *The Service Revolution and the Transformation of Marketing Science*. *Marketing Science*, 33(2), 206–221.
10. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). *SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality*. *Journal of Retailing*, 64(1), 12–40.

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Mapping the Service Process	Group work, flowchart design	2h
2. Service Blueprint Development	Canvas templates, teamwork	2h
3. Evaluating Customer Expectations	Role play, feedback analysis	2h
4. Case Study: Hospitality Services	Case study, guided debate	2h
5. Pricing Simulation for Service Packages	Excel-based simulation	2h
6. Designing CRM Communication for Service Clients	Writing workshop, CRM demo	2h
7. Exploring Physical Evidence in Service Settings	Field observation, photo analysis	2h
8. Managing Difficult Customer Interactions	Scenario-based role play	2h
9. Measuring Perceived Service Quality	Questionnaire design, SERVQUAL	2h
10. Developing Promotional Content for Services	Visual creation, Canva tools	2h
11. Service Innovation Challenge	Brainstorming, design thinking	2h
12. Trends in Global Service Markets	Presentation, discussion	2h
13. Final Project Presentation	Oral presentation, peer evaluation	2h
14. Feedback and Course Wrap-Up	Self-evaluation, synthesis session	2h

Bibliography

1. Tuten, T. L., & Solomon, M. R. (2021). *Social Media Marketing* (4th ed.). Sage Publications.
2. Ryan, D. (2022). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* (6th ed.). Kogan Page.
3. Kingsnorth, S. (2022). *Digital Marketing Strategy: An Integrated Approach to Online Marketing* (3rd ed.). Kogan Page.
4. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.). Pearson Education.

5. Dahl, S. (2021). Social Media Marketing: Theories and Applications. Sage.
6. Landa, R. (2021). Advertising by Design: Generating and Designing Creative Ideas Across Media (4th ed.). Wiley.
7. Clatworthy, S. (2013). Service Innovation Through Touch-points: Development of an Innovation Toolkit for the First Stages of New Service Development. International Journal of Design, 7(4), 15–28.
8. Bitner, M. J., Ostrom, A. L., & Morgan, F. N. (2008). Service Blueprinting: A Practical Technique for Service Innovation. California Management Review, 50(3), 66–94.
9. Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing, 80(6), 69–96.
10. McColl-Kennedy, J. R. et al. (2015). Customer Experience Management in B2B: A Practice-Based Perspective. Industrial Marketing Management, 50, 122–135.

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The course content has been developed in accordance with the evolving needs of epistemic communities, professional associations such as the American Marketing Association (AMA) and the European Marketing Confederation (EMC), as well as key employers in the services sector (e.g., hospitality, financial services, healthcare, IT support, consulting). Emphasis is placed on customer experience management, service quality, digitalization, and service innovation, which are core priorities for service organizations worldwide. The curriculum integrates feedback from employers, alumni, and industry experts to ensure that students gain the practical competencies and strategic mindset required to address complex marketing challenges in service-based industries.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/****):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/**):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

To pass the course, students must prove their ability to explain the specific characteristics of services and apply the extended marketing mix (7Ps) in basic case scenarios. They must also demonstrate the ability to analyze service quality using appropriate tools. A minimum score of 50% is required in both seminar work and the final evaluation.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	INFORMATICS, STATISTICS, MATHEMATICS
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	DATA ANALYSIS SYSTEMS						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study		2.5. Semester	2	2.6. Type of Assessment	E	2.7. Subject category	DC

3. Estimated total hours (teaching hours/semester)

2.8. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					20
Additional library study, on specialized online platforms and on field study					8
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					2
Tutoring hours					2
Examinations					2
3.7. Total hours/ individual study					44
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate describes the main concepts, methods, techniques and tools for data analysis. The student/graduate describes and explains the particularities of data analysis systems (SAA) used in the economic field.
Skills	The student/graduate applies specific methods and techniques for data preparation, data processing and personalisation of data processing results using SAS.

Responsibility and autonomy	The student/graduate uses concepts, methods and software tools specific to data processing in the economic and social field.
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7. Contents

7.1. Course	Teaching methods	Observations
Presentation of the structure of the course, the content of the subject sheet and the working methods in the course/seminar. 1. Introduction to data analysis Specific principles and approaches Data analysis tools Data analysis techniques and methods Data analysis process	Problem proposal and solving Conversation Explanation Directed observation Exercises Quizzes	2h
2. Data analysis systems Basic concepts of data analysis systems SAS - Architecture, components, characteristics		2h
3. SAS Enterprise Guide - Overview Default interface and programming interface Structure and objects of a SAS EG project		2h
4. SAS Enterprise Guide - Accessing Data SAS Enterprise Guide supported data formats Data input/display formats, missing values and metadata Local data and remote data Adding SAS data to a project Importing data from a text file		2h
5. Preparing data for analysis Data interrogation Creating a query and adding columns		2h
6. Preparing data for analysis Filtering data in a query Joining tables in a query		2h
7. Data processing and personalisation of results General characteristics of data procedures Generation of statistics Summary Creating and applying custom formats Creation of graphs		2h
8. Principal components analysis General considerations Mathematical model of the principal components Geometric method		2h
9. Principal components analysis The properties of the main components Application of principal component analysis		2h

Correlation between initial variables and principal components		
10. Factor analysis General considerations The mathematical model of factor analysis Choice of the number of common factors		2h
11. Factor analysis Factor analysis model estimation Factor scores Difference between principal component analysis and factor analysis		2h
12. Correspondence analysis General considerations Contingency tables Building profiles		2h
13. Correspondence analysis Independence and the hy- quadratic test Inertia. Dimensionality reduction Interpretation of the graphical result of correspondence analysis		2h
14. Knowledge assessment test		2h
Bibliography 1. Dileep K. Panda, <i>An Introduction to the SAS System</i> , http://www.iiwm.res.in/naip-nars/SAS_Training_Material.pdf 2. <i>Introduction to SAS Enterprise Guide</i> , https://www.sas.com/storefront/aux/en/spstateg/57255_excerpt.pdf 3. Tomar, R.S., Rajender Parsad, Seema Jaggi, Sanju and Sachin Kumar, <i>SAS Enterprise Guide: An overview</i> , I.A.S.R.I. , Library Avenue, New Delhi – 110 012, https://sscnars.icar.gov.in/sas_manual/11-SAS_Enterprise_Guide.pdf 4. Lawrence S. Meyers, Glenn Gamst and A. J. Guarino, <i>Data Analysis Using SAS Enterprise Guide</i> , Cambridge University Press, https://assets.cambridge.org/97805211/30073/frontmatter/9780521130073_frontmatter.pdf 5. Odusami, B. O. (2024). <i>Financial Data Science with SAS</i> . Statele Unite ale Americii: SAS Institute, ISBN: 9781685800154, 1685800157		
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. 1. Introduction, orientation, Q&A. Linear algebra review - types of matrices, matrix operations, rank of a matrix, determinant and inverse of a matrix, vectors and eigenvalues, linear spaces, linear dependence and independence.	Problem proposal and solving Conversation Explanation Directed observation Exercises Quizzes	2h
2. 2. Elements of statistics and probability theory required in data analysis - indicators of central tendency and variability, transformations applied to primary data.		2h
3. 3. Presentation of the advanced features of the Microsoft Excel software package - mathematical, logical, matrix, statistical functions, user-defined functions, working with the Data menu (Form, Sort, Filter, Scenarios, Pivot Table, Data Analysis).		2h
4. 4. Using the SAS Enterprise Guide software package facilities - interface, importing non-SAS files and creating SAS		2h

data tables		
5. 5. Using the SAS Enterprise Guide software package facilities - creating a query and adding columns		2h
6. 6. Using SAS Enterprise Guide software package facilities - filtering data within a query, joining tables within a query		2h
7. 7. Using the SAS Enterprise Guide software package facilities - creating and using parameters in a query		2h
8. 8. Use of SAS Enterprise Guide software package facilities - statistical processing, reports, graphs, customization of results		2h
9. 9. Using SAS functions to extract principal components		2h
10. 10. Interpretation of the outputs obtained by calling the functions dedicated to the extraction of principal components		2h
11. 11. Factor analysis: preparing data for factor analysis, partial correlations, interpreting results		2h
12. 12. Applying correspondence analysis - the two-dimensional case: data preparation, contingency tables, building profiles		2h
13. 13. Correspondence analysis - size reduction, interpretation of the graphical result of the correspondence analysis		2h
14. 14. Review. Project presentation.		2h
Bibliography		
1. Dileep K. Panda, <i>An Introduction to the SAS System</i> , http://www.iwmm.res.in/naip-nars/SAS_Training_Material.pdf		
2. <i>Introduction to SAS Enterprise Guide</i> , https://www.sas.com/storefront/aux/en/spstateg/57255_excerpt.pdf		
3. Thomas, K. (2024). <i>The Simple Guide to SAS: From Null to Novice</i> . Statele Unite ale Americii: SAS Institute, ISBN: 9781685800116, 1685800114		
4. Dhingra, V. (2024). <i>Ultimate Statistical Analysis System (SAS) for Data Analytics: Enhance Your Data Analytics Skills, Optimize Workflows, and Drive Informed Decision-Making Across the Data Landscape with SAS</i> . India: Orange Education Pvt Limited, ISBN: 9788197396601, 8197396604		
5. Tomar, R.S., Rajender Parsad, Seema Jaggi, Sanju and Sachin Kumar, <i>SAS Enterprise Guide: An overview</i> , I.A.S.R.I. , Library Avenue, New Delhi – 110 012, https://sscnars.icar.gov.in/sas_manual/11-SAS_Enterprise_Guide.pdf		
6. Lawrence S. Meyers, Glenn Gamst and A. J. Guarino, <i>Data Analysis Using SAS Enterprise Guide</i> , Cambridge University Press, https://assets.cambridge.org/97805211/30073/frontmatter/9780521130073_frontmatter.pdf		
7. Iordache M., <i>Materiale didactice în format digital</i>		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

Yes, the content of the discipline is regularly discussed and updated together with business environment representatives. All practical applications (labs/seminars) are based on the latest software packages with world wide recognition level (eg. MS Office for office applications, MathLab).

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Correct acquisition of basic theoretical notions and their application in solving simple applications. Active participation in seminars. Participation in one of the project teams. Passing the exam is done by obtaining at least 5 (five), with one point awarded ex officio.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	DEPARTMENT OF TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			ETHICS AND ACADEMIC INTEGRITY					
2.2.Course tutor								
2.3. Seminar tutor								
2.4.Year of study	2	2.5.Semester	2	2.6.Type of Assessment	E	2.7.Subject category	DC	

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					11
Additional library study, on specialized online platforms and on field study					10
Preparation of seminars/laboratories, topics, essays, portfolio					11
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					44
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate uses the theoretical methodology of scientific research, consisting of conducting background research, building a hypothesis, testing it, analyzing data and substantiating the results. The student/graduate thinks synthetically demonstrates the ability to use concepts to create and understand generalizations and to correlate or connect them to other elements, events or experiences. The student/graduate recognizes, chooses and uses methods, research techniques and statistical practices, such as collecting, organizing, analyzing, interpreting and presenting data, to carry out a study.
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Skills	The student/graduate engages in the conception or creation of new knowledge by formulating research questions, by researching, improving or developing concepts, theories, models, techniques, instruments, software or operational methods and by using scientific methods and techniques.
	The student/graduate applies scientific methods and techniques to investigate phenomena, acquiring new knowledge or correcting and integrating previous knowledge.
	The student/graduate applies fundamental ethical principles and legislation in the field of scientific research, including issues related to the integrity of research. The student/graduate applies methodological and theoretical models specific to economic sciences.
Responsibility and autonomy	The student/graduate writes and edits scientific texts, scientific and academic papers on various topics, avoiding misconduct such as falsification and plagiarism.
	The student/graduate identifies, through critical thinking, the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

7. Contents

7.1. Course	Teaching methods	Observations
1. Ethics, academic integrity and social responsibility – conceptual boundaries, importance, principles and implications	Lecture/interactive course/case studies	2h
2. Ethical dilemmas specific to academia. The process of resolving ethical dilemmas.	Lecture/interactive course/case studies	2h
3. Aspects, ethical dilemmas and unethical behaviors specific to teaching and assessment activities in higher education.	Lecture/interactive course/case studies	2h
4. Aspects, ethical dilemmas and unethical behaviors specific to research activities	Lecture/interactive course/case studies	2h
5. Legal regulations regarding academic ethics	Lecture/interactive course/case studies	2h
6. Rules and good practices regarding ethics, academic integrity and social responsibility in higher education	Lecture/interactive course/case studies	2h
7. Integrity in the higher education system and scientific research	Lecture/interactive course/case studies	2h
8. Code of ethics and academic integrity – a guide for students and teaching staff	Lecture/interactive course/case studies	2h
9. Other tools for protecting ethics and moral values in education	Lecture/interactive course/case studies	2h
10. Good conduct in scientific research	Lecture/interactive course/case studies	2h
11. Plagiarism and self-plagiarism. Identifying plagiarism in scientific papers	Lecture/interactive course/case studies	2h
12. Programs used in establishing the degree of similarity – valences and limits	Lecture/interactive course/case studies	2h
13. Ethics in artificial intelligence - brief considerations	Lecture/interactive course/case studies	2h
14. Test	Evaluation	2h

Bibliography

1. Alajami, A. - Promoting ethical behavior and how junior investigators perceive academic integrity: Critical approach, Current Research in Behavioral Sciences, Vol 2, 2021
<https://www.sciencedirect.com/science/article/pii/S2666518221000140>
2. Corlett, A. - The Role of Philosophy in Academic Ethics, Journal of Academic Ethics, Volume 12, Issue 1, 2014
3. Eaton, S.E., Khan Z.R. - Ethics and Integrity in Teacher Education, Springer, 2023
4. Guerrero-Dib, J.G., Portales L., Heredia-Escorza Y. - Impact of academic integrity on workplace ethical behaviour, International Journal for Educational Integrity volume 16, 2020
5. Harrad, R., Keasley, R., Jefferies L. - Academic integrity or academic misconduct? Conceptual difficulties in higher education and the potential contribution of student demographic factors, Higher Education, Research and Development, Vol 43, 2024
6. Himcinschi M. - Ethics and Academic Integrity – Conceptual Aspects, SCIENTIA MORALITAS International Journal of Multidisciplinary Research, Vol 6, nr 2, 2021
7. Căruntu, I.D., Dimitriu, D.C., Giuscă, S.E., Hanganu, B., Ioan, B.G., Mocanu, V., Oprea, L. - Academic ethics and integrity a guide to good practice, Ed. Gr. T Popa UMF Iași, 2021
8. https://www.researchgate.net/publication/299364944_Researching_with_integrity_the_ethics_of_academic_enquiry
9. <https://core.ac.uk/download/pdf/157586678.pdf>
10. https://www.researchgate.net/publication/385641708_Ethics_and_Academic_Integrity_Lessons_from_Plato's_Protagoras

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Ethical vs. moral vs. legal	Case studies, analyses, debates, free discussions	2h
2. The process of resolving ethical dilemmas (Case study)	Case studies, analyses, debates, free discussions	2h
3. Unethical behaviors specific to teaching and assessment activities in higher education (case study/project)	Case studies, analyses, debates, free discussions	2h
4. Unethical behaviors specific to academic research activities (case study/project)	Case studies, analyses, debates, free discussions	2h
5. Good practices regarding ethics, academic integrity (case study/project)	Case studies, analyses, debates, free discussions	2h
6. Code of Ethics and Academic Integrity – Comparative Analysis (Case Study/Project Romania vs ...)	Case studies, analyses, debates, free discussions	2h
7. Test	Evaluation	2h
8. Publication ethics, authorship and co-authorship	Case studies, analyses, debates, free discussions	2h
9. The originality of the results	Case studies, analyses, debates, free discussions	2h
10. Deliberate fabrication or alteration of experimental data (Case Study/Project)	Case studies, analyses, debates, free discussions	2h
11. Plagiarism and self-plagiarism (Case study/project)	Case studies, analyses, debates, free discussions	2h
12. Collaboration, complicity and whistleblowing	Case studies, analyses, debates, free discussions	2h

13. Programs used in establishing the degree of similarity – valences and limits (case study/Project)	Case studies, analyses, debates, free discussions	2h
14. Group project presentation	Presentation, Evaluation	2h

Bibliography

1. Alajami, A. - Promoting ethical behavior and how junior investigators perceive academic integrity: Critical approach, Current Research in Behavioral Sciences, Vol 2, 2021
<https://www.sciencedirect.com/science/article/pii/S2666518221000140>
2. Corlett, A. - The Role of Philosophy in Academic Ethics, Journal of Academic Ethics, Volume 12, Issue 1, 2014
3. Eaton, S.E., Khan Z.R. - Ethics and Integrity in Teacher Education, Springer, 2023
4. Guerrero-Dib, J.G., Portales L., Heredia-Escorza Y. - Impact of academic integrity on workplace ethical behaviour, International Journal for Educational Integrity volume 16, 2020
5. Harrad, R. Keasley, R., Jefferies L. - Academic integrity or academic misconduct? Conceptual difficulties in higher education and the potential contribution of student demographic factors, Higher Education, Research and Development, Vol 43, 2024
6. Himcinschi M. - Ethics and Academic Integrity – Conceptual Aspects, SCIENTIA MORALITAS International Journal of Multidisciplinary Research, Vol 6, nr 2, 2021
7. Căruntu, I.D., Dimitriu, D.C., Giuşcă, S.E., Hanganu, B., Ioan, B.G, Mocanu, V. Oprea, L. - Academic ethics and integrity a guide to good practice, Ed. Gr. T Popa UMF Iaşi, 2021
8. https://www.researchgate.net/publication/299364944_Researching_with_integrity_the_ethics_of_academic_enquiry
9. <https://core.ac.uk/download/pdf/157586678.pdf>
10. https://www.researchgate.net/publication/385641708_Ethics_and_Academic_Integrity_Lessons_from_Plato's_Protagoras

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

Acquiring a clear and positive attitude towards university standards will bring students into a position to understand and correctly evaluate the importance of the ethics of each profession, the correct functioning of the academic system, and generally into a position to have a correct attitude in full correlation with their social responsibility.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%

Oral test (oral exam/practical test/project/paper/case study/monograph etc.)	
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*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6.Minimum performance standard

The student knows at an acceptable level the defining aspects of ethics and academic integrity, recognizes and defines them correctly. The specialized language is simple but correctly used. Does not cause terminological confusion.
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Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			INTERNATIONAL BUSINESS MANAGEMENT 1				
2.2.Course tutor							
2.3. Seminar tutor							
2.4.Year of study	3	2.5.Semester	1	2.6.Type of Assessment	E	2.7.Subject category	DS

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					11
Preparation of seminars/laboratories, topics, essays, portfolio					17
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					69
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate identifies and defines models, methods, and strategies used by commercial companies in the process of expanding into international markets.
	The student/graduate acquires fundamental knowledge regarding the definition, typology, and principles of international negotiation, demonstrating an understanding of the environmental factors influencing negotiation processes.

Skills	The student/graduate applies specific methods and techniques for the internationalization of businesses, as well as for identifying and evaluating opportunities and risks associated with international markets. The student/graduate negotiates specific clauses of international contracts to conclude them and establish strategic partnerships, participates in resolving complex and unpredictable problems in an international context, such as conflict management, identifies cultural differences and differences between legal systems, collaborating effectively with international partners.
Responsibility and autonomy	The student/graduate exhibits collaborative openness within teams managing complex international negotiations, integrating intercultural aspects and paying attention to their potential impact on communication with partners, demonstrates proactivity by contributing to the preparation of negotiation dossiers, and acts responsibly within the decision-making process aimed at concluding international agreements and contracts. The student/graduate acquires strategies for rigorous, efficient, and responsible work, punctuality, and accountability in performing economic analyses and studies that facilitate decision-making related to logistics chain activities, and demonstrates the willingness to reflect critically, hypothesize, and apply reasoning in decision-making processes regarding methods and techniques for conducting international commercial operations and effectively managing risks in the global environment. The student/graduate demonstrates responsibility and professional ethics in the design of logistics networks and distribution channel management.

7. Contents

7.1. Course	Teaching methods	Observations
1. Business internationalization process. Export market entry strategy - Why do companies enter the global arena? Motivations for internationalization	Exposure (lecture, explanation) using PPT presentation Conversation Demonstration Method of discussions and debates Case Studies	2h
2. Business internationalization process. Export market entry strategy - Factors influencing the internationalization process	Exposure (lecture, explanation) using PPT presentation Conversation Demonstration Method of discussions and debates Case Studies	2h
3. Business internationalization process. Export market entry strategy - Stages of internationalization and forms of international transactions. Selection of international markets and export decision	Exposure (lecture, explanation) using PPT presentation Conversation Demonstration Method of discussions and debates Case Studies	2h
4. Export entry modes: direct export, indirect export and internet and e-commerce - <i>Direct export</i> through <i>dependent organizations</i> (home-country based department or division, overseas representative office, overseas sales (trade) office, foreign sales branch, storage and warehouse facilities, foreign sales subsidiary, traveling salesperson) and <i>independent marketing</i>	Exposure (lecture, explanation) using PPT presentation Conversation Demonstration Method of discussions and debates Case Studies	2h

<i>organizations</i> (foreign-based distributors and agents)		
5. Export entry modes: direct export, indirect export and internet and e-commerce - <i>Indirect export</i> through <i>home-country based merchants</i> (export merchant / trading company / house and export desk jobber), <i>home-country based agents</i> (export commission house, confirming house, resident buyer, broker, export management company, manufacturer's export agent) and <i>cooperative organizations</i> (piggyback marketing and exporting combinations)	Exposure (lecture, explanation) using PPT presentation Conversation Demonstration Method of discussions and debates Case Studies	2h
6. Export entry modes: direct export, indirect export and internet and e-commerce - <i>Internet and e-commerce</i>	Exposure (lecture, explanation) using PPT presentation Conversation Demonstration Method of discussions and debates Case Studies	2h
7. Promotion of international business. Promotion and marketing communication - barriers to Export Marketing Promotion - the stages of elaborating an international promotion campaign	Exposure (lecture, explanation) using PPT presentation Conversation Demonstration Method of discussions and debates Case Studies	2h
8. Promotion of international business. Promotion and marketing communication - participation in international fairs and exhibitions: functions, selection of the event, planning of activities and participation program, indicators for evaluating participation in an international fair - entities for promotion of foreign trade in Romania and in other states	Exposure (lecture, explanation) using PPT presentation Conversation Demonstration Method of discussions and debates Case Studies	2h
9. International business negotiation. Negotiation process and stages - fundamental types of negotiation - elements specific to international negotiations: basic principles - decision making biases that impede negotiations	Exposure (lecture, explanation) using PPT presentation Conversation Demonstration Method of discussions and debates Case Studies	2h
10. International business negotiation. Negotiation process and stages - selection of the appropriate negotiation team - preparation & planning of negotiation: cultural assessment, drafting the documents necessary for the negotiation process, arranging the place where the negotiations will take place, etc.	Exposure (lecture, explanation) using PPT presentation Conversation Demonstration Method of discussions and debates Case Studies	2h
11. International business negotiation. Negotiation process and stages - stages of business negotiation: nontask sounding; task-related exchange of information; persuasion; concessions and agreement - follow-up procedures and practices	Exposure (lecture, explanation) using PPT presentation Conversation Demonstration Method of discussions and debates Case Studies	2h
12. International business correspondence. Commercial letters - the inquiry	Exposure (lecture, explanation) using PPT presentation Conversation	2h

- the offer - the counteroffer - provisions of the 1980 Vienna Convention (United Nations Convention on Contracts for the International Sales of Goods -CISG) - letters of intent - customer relations letters - principles of business letter writing	Demonstration Method of discussions and debates Case Studies	
13. International business correspondence. Commercial letters Review for the test	Exposure (lecture, explanation) using PPT presentation Conversation Demonstration Method of discussions and debates Case Studies	2h
14.Test	Test. The test consists of several open questions, multiple choice questions and practical applications	2h
Bibliography 1. Valeriu Potecea, Georgiana Surdu, Teaching support for the course International Business Management 1, used in the courses and available to students on the dedicated online platform 2. Gerald Albaum, Edwin Dauer, Alexander Josiassen, International Marketing and Export Management, Pearson Education, 8th edition, 2016 3. Gerald Albaum, Edwin Dauer, International Marketing and Export Management, Prentice Hall, 7th edition, 2011 (<i>available at RAU Library</i>) 4. Charles Hill, International Business: Competing in the Global Marketplace, Irwin/McGraw – Hill, 2010 (<i>available at RAU Library</i>) 5. Charles Rarick, Cases and Exercises in international business, Upper Saddle River, NJ Prentice Hall, 2003 (<i>available at RAU Library</i>) 6. Charles W. L. Hill, Global Business Today, McGraw-Hill/Irwin, 2013 (<i>available at RAU Library</i>) 7. Gerald Albaum, Edwin Dauer, International Marketing and Export Management, Prentice Hall, 7th edition, 2011 (<i>available at RAU Library</i>) 8. David S. Hames, Negotiation: Closing Deals, Settling Disputes, and Making Team Decisions, 2012, SAGE Publications (<i>available at RAU Library</i>) 9. Philip R. Cateora, Mary C Gilly, John L Graham, International Marketing, 15th edition, McGraw-Hill Publishing Company, 2011. 10. Isobel Doole, Robin Lowe, Alexandra Kenyon, International Marketing Strategy: Analysis, Development and Implementation, 8th edition, Cengage Learning EMEA, 2019 11. Svend Hollensen, Global Marketing, 8th Edition, Pearson, 2021 12. Mark C. Green, Warren J. Keegan, Global Marketing, Global Edition, 10th Edition, Pearson, 2020. 13. Carl A. Nelson, Import / Export, How to make your business across borders, McGraw-Hill, fourth edition, 2009.		
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Organizational seminary (presentation of seminary activities and student obligations)	Conversation	2h
2. Business internationalization – motivations for the internationalization decision	Case studies, exemplification	2h
3. Business internationalization – internationalization strategies	Case studies, exemplification	2h

4. Business internationalization – reactive and proactive selection of international markets	Case studies, exemplification	2h
5. Direct trade operations and structures	Case studies, exemplification	2h
6. Indirect trade operations and structures	Case studies, exemplification	2h
7. Trade organization: internet and e-commerce	Case studies, exemplification	2h
8. International business promotion, applied seminar involving role-playing	Case studies, exemplification	2h
9. International business promotion, applied seminar involving role-playing	Case studies, exemplification	2h
10. International business negotiation applied seminar. Involves conducting negotiation simulations between 2 teams of 5 students	Exercises, exemplification	2h
11. International business negotiation applied seminar. Involves conducting negotiation simulations between 2 teams of 5 students	Exercises, exemplification	2h
12. Pre-contractual operations. Commercial letters	Exercises, exemplification	2h
13. Project presentation	Students' presentations	2h
14. Project presentation	Students' presentations	2h

Bibliography

1. Valeriu Potecea, Georgiana Surdu, Teaching support for the course International Business Management 1, used in the courses and available to students on the dedicated online platform
2. Gerald Albaum, Edwin Dauer, Alexander Josiassen, International Marketing and Export Management, Pearson Education, 8th edition, 2016
3. Gerald Albaum, Edwin Dauer, International Marketing and Export Management, Prentice Hall, 7th edition, 2011 (*available at RAU Library*)
4. Charles Hill, International Business: Competing in the Global Marketplace, Irwin/McGraw – Hill, 2010 (*available at RAU Library*)
5. Charles Rarick, Cases and Exercises in international business, Upper Saddle River, NJ Prentice Hall, 2003 (*available at RAU Library*)
6. Charles W. L. Hill, Global Business Today, McGraw-Hill/Irwin, 2013 (*available at RAU Library*)
7. Gerald Albaum, Edwin Dauer, International Marketing and Export Management, Prentice Hall, 7th edition, 2011 (*available at RAU Library*)
8. David S. Hames, Negotiation: Closing Deals, Settling Disputes, and Making Team Decisions, 2012, SAGE Publications (*available at RAU Library*)
9. Philip R. Cateora, Mary C Gilly, John L Graham, International Marketing, 15th edition, McGraw-Hill Publishing Company, 2011.
10. Isobel Doole, Robin Lowe, Alexandra Kenyon, International Marketing Strategy: Analysis, Development and Implementation, 8th edition, Cengage Learning EMEA, 2019
11. Svend Hollensen, Global Marketing, 8th Edition, Pearson, 2021
12. Mark C. Green, Warren J. Keegan, Global Marketing, Global Edition, 10th Edition, Pearson, 2020.

13. Carl A. Nelson, Import / Export, How to make your business across borders, McGraw-Hill, fourth edition, 2009.

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

- The development of the content of the discipline aims at a high degree of compatibility with programs from other university centers in the country and abroad. Also, representatives of the business environment were involved in its development.
- The content of the discipline is constantly updated, in accordance with the dynamics of specific national, community and international regulations.
- The content of the discipline ensures the formation of basic skills in order to identify solutions to the issue of preparing the export decision, initiating negotiations, pre-contractual operations and/or services on international markets.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/****):			80%
9.4. Course	Frequency and Performance	Active course attendance Course test	50%
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/**):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- Develop a general plan for export and promotion on international markets.
- The promotion of this subject is conditional on obtaining a final grade of at least 5 (five). The grades awarded are between 1 (one) and 10 (ten).

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1.University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3.Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name	INTERNATIONAL TRADE						
2.2.Course tutor							
2.3. Seminar tutor							
2.4.Year of study	3	2.5.Semester	1	2.6.Type of Assessment	E	2.7.Subject category	DS

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3.seminar	2
3.4.Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					11
Preparation seminars/laboratories, topics, essays, portfolio					17
Tutoring hours					14
Examinations					2
Other activities					0
3.7. Total hours/ individual study					69
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	
4.2. for competences	-

5. Pre – requisites (if there is any)

5.1. for course	☒ Video projector ☒ Internet access
5.2. for seminar	☒ Video projector ☒ Internet access

6. Learning outcomes

Knowledge	The student/graduate acquires advanced knowledge of the theories, concepts, and analytical tools required to understand and explain phenomena related to international trade and global trade policies. The student/graduate demonstrates an understanding of the international trade system and its subcomponents, including the trade policies of integration groups and individual states.
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Skills	The student/graduate analyzes and interprets phenomena related to international trade and trade policies from the perspective of both an informed neutral observer and a policy decision-maker. The student/graduate applies analytical tools for international trade flows as well as trade policy instruments or related tools, including from the perspective of an entrepreneur operating in the international environment.
Responsibility and autonomy	The student/graduate demonstrates commitment and professionalism in undertaking tasks related to decision-making, consultancy, analysis, and policy expertise (commercial and related), in the activity and diplomacy of relevant international organizations (governmental and non-governmental), as well as in conducting specific analyses and studies in the field of trade policy strategies. The student/graduate acts responsibly in assuming roles such as entrepreneur, executive, or consultant in regional and global commercial contexts, and in developing studies, reports, or projects related to the functioning of the international trade system and its subsystems and components.

7. Contents

7.1. Course	Teaching methods	Observations
1. The fundamentals of international trade - PART1 <i>(general overview, representative features of international trade, the influencing factors, its dynamics and the geographical dispersion)</i>	Presentation, debates	2h
2. The fundamentals of international trade - PART2 <i>(general overview, representative features of international trade, the influencing factors, its dynamics and the geographical dispersion)</i>	Presentation, debates	2h
3. Recent developments concerning the world trade in commercial services. PART 1	Presentation, debates	2h
4. Recent developments concerning the world trade in commercial services. PART 2	Presentation, debates	2h
5. Gains and losses of the present International Trade System. International trade and the issues arising from the globalization of markets. PART 1	Presentation, debates	2h
6. Gains and losses of the present International Trade System. International trade and the issues arising from the globalization of markets. PART 2	Presentation, debates	2h

7. Theories of international trade and their impact on the fundamentals of the international exchange. PART 1 <i>(Mercantilism, Absolute advantage, Comparative advantage, Factor endowments, The New Trade Theory, The life cycle model, Porter's Diamond)</i>	Presentation, debates, case studies	2h
8. Theories of international trade and their impact on the fundamentals of the international exchange. PART 2 <i>(Mercantilism, Absolute advantage, Comparative advantage, Factor endowments, The New Trade Theory, The life cycle model, Porter's Diamond)</i>	Presentation, debates, case studies	2h
9. The multilateral trading system PART 1 <i>(the role of the GATT and World Trade Organization as the main institution(s) in the international trade area; principles of the trading system; the GATT years; the Uruguay Round; World Trade Organization -membership, alliances and bureaucracy, agreements, special policies, settling disputes; WTO future developments-the Doha Round, other Ministerial Conferences results)</i>	Presentation, debates, case studies	2h
10. The multilateral trading system PART 2 <i>(the role of the GATT and World Trade Organization as the main institution(s) in the international trade area; principles of the trading system; the GATT years; the Uruguay Round; World Trade Organization - membership, alliances and bureaucracy, agreements, special policies, settling disputes; WTO future developments-the Doha Round, other Ministerial Conferences results)</i>	Presentation, debates, case studies	2h
11. The multilateral trading system PART 2 <i>(the role of the GATT and World Trade Organization as the main institution(s) in the international trade area; principles of the trading system; the GATT years; the Uruguay Round; World Trade Organization - membership, alliances and bureaucracy, agreements, special policies, settling disputes; WTO future developments-the Doha Round, other Ministerial Conferences results)</i>	Presentation, debates, case studies	2h
12. Regional economic integration – a complex reality of the international economy PART 1	Presentation, debates	2h
13. Regional economic integration – a complex reality of the international economy PART 2	Presentation, debates	2h
14. Final TEST	Written test	2h

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Marc Melitz, Paul R. Krugman, Maurice Obstfeld, International Trade: Theory and Policy, Global Edition, PEARSON; 12th edition (2022), ISBN-13: 978-1292417233

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Melitz, M. - International Trade: Theory and Policy, Global Edition. 12 ed, Pearson Education Limited, 2022

Robert C. Feenstra, Alan M. Taylor, International Trade Fourth Edition, Worth Publishers; 5th edition, 2021 ISBN-13: 978-1319382865

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Batra, A. - India's Trade Policy in the 21st Century, Taylor & Francis, 2024

Baldwin R., The New Protectionism; a response to Shifts in National Economic Power, International Political Economy, New York, 2002.

Stiglitz, J. – Globalization and its discontents, W.W. Norton & Compnay, Inc, New York, 2002

Porter, M., The competitive advantage of the nations, The Free Press, New York, 1990

On-line resources - 2025:

- www.wto.org
- www.europa.eu
- www.usatrade.gov
- www.unctad.org
- <https://eclass.duth.gr/modules/document/file.php/OPE01137/International%20trade%20%20theory%20%26%20policy%20%28%20PDFDrive%20%29.pdf>

Power point presentations used in class and additional readings will be posted to the website for this class and can be accessed from MS Teams

7.2. Seminar	Teaching methods	Observations
1. The fundamentals of international trade	debates, case studies	2h
2. International actor mobility and multinational corporations	debates, case studies	2h
3. The influencing factors of international trade	debates, case studies	2h
4. Increasing returns and empirical evidence on the effects of trade liberalization	debates, case studies	2h
5. Core trade models: Ricardian and Neoclassical	debates, case studies	2h
6. The Heckscher-Ohlin model, Specific factors model, and empirical tests.	debates, case studies	2h
7. Porter's Diamond – national competitiveness-Test	debates, case studies/ written test	2h
8. Principles of the trading system (case study: nondiscrimination)	debates, case studies	2h
9. GATT- from 1947 to Uruguay Round	debates, case studies	2h
10. GATT versus WTO- comparative analyses	debates, case studies	2h
11. World Trade Organization – agreements and new challenges	debates, case studies	2h

12. Regional economic organizations – impact on the international trade	debates, case studies	2h
13. Seminar Test	written test	2h
14. Seminar project		2h
Bibliography Marc Melitz, Paul R. Krugman, Maurice Obstfeld, International Trade: Theory and Policy, Global Edition, PEARSON; 12th edition (2022), ISBN-13: 978-1292417233 Daniels, J, Radebaugh, L, Sullivan D. – International Business, 17th Edition, Pearson, 2022 Melitz, M. - International Trade: Theory and Policy, Global Edition. 12 ed, Pearson Education Limited, 2022 Robert C. Feenstra, Alan M. Taylor, International Trade Fourth Edition, Worth Publishers; 5th edition, 2021 ISBN-13: 978-1319382865 Sloman J., Hinde K., Economics for business, Prentice Hall, 978-0273792468, 2013 Krugman P.R. and Obstfeld M., Melitz M., International Economics: Theory and Policy, Pearson, 2009 Papa G.D., Elliott L., International Trade and the Successful Intermediary, Gower Publishing Ltd. 2009 Batra, A. - India's Trade Policy in the 21st Century, Taylor & Francis, 2024 Baldwin R., The New Protectionism; a response to Shifts in National Economic Power, International Political Economy, New York, 2002. Stiglitz, J. – Globalization and its discontents, W.W. Norton & Company, Inc, New York, 2002 Porter, M., The competitive advantage of the nations, The Free Press, New York, 1990 On-line resources - 2025: • www.wto.org • www.europa.eu • www.usatrade.gov • www.unctad.org • https://eclass.duth.gr/modules/document/file.php/OPE01137/International%20trade%20%20theory%20%26%20policy%20%28%20PDFDrive%20%29.pdf Power point presentations used in class and additional readings will be posted to the website for this class and can be accessed from MS Teams		

8. Enhancing the subject contents with the expectations of the epistemic communities representatives, professional associations and important employers pertaining to the field of the study program

The development of the course content aims for a high degree of alignment with programs offered by other universities, both domestically and internationally.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/****):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	

B. Final evaluation - exam session (*/**):	20%
Written test (written test / project / paper / case study / monograph, etc.)	20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)	

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Explaining the main theories, concepts, and analytical tools related to international trade.
The promotion of this subject is conditional on obtaining a final grade of at least 5 (five).

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			INTERNATIONAL PAYMENTS TECHNIQUES					
2.2.Course tutor								
2.3. Seminar tutor								
2.4.Year of study	3	2.5.Semester	1	2.6.Type of Assessment	E	2.7.Subject category	DS	

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	2	3.3. seminar	1
3.4. Total hours/semester	42	out of which: 3.5. course	28	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					17
Preparation of seminars/laboratories, topics, essays, portfolio					25
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					83
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate acquires advanced knowledge of the functioning mechanisms of operations carried out on international financial markets and of the main trends and developments in international financial flows. The student/graduate assimilates advanced knowledge regarding the specific mechanisms of international payments and their use in managing business operations on the international market.
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Skills	The student/graduate analyzes and interprets phenomena related to international financial flows, the role of international financial institutions, and evaluates the consequences for global actors. The student/graduate develops the ability to identify models, methods, and techniques used by companies in payment systems.
Responsibility and autonomy	The student/graduate demonstrates readiness to contribute to the evaluation of projects developed by companies operating in the international environment, with reference to the responsibilities of financial institutions regarding regulation and global financial stability.

7. Contents

7.1. Course	Teaching methods	Observations
1. The content and role of international monetary and financial relations	Problem-based learning Guided discussion Explanation Guided observation Practice activity	2h
2. The foreign exchange market – Content, characteristics, and types of organization		2h
3. Main operations carried out on the foreign exchange market, and the exchange rate mechanism		2h
4. Foreign Currencies		2h
5. International currencies		2h
6. Foreign exchange (FX)		2h
7. Currency (exchange rate) risk		2h
8. Cryptocurrencies and the blockchain technology		2h
9. Payment methods – definition and characteristics		2h
10. Documentary collection (Incasso)		2h
11. Payment order and bank guarantee letter		2h
12. Documentary credit – definition, parties involved, process flow		2h
13. Documentary credit – types and classifications		2h
14. Test	Multiple-choice test Open-ended questions	2h

Bibliography

- International Payments and Financing Techniques – Lucian Botea – Electronic material, 2025, available on MS Teams
- Payment Systems - James Brook - Aspen Publishers Online, 2010
- IMF, Selected Issues in Balance of Payments and International Investment Position Analysis, 2007, <https://www.imf.org/external/pubs/ft/bop/2007/pdf/chap14.pdf>
- The role of IMF conditionality for central bank independence, Andreas Kern, Bernhard Reinsberg, Matthias Rau-Goehring, ECB, 2020, <https://www.ecb.europa.eu/pub/pdf/scpwps/ecb.wp2464~154c556fff.en.pdf?7b43b07900bab0b1f43a74e88a1657fc>
- World Bank <https://www.worldbank.org/en/topic/paymentsystemsremittances>
- International Monetary Fund, <https://www.imf.org/en/About>
- European Central Bank, <https://www.ecb.europa.eu/paym/html/index.en.html>

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Case Study: The Role of International Financial and Monetary Relations in Global Business	Case studies Problem-based learning Guided discussion Explanation Project presentation	2h
2. Simulating Spot and Forward Transactions on the Foreign Exchange Market. Currency Identification and Classification Exercise		2h
3. Group Debate: The Role of International Currencies in Global Trade and Finance		2h
4. Case Analysis: Managing Exchange Rate Risk in an Export-Import Contract		2h
5. Workshop: Cryptocurrencies and Blockchain Use Cases in Cross-Border Payments		2h
6. Document Analysis: Components of a Documentary Collection (Incasso) Simulation: Preparing a Payment Order and a Bank Guarantee Letter Process Mapping: Documentary Credit (L/C)		2h
7. Final Project: Designing a Payment Strategy for a Cross-Border Transaction		2h

Bibliography

- International Payments and Financing Techniques – Lucian Botea – Electronic material, available on MS Teams 2025
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- The role of IMF conditionality for central bank independence, Andreas Kern, Bernhard Reinsberg, Matthias Rau-Goehring, ECB, 2020, <https://www.ecb.europa.eu/pub/pdf/scpwps/ecb.wp2464~154c556fff.en.pdf?7b43b07900bab0b1f43a74e88a1657fc>
- World Bank <https://www.worldbank.org/en/topic/paymentsystemsremittances>
- International Monetary Fund, <https://www.imf.org/en/About>
- European Central Bank, <https://www.ecb.europa.eu/paym/html/index.en.html>

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The course content is aligned with the requirements of the epistemic community and with the expectations of professional associations and employers in the field of international business, in the context of growing global trade volumes and intensified international financial flows. The course structure reflects the recommendations and best practices promoted by relevant institutions such as the

International Chamber of Commerce (ICC), SWIFT, as well as by banking and commercial bodies operating at the international level.

The course responds to the needs expressed by employers in fields such as international business, export-import, financial consulting, transport, and logistics, who seek graduates capable of managing foreign exchange operations, understanding exchange rate mechanisms and associated risks, and operating modern payment instruments used in international transactions (documentary credits, collections, payment orders, bank guarantees, etc.). The course combines theoretical foundations with a strong practical component, including analysis of banking documents, simulations of international transactions, and case studies, supporting the development of technical and decision-making skills essential for effective integration into the international professional environment.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/***):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/**):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

To pass the course, the student must demonstrate that:

- They have knowledge of the fundamental concepts related to international payments and basic foreign exchange operations;

- They can recognize and describe the main payment instruments used in international trade;
- They can apply theoretical concepts in basic contexts by solving elementary exercises or case studies;
- They can identify currency risks associated with a transaction and propose basic preventive measures;
- They use the specific terminology correctly and produce clear, structured explanations.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	FINANCE, CREDIT, ACCOUNTING
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	CAPITAL MARKETS						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	3	2.5. Semester	1	2.6. Type of Assessment	E	2.7. Subject category	DS

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	2	3.3. seminar	1
3.4. Total hours/semester	42	out of which: 3.5. course	28	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					11
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					58
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate explains the functioning and mechanisms of stock and commodity exchanges, financial markets, and related institutions. The student/graduate describes financial markets, and the trends observed within them. The student/graduate defines securities and their characteristics. The student/graduate identifies relevant information sources useful for analyzing financial markets.
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Skills	The student/graduate monitors stock exchanges and financial markets, identifying relevant trends and investment opportunities. The student/graduate prepares investment recommendations and supports client decision-making processes.
Responsibility and autonomy	The student/graduate examines daily stock market trends, identifying opportunities and risks. The student/graduate uses financial information related to securities, market conditions, government regulations, and the objectives of individual or corporate clients. The student/graduate evaluates the potential profitability of new financial investments.

7. Contents

7.1. Course	Teaching methods	Observations
1. Foundations of financial markets	Presentation, Discussion, Case Study	2h
2. Financial Institutions and Financial Intermediaries	Presentation, Discussion, Case Study	2h
3. Asset Management Firms and Investment Companies	Presentation, Discussion, Case Study	2h
4. Exchange-Traded Funds	Presentation, Discussion, Case Study	2h
5. Pension Funds	Presentation, Discussion, Case Study	2h
6. Primary Markets and the Underwriting of Securities	Presentation, Discussion, Case Study	2h
7. Secondary Markets	Presentation, Discussion, Case Study	2h
8. Treasury and Agency Securities Markets	Presentation, Discussion, Case Study	2h
9. Municipal Securities Markets	Presentation, Discussion, Case Study	2h
10. Markets for Common Stock: The Basic Characteristics	Presentation, Discussion, Case Study	2h
11. Markets for Corporate Senior Instruments	Presentation, Discussion, Case Study	2h
12. Financial Futures Markets	Presentation, Discussion, Case Study	2h
13. Commodity Markets and Derivatives	Presentation, Discussion, Case Study	2h
14. Test		2h
Bibliography 1. Course Notes, available on MS Teams 2. Fabozzi F., Jones F. - Foundations of Global Financial Markets and Institutions, 5th Ed., MIT Press, 2019 3. Mishkin F.S., Eakins S.G. - Financial Markets and Institutions, 10th Ed., Pearson, 2024 4. https://www.nyse.com/index 5. https://www.euronext.com/en 6. https://www.londonstockexchange.com/ 7. https://www.jpx.co.jp/english/ 8. https://www.cboe.com/ 9. www.investopedia.com		

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Foundations of financial markets, Financial Institutions, Financial Intermediaries and Asset Management Firms	Presentation, Discussion, Case Study	2h
2. Investment Companies and Exchange-Traded Funds and Pension Funds	Presentation, Discussion, Case Study	2h
3. Primary Markets and Secondary Markets	Presentation, Discussion, Case Study	2h
4. Treasury and Agency Securities Markets; Municipal Securities Markets	Presentation, Discussion, Case Study	2h
5. Markets for Common Stock and Corporate Senior Instruments	Presentation, Discussion, Case Study	2h
6. Financial Futures Markets	Presentation, Discussion, Case Study	2h
7. Commodity Markets and Derivatives	Presentation, Discussion, Case Study	2h
Bibliography 1. Fabozzi F., Jones F. - Foundations of Global Financial Markets and Institutions, 5th Ed., MIT Press, 2019 2. Mishkin F.S., Eakins S.G. - Financial Markets and Institutions, 10th Ed., Pearson, 2024 3. https://www.nyse.com/index 4. https://www.euronext.com/en 5. https://www.londonstockexchange.com/ 6. https://www.jpx.co.jp/english/ 7. https://www.cboe.com/ 8. www.investopedia.com		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The development of the content of the discipline aims at a high degree of compatibility with programs from other university centers in the country and abroad. Also, representatives of the business environment were involved in its development.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and	Active seminar attendance	

	Performance	Applicative activities, case studies, papers, practical works, monographs etc.	30%
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/**):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6.Minimum performance standard

- Correct understanding of theoretical concepts and their application in solving applications. Active participation in seminars. The minimum pass mark is 5 (five) (one point being awarded by default).

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	INTERNATIONAL TRANSPORTS AND LOGISTICS OPERATIONS						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	3	2.5. Semester	1	2.6. Type of Assessment	E	2.7. Subject category	DS

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	2	3.3. seminar	1
3.4. Total hours/semester	42	out of which: 3.5. course	28	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					11
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					58
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate analyzes activities specific to the supply chain, implements business plans specific to foreign trade operations, considering associated risks and methods of managing them, and develops logistic solutions taking into account different transportation methods, the documentation required both for transportation processes and for insurance and customs clearance of goods.
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Skills	The student/graduate analyzes activities specific to the supply chain, implements business plans specific to foreign trade operations, considering associated risks and methods of managing them, and develops logistic solutions taking into account different transportation methods, the documentation required both for transportation processes and for insurance and customs clearance of goods.
Responsibility and autonomy	The student/graduate acquires strategies for rigorous, efficient, and responsible work, punctuality, and accountability in performing economic analyses and studies that facilitate decision-making related to logistics chain activities, and demonstrates the willingness to reflect critically, hypothesize, and apply reasoning in decision-making processes regarding methods and techniques for conducting international commercial operations and effectively managing risks in the global environment. The student/graduate demonstrates responsibility and professional ethics in the design of logistics networks and distribution channel management.

7. Contents

7.1. Course	Teaching methods	Observations
1. International transport and the economic development	Power-point presentation/lecture	2h
2. International transport and the economic development	Power-point presentation/lecture	2h
3. Maritime international transport	Power-point presentation/lecture	2h
4. Maritime international transport	Power-point presentation/lecture	2h
5. World fleet and the concept of convenience flag	Power-point presentation/lecture	2h
6. World fleet and the concept of convenience flag	Power-point presentation/lecture	2h
7. Road international transport	Power-point presentation/lecture	2h
8. Road international transport	Power-point presentation/lecture	2h
9. International air expedition	Power-point presentation/lecture	2h
10. International air expedition	Power-point presentation/lecture	2h
11. Railway international transport	Power-point presentation/lecture	2h
12. Railway international transport	Power-point presentation/lecture	2h
13. Bonded warehouses and free zones operations	Power-point presentation/lecture	2h
14. Test	Written test	2h
Bibliography ✓ Jaouad Boukachour, Transport and Logistics Planning and Optimization, IGI Global, 2023 ✓ MD Sarder, Logistics Transportation Systems, Elsevier, 2020 ✓ Anthony Beresford, Stephen Pettit, International Freight Transport. Cases, Structures and Prospects, Kogan Page, 2017 ✓ Rolf Neise, Container logistics- the role of the container in the supply chain, Kogan Page, 2018 ✓ Reports and publications on https://www.iru.org/ ✓ Reports and publications on https://www.iata.org ✓ Caraiani Gheorghe, Georgescu Constantin, Potecea Valeriu, Surdu-Nițu Georgiana, Transporturi si expeditii internationale, 2017, Editura Economica, Bucuresti ✓ Georgiana Surdu, Teaching support for the course, International transports and logistics operations, available to students on the dedicated platforms.		
7.2. Seminary/Laboratory	Teaching Methods	Observations
1. International transport and the	Exercises, case studies	2h

economic development		
2. Maritime international transport. World fleet and the concept of convenience flag	Exercises, case studies, videos	2h
3. Road international transport	Exercises, case studies, guest speakers	2h
4. International air expedition	Exercises, case studies, guest speakers	2h
5. Railway international transport	Exercises, case studies, videos	2h
6. Bonded warehouses and free zones operations	Exercises, case studies, guest speakers	2h
7. Project evaluation	Presentation of cases and specialized articles	2h

Bibliography

- ✓ Jaouad Boukachour, Transport and Logistics Planning and Optimization, IGI Global, 2023
- ✓ MD Sarder, Logistics Transportation Systems, Elsevier, 2020
- ✓ Anthony Beresford, Stephen Pettit, International Freight Transport. Cases, Structures and Prospects, Kogan Page, 2017
- ✓ Rolf Neise, Container logistics- the role of the container in the supply chain, Kogan Page, 2018
- ✓ Reports and publications on <https://www.iru.org/>
- ✓ Reports and publications on <https://www.iata.org>
- ✓ Caraiani Gheorghe, Georgescu Constantin, Potecea Valeriu, Surdu-Nițu Georgiana, Transporturi si expeditii internationale, 2017, Editura Economica, Bucuresti
- ✓ Georgiana Surdu, Teaching support for the course, International transports and logistics operations, available to students on the dedicated platforms

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The course tutor will invite professionals from the domain in order to enhance the latest developments, and to give examples within the domain for a more practical approach.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			Written exam 20%

Oral test (oral exam/practical test/project/paper/case study/monograph etc.)	
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*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- | |
|---|
| <ul style="list-style-type: none">• The students must obtain minimum 5. |
|---|

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	FOREIGN LANGUAGES
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	INTERNATIONAL BUSINESS
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	BUSINESS COMMUNICATION IN ENGLISH						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	3	2.5. Semester	1	2.6. Type of Assessment	E	2.7. Subject category	DC

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	1	3.3. seminar	2
3.4. Total hours/semester	42	out of which: 3.5. course	14	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					12
Additional library study, on specialized online platforms and on field study					5
Preparation of seminars/laboratories, topics, essays, portfolio					9
Other activities					-
Tutoring hours					5
Examinations					2
3.7. Total hours/ individual study					33
3.8. Total hours/semester					75
3.9. Number of credits					3

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate possesses advanced knowledge of linguistic registers and variants specific to oral and written communication in English, adapted to various professional contexts. The student/graduate appropriately uses theories, concepts, and tools necessary for detailed analysis and understanding of cultural and intercultural environments.
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Skills	The student/graduate critically analyzes and interprets complex economic texts. The student/graduate applies specific linguistic registers and variants of oral and written English communication to construct complex argumentative discourse. The student/graduate analyzes and interprets intercultural differences based on solid theoretical foundations.
Responsibility and autonomy	The student/graduate efficiently uses linguistic registers to adapt to various communicative situations (presentations, debates, negotiations, mediation, etc.). The student/graduate produces complex studies/reports/projects in the foreign language. The student/graduate consistently implements strategies for intercultural negotiation and mediation.

7. Contents

7.1. Course	Teaching methods	Observations
1. Business Communication – definitions and characteristics	Problem-solving Conversation Explanation Observation Exercises	2h
2. Formal versus Informal Communication	Problem-solving Conversation Explanation Observation Exercises	2h
3. Verbal Communication & Non-verbal Communication	Problem-solving Conversation Explanation Observation Exercises	2h
4. Communication Styles Style and Tone in Business Communication	Problem-solving Conversation Explanation Observation Exercises	2h
5. Intra Organizational Communication (e.g. minutes, the report, etc.)	Problem-solving Conversation Explanation Observation Exercises	2h
6. Communication Barriers	Problem-solving Conversation Explanation Observation Exercises	2h
7. Written Test	Assessment	2h
Bibliography 1. Bovée, C. L., Thill, J. V., & Schatzman, B. E. – Business Communication Today, 14th Edition, Pearson, 2022.		

2. Gardner, S. – Business English Handbook Advanced, Macmillan, 2016.
3. Guffey, M. E., & Loewy, D. – Essentials of Business Communication, 11th Edition, Cengage Learning, 2020.
4. Istrate, Ana Mihaela, Museanu, Elena, Bîrsanu, Roxana – Practice File in Business English Communication, Editura Universitară, 2019.
5. Locker, K. O., & Kaczmarek, S. K. – Business Communication: Building Critical Skills, 8th Edition, McGraw-Hill Education, 2021.
6. Nickerson, C. – Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace, SAGE Publications, 2019.
7. Parkinson, P., & Adendorff, R. – Business Communication: Process and Product, 7th Edition, Cengage Learning, 2018.
8. Salem, K. – International Business Communication, Routledge, 2017.
9. Starkey, K. – Effective Business Communication, Routledge, 2020.

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Crafting Formal Complaints: Assertive vs. Polite Approaches	Problem-solving Conversation Explanation Observation Exercises	2h
2. How to Write Strong and Mild Complaints	Problem-solving Conversation Explanation Observation Exercises	2h
3. Written Communication in the Business Arena	Problem-solving Conversation Explanation Observation Exercises	2h
4. Developing Professional Business Writing Skills	Problem-solving Conversation Explanation Observation Exercises	2h
5. Case Studies that Highlight Communication Styles, Verbal and Non-verbal Communication	Problem-solving Conversation Explanation Observation Exercises	2h
6. Analyzing Real-life Business Scenarios: Communication Styles, Verbal and Non- verbal Elements	Problem-solving Conversation Explanation Observation Exercises	2h
7. Practice Written Communication in Business Arena (memos, reports, inquiries, offers, complaints, etc.) I	Problem-solving Conversation Explanation Observation Exercises	2h
8. Practice Written Communication in Business Arena (memos, reports, inquiries, offers,	Problem-solving Conversation Explanation	2h

complaints, etc.) II	Observation Exercises	
9. Writing Professional E-mails: Scenarios for Building Grammar and Business Vocabulary Competence	Problem-solving Conversation Explanation Observation Exercises	2h
10. Role-play and Scenario-based Activities for Practicing Effective E-mail Communication	Problem-solving Conversation Explanation Observation Exercises	2h
11. Design Documents with Informative and Eye-Catching Visual Elements	Problem-solving Conversation Explanation Observation Exercises	2h
12. Barriers to Communication in Multicultural and Remote Work Environments	Problem-solving Conversation Explanation Observation Exercises	2h
13. Practice-use Technology to Present Accurate Messages	Projects, case studies; presentation, explanation, argumentation	2h
14. Project Presentation	Projects, case studies; presentation, explanation, argumentation	2h

Bibliography

1. Bovée, C. L., Thill, J. V., & Schatzman, B. E. – Business Communication Today, 14th Edition, Pearson, 2022.
2. Gardner, S. – Business English Handbook Advanced, Macmillan, 2016.
3. Guffey, M. E., & Loewy, D. – Essentials of Business Communication, 11th Edition, Cengage Learning, 2020.
4. Istrate, Ana Mihaela, Museanu, Elena, Bîrsanu, Roxana – Practice File in Business English Communication, Editura Universitară, 2019.
5. Locker, K. O., & Kaczmarek, S. K. – Business Communication: Building Critical Skills, 8th Edition, McGraw-Hill Education, 2021.
6. Nickerson, C. – Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace, SAGE Publications, 2019.
7. Parkinson, P., & Adendorff, R. – Business Communication: Process and Product, 7th Edition, Cengage Learning, 2018.
8. Salem, K. – International Business Communication, Routledge, 2017.
9. Starkey, K. – Effective Business Communication, Routledge, 2020.

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The subject content was discussed with representatives of the business environment

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- Knowledge of fundamental theoretical elements and the ability to solve basic applications in English communication within the context of economic activities.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			EU COMPETITION POLICY					
2.2.Course tutor								
2.3. Seminar tutor								
2.4.Year of study	2	2.5.Semester	1	2.6.Type of Assessment	E	2.7.Subject category	DC	

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					12
Additional library study, on specialized online platforms and on field study					6
Preparation of seminars/laboratories, topics, essays, portfolio					14
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					44
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate defines the anticompetitive business practices under the European competition legislation and the regional and international implications of the EU competition policy. The student/graduate understands and explains the main determinants of competition policies in different jurisdictions. The student/graduate understands the sectoral implications of the decisions made by national and supranational competition authorities.
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Skills	The student/graduate analyses markets dynamics, companies' competitive behaviors and competition regulatory frameworks at European and international level. The student/graduate is able to identify anticompetitive business practices according to the European competition legislation and competition legislations from other jurisdictions.
Responsibility and autonomy	The student/graduate demonstrates the ability to elaborate and implement European economic policies by adequately reporting to EU and national regulations. The student/graduate is able to make strategic decisions in dynamic market environments based on the assessment of market competition and competition related legal framework.

7. Contents

7.1. Course	Teaching methods	Observations
1.Competition – concepts and theories	Lectures, debates, open discussions	2h
2.The state of market competition – assessing methods	Lectures, debates, open discussions	2h
3.Determinants of competition policies	Lectures, debates, open discussions	2h
4.EU Competition Policy – evolution. Competition Policy in the digital era	Lectures, debates, open discussions	2h
5.EU competition policy enforcement - institutional framework	Lectures, debates, open discussions	2h
6.Restrictive Practices	Lectures, debates, open discussions	2h
7.Dominant position and the abuse of dominant position	Lectures, debates, open discussions	2h
8.Policy on mergers and acquisitions	Lectures, debates, open discussions	2h
9.State aid control and state-run monopolies liberalization	Lectures, debates, open discussions	2h
10.Investigation procedure and fines imposed - particularities	Lectures, debates, open discussions	2h
11.The international convergence of competition legislation – Competition policy in North America	Lectures, debates, open discussions	2h
12.The international convergence of competition legislation – Competition policies in Asia	Lectures, debates, open discussions	2h
13.Competition policies in emerging economies	Lectures, debates, open discussions	2h
14.Test	Written assessment	2h
Bibliography 1. Class materials available online on MS Teams 2. Baldwin, R. & Wyplosz, C. – The Economics of European Integration, 7th Edition, McGraw Hill, 2023 3. Caffarra, C, O Latham, M Bennett, F Etro, P Régibeau, R Stillman, Google Android: European ‘techlash’ or milestone in antitrust enforcement?, 2018, https://voxeu.org/article/google-android-european-techlash-or-milestone-antitrust-enforcement 4. Cini, M., Competition Policy in the European Union, Palgrave Macmillan, 2008		

5. Etro, F and C Caffarra, On the Economics of the Android case”, European Competition Journal, 2017
6. Porter, M., On Competiton, Harvard Business School Press, 2008
7. Scott Morton, F., Caffarra C., The European Commission Digital Markets Act: A translation, 2021, <https://cepr.org/voxeu/columns/european-commission-digital-markets-act-translation>
8. Prat, A., Tommaso Valletti, T., Merger policy in the age of Facebook, 2018, <https://voxeu.org/article/merger-policy-age-facebook>
9. Varian, H., Google Android case: Milestone or millstone?, 2018, <https://voxeu.org/article/google-android-case-milestone-or-millstone>
10. Wallace, H.; Wallace, W.; Pollak, M., Policy-Making in the European Union, Oxford University Press, 2011
11. Wendy Ng, Changing Global Dynamics and International Competition Law: Considering China’s Potential Impact, European Journal of International Law, Volume 30, Issue 4, November 2019, Pages 1409–1430, <https://doi.org/10.1093/ejil/chz066>
12. Treaty on the Functioning of the European Union, Art. 101 -102, Art. 107-109
13. Council Regulation (EC) No. 139/2004 on the control of concentrations between undertakings
14. Council Regulation (EC) No 1/2003 on the implementation of the rules on competition laid down in Articles 81 and 82 of the Treaty
15. Digital Markets Act, 2022, <https://eur-lex.europa.eu/eli/reg/2022/1925/oj/eng>
16. European Commission, DG Competition, Annual Report on Competition Policy, 2024, Case studies, https://competition-policy.ec.europa.eu/publications/annual-reports_en
17. CPI, European Competition Policy in Digital: What’s Next, 2019, <https://www.competitionpolicyinternational.com/european-competition-policy-in-digital-whats-next>

7.2. Seminary/Laboratory	Teaching Methods	Observations
1.Competition – concept, types (direct-indirect, perfect-imperfect, fair-unfair)	Debates, open discussions	2h
2.Assessing market competition – tools and methods	Case studies, Analysis, project	2h
3.Competition on different markets	Project based learning, analysis	2h
4. Competition on different markets	Project based learning, analysis	2h
5. Determinants of the competition policy (objectives, workable competition features, competition assessment on different markets, specific index)	Debates, open discussions, case studies	2h
6. Competition policies in different jurisdictions – context, objectives	Debates, open discussions	2h
7. EU Competition Policy (evolution, legislation, institutional bodies) Restrictive practices	Debates, open discussions, case studies	2h
8. Abuse of dominant position, Concentrations between undertakings	Analysis, debates, open discussions, projects	2h
9. State Aid. State-run monopolies liberalization	Analysis, debates, open discussions	2h
10. The international dimension of the EU competition policy	Case studies, analysis, debates, open discussions, projects	2h
11. Competition Policy in the European Union and the United States: Convergence or Divergence	Case studies, analysis, debates, open discussions,	2h

12. Competition Policy in China	Case studies, analysis, debates, open discussions	2h
13. Competition policies in emerging economies	Case studies, analysis, debates, open discussions, projects	2h
14. Final project presentation	Oral assessment	2h

Bibliography

1. Class materials available online on MS Teams
2. Baldwin, R. & Wyplosz, C. – The Economics of European Integration, 7th Edition, McGraw Hill, 2023
3. Caffarra, C, O Latham, M Bennett, F Etro, P Régibeau, R Stillman, Google Android: European ‘techlash’ or milestone in antitrust enforcement?, 2018, <https://voxeu.org/article/google-android-european-techlash-or-milestone-antitrust-enforcement>
4. Cini, M., Competition Policy in the European Union, Palgrave Macmillan, 2008
5. Etro, F and C Caffarra, On the Economics of the Android case”, European Competition Journal, 2017
6. Porter, M., On Competition, Harvard Business School Press, 2008
7. Scott Morton, F., Caffarra C., The European Commission Digital Markets Act: A translation, 2021, <https://cepr.org/voxeu/columns/european-commission-digital-markets-act-translation>
8. Prat, A., Tommaso Valletti, T., Merger policy in the age of Facebook, 2018, <https://voxeu.org/article/merger-policy-age-facebook>
9. Varian, H., Google Android case: Milestone or millstone?, 2018, <https://voxeu.org/article/google-android-case-milestone-or-millstone>
10. Wallace, H.; Wallace, W.; Pollak, M., Policy-Making in the European Union, Oxford University Press, 2011
11. Wendy Ng, Changing Global Dynamics and International Competition Law: Considering China’s Potential Impact, European Journal of International Law, Volume 30, Issue 4, November 2019, Pages 1409–1430, <https://doi.org/10.1093/ejil/chz066>
12. Treaty on the Functioning of the European Union, Art. 101 -102, Art. 107-109
13. Council Regulation (EC) No. 139/2004 on the control of concentrations between undertakings
14. Council Regulation (EC) No 1/2003 on the implementation of the rules on competition laid down in Articles 81 and 82 of the Treaty
15. Digital Markets Act, 2022, <https://eur-lex.europa.eu/eli/reg/2022/1925/oj/eng>
16. European Commission, DG Competition, Annual Report on Competition Policy, 2024, Case studies, https://competition-policy.ec.europa.eu/publications/annual-reports_en
17. CPI, European Competition Policy in Digital: What’s Next, 2019, <https://www.competitionpolicyinternational.com/european-competition-policy-in-digital-whats-next>

8. Enhancing the subject contents with the expectations of the epistemic communities’ representatives, professional associations and important employers pertaining to the field of the study program

The subject contents meet the expectations of epistemic communities’ representatives, professional associations and important employers, being designed based on relevant reports, studies from European institutions and international organizations, and books in the field.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	

9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/**):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Applying competition assessment models for different markets. Explain the main areas of intervention of the competition legislation.
A final grade of at least 5(five) is required to pass the subject.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	INFORMATICS, STATISTICS, MATHEMATICS
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	SOFTWARE PROGRAMMING I						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	III	2.5. Semester	1	2.6. Type of Assessment	E	2.7. Subject category	DC

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					14
Additional library study, on specialized online platforms and on field study					8
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					44
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate identifies, recognizes, describes and explains, the fundamental concepts regarding basic programming techniques, exemplified by a programming language. The student/graduate describes and explains programming languages used in the economic field.
Skills	The student/graduate uses tools for designing, implementing, testing and debugging a program that uses the fundamental functions specific to programming. The student/graduate designs and implements web pages, ensuring their integration into a dynamic client-server architecture.

Responsibility and autonomy	The student/graduate designs, implements, tests and debugs programs that use the fundamental functions specific to programming.
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7. Contents

7.1. Course	Teaching methods	Observations
1. Programming languages. Classification. Paradigms. The Development Environment Ms. Visual Studio. Types of applications. C# language. Vocabulary and syntax of the C# language. Data types - overview. Input-output operations.	Lectures, debates, free discussions	2h
2. Operators and expressions.	Lectures, debates, free discussions	2h
3. Statements – part 1	Lectures, debates, free discussions	2h
4. Statements – part 2	Lectures, debates, free discussions	2h
5. Types of reference data: massive data, string, particular aspects related to copying. – part 1	Lectures, debates, free discussions	2h
6. Types of reference data: massive data, string, particular aspects related to copying – part 2		2h
7. Functions. Defining. Transmission of parameters. Particular types of functions.	Lectures, debates, free discussions	2h
8. User-defined data types.	Lectures, debates, free discussions	2h
9. Data collections.	Lectures, debates, free discussions	2h
10. Introduction to application development on the .NET platform. Overview of applications and programming possibilities.	Lectures, debates, free discussions	2h
11. Windows (Desktop) applications. Types of Windows applications.	Lectures, debates, free discussions	2h
12. Windows and Common Controls: properties, events, their handling	Lectures, debates, free discussions	2h
13. Drawing with System. Drawing.	Lectures, debates, free discussions	2h

14. Semester evaluation test	Written test	2h
<i>References Required:</i> 1. Crisan D.A., Teaching materials published on MS Teams 2. RB Whitaker, The C# Player's Guide, 2015 3. Tiberiu Covaci , Rod Stephens , Vincent Varallo , Gerry O'Brien, MCSD Certification Toolkit (Exam 70-483): Programming in C#, ISBN-13: 978-1118612095, 2016 <i>Optional References:</i> 4. Crișan D.A., Programarea aplicațiilor folosind limbajul C# și platforma .NET, volumul I. Limbajul C#, Ed Prouniversitaria, 2015; 5. Introducere în .NET Framework, A. Nita si Co, suport de curs Microsoft, 2008; 6. Burrows, Chris. "C# 4.0 - New C# Features in the .NET Framework 4".Microsoft Developer Network. <i>On-line resources:</i> • Practice - code examples: https://www.w3resource.com/csharp-exercises/ (except LINQ) • https://www.w3schools.com/cs/cs_arrays.php • https://www.tutorialspoint.com/csharp/csharp_arrays.htm • https://www.c-sharpcorner.com/article/working-with-arrays-in-C-Sharp/ • https://www.completecsharptutorial.com/basic/array-examples.php • https://www.geeksforgeeks.org/csharp-programming-language/ • https://msdn.microsoft.com/		
7.2. Seminar	Teaching methods	Observations
1. Development of software applications using the C # language: MDI presentation, application types, console application creation	Problem proposal and solving. Conversation. Explanation. Directed observation. Exercises. Quizes	2h
2. testing operators, testing numbers belonging to different classes (integers, even, etc.)		2h
3. instructions: applications processing digit numbers - 1s		2h
4. pocket computer simulation		2h
5. calculation of arithmetic expressions, evaluation of function values		2h
6. vector processing: calculation of different statistical parameters, determination of subsets		2h
7. matrix processing: fundamental operations on matrix, verification of different types of matrix		2h
8. string applications		2h
9. data collections		2h
10. creation and use of user-defined data types: structures		2h
11. Integrating user-defined classes in Windows Form Application		2h

12. Integrating user-defined classes in Windows Form Application		2h
13. Evaluation of the individual projects		2h
14. Evaluation of the individual projects		2h
<i>References Required:</i> 1. Crisan D.A., Teaching materials published on the university website; 2. RB Whitaker, The C# Player's Guide, 2015 3. Tiberiu Covaci , Rod Stephens , Vincent Varallo , Gerry O'Brien, MCSD Certification Toolkit (Exam 70-483): Programming in C#, ISBN-13: 978-1118612095, 2016 <i>Optional References:</i> 4. Crișan D.A., Programarea aplicațiilor folosind limbajul C# și platforma .NET, volumul I. Limbajul C#, Ed Prouniversitaria, 2015; 5. Introducere în .NET Framework, A. Nita si Co, suport de curs Microsoft, 2008; 6. Burrows, Chris. "C# 4.0 - New C# Features in the .NET Framework 4".Microsoft Developer Network. <i>On-line resources:</i> • Practice - code examples: https://www.w3resource.com/csharp-exercises/ (except LINQ) • https://www.w3schools.com/cs/cs_arrays.php • https://www.tutorialspoint.com/csharp/csharp_arrays.htm • https://www.c-sharpcorner.com/article/working-with-arrays-in-C-Sharp/ • https://www.completecsharptutorial.com/basic/array-examples.php • https://www.geeksforgeeks.org/csharp-programming-language/ • https://msdn.microsoft.com/		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The content of the discipline is regularly discussed and updated together with business environment representatives. All practical applications (labs/seminars) are based on the latest software packages with world wide recognition level.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/****):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	

9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/**):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Knowledge of basic theoretical notions and their applications in solving simple applications. Passing the exam is done by obtaining at least 5 (five).

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			INTERNATIONAL BUSINESS MANAGEMENT 2				
2.2.Course tutor							
2.3. Seminar tutor							
2.4.Year of study	3	2.5.Semester	2	2.6.Type of Assessment	E	2.7.Subject category	DS

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					23
Additional library study, on specialized online platforms and on field study					11
Preparation of seminars/laboratories, topics, essays, portfolio					17
Other activities					-
Tutoring hours					14
Examinations					4
3.7. Total hours/ individual study					69
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate demonstrates knowledge of the structure of an international contract, identifying its specific clauses, and acquires advanced knowledge regarding foreign trade techniques, applicable international regulations, and methods for preparing the documentation necessary to coordinate efficient commercial operations.
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Skills	The student/graduate negotiates specific clauses of international contracts to conclude them and establish strategic partnerships, participates in resolving complex and unpredictable problems in an international context, such as conflict management, identifies cultural differences and differences between legal systems, collaborating effectively with international partners. The student/graduate analyzes activities specific to the supply chain, implements business plans specific to foreign trade operations, considering associated risks and methods of managing them, and develops logistic solutions taking into account different transportation methods, the documentation required both for transportation processes and for insurance and customs clearance of goods.
Responsibility and autonomy	The student/graduate acquires strategies for rigorous, efficient, and responsible work, punctuality, and accountability in performing economic analyses and studies that facilitate decision-making related to logistics chain activities, and demonstrates the willingness to reflect critically, hypothesize, and apply reasoning in decision-making processes regarding methods and techniques for conducting international commercial operations and effectively managing risks in the global environment.

7. Contents

7.1. Course	Teaching methods	Observations
1. International contract for the sale of goods (CISG)	Power-point presentation	2h
2. International contract for the sale of goods (CISG)	Power-point presentation	2h
3. International contract for the sale of goods (CISG)	Power-point presentation	2h
4. Delivery conditions - INCOTERMS 2020	Power-point presentation	2h
5. Delivery conditions - INCOTERMS 2020	Power-point presentation	2h
6. Conducting export-import operations	Power-point presentation	2h
7. Conducting export-import operations	Power-point presentation	2h
8. Insurance of goods- procedures and documents	Power-point presentation	2h
9. Insurance of goods- procedures and documents	Power-point presentation	2h
10. Insurance of goods- procedures and documents	Power-point presentation	2h
11. Customs clearance of goods	Power-point presentation	2h
12. Customs clearance of goods	Power-point presentation	2h
13. Customs clearance of goods	Power-point presentation	2h
14. Test	Oral evaluation	2h
Bibliography ✓ Charles Hill, International Business: Competing in the Global Marketplace, McGraw-Hill Education, 2022 ✓ Rarick Charles, International Business: Cases and Exercises, Upper Saddle River, NJ Prentice Hall, 4th edition, 2016 ✓ Tamer Cavusgil, Gary Knight, International Business- The New Realities, Pearson, 2017 ✓ Charles Hill, Global Business Today, McGraw Hill, 2024 ✓ International Chamber of Commerce, Incoterms® 2020 brochure ✓ United Nations Convention on Contracts for the International Sale of Goods (CISG) brochure ✓ Georgiana Surdu, Valeriu Potecea, Teaching support for the course, International Business Management 2, available to students on the dedicated platforms.		

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. International contract for the sale of goods (CISG)	Case studies, exemplification	2h
2. International contract for the sale of goods (CISG)	Case studies, exemplification	2h
3. International contract for the sale of goods (CISG)	Case studies, exemplification	2h
4. Delivery conditions - INCOTERMS 2020	Case studies, price calculation	2h
5. Delivery conditions - INCOTERMS 2020	Case studies, price calculation	2h
6. Conducting export-import operations	Exercises, case studies	2h
7. Conducting export-import operations	Exercises, case studies	2h
8. Insurance of goods-procedures and documents	Case studies, premium calculation	2h
9. Insurance of goods-procedures and documents	Case studies, exemplification	2h
10. Insurance of goods-procedures and documents	Case studies, premium calculation	2h
11. Customs clearance of goods	Case studies, calculation	2h
12. Customs clearance of goods	Case studies, calculation	2h
13. Customs clearance of goods	Case studies, calculation	2h
14. 13. Project presentation	Business cases analysis	2h
Bibliography ✓ Charles Hill, International Business: Competing in the Global Marketplace, McGraw-Hill Education, 2022 ✓ Rarick Charles, International Business: Cases and Exercises, Upper Saddle River, NJ Prentice Hall, 4th edition, 2016 ✓ Tamer Cavusgil, Gary Knight, International Business- The New Realities, Pearson, 2017 ✓ Charles Hill, Global Business Today, McGraw Hill, 2024 ✓ International Chamber of Commerce, Incoterms® 2020 brochure ✓ United Nations Convention on Contracts for the International Sale of Goods (CISG) brochure ✓ Georgiana Surdu, Valeriu Potecea, Teaching support for the course, International Business Management 2, available to students on the dedicated platforms		

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The students attending this course will gain important knowledge about contracts, cross-border cooperation, international risks and challenges associated with international business. This information is necessary for working in a national or international company.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	

9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/**):			20%
Written test (written test / project / paper / case study / monograph, etc.)			Oral evaluation 20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- The students must obtain minimum 5.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	TRADE POLICIES						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	3	2.5. Semester	2	2.6. Type of Assessment	E	2.6. Subject category	DS

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					11
Preparation of seminars/laboratories, topics, essays, portfolio					17
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					69
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	
4.2. for competences	-

5. Pre – requisites (if there is any)

5.1. for course	✓ Video projector ✓ Internet access
5.2. for seminar	✓ Video projector ✓ Internet access

6. Acquired specific competences

Knowledge	The student/graduate acquires advanced knowledge of the theories, concepts, and analytical tools required to understand and explain phenomena related to international trade and global trade policies. The student/graduate demonstrates an understanding of the international trade system and its subcomponents, including the trade policies of integration groups and individual states.
Skills	The student/graduate analyzes and interprets phenomena related to international trade and trade policies from the perspective of both an informed neutral observer and a policy decision-maker. The student/graduate applies analytical tools for international trade flows as well as trade policy instruments or related tools, including from the perspective of an entrepreneur operating in the international environment.
Responsibility and autonomy	The student/graduate demonstrates commitment and professionalism in undertaking tasks related to decision-making, consultancy, analysis, and policy expertise (commercial and related), in the activity and diplomacy of relevant international organizations (governmental and non-governmental), as well as in conducting specific analyses and studies in the field of trade policy strategies. The student/graduate acts responsibly in assuming roles such as entrepreneur, executive, or consultant in regional and global commercial contexts, and in developing studies, reports, or projects related to the functioning of the international trade system and its subsystems and components.

7. Contents

7.1. Course	Teaching methods	Observations
1. The political economy of trade policy	Presentation, debates	2h
2. Free trade vs. Protectionism PART 1	Presentation, debates	2h
3. Free trade vs. Protectionism PART 2	Presentation, debates	2h
4. The instruments of trade policy (tariffs, non-tariff barriers, promotion and stimulation of exports) PART 1	Presentation, debates	2h
5. The instruments of trade policy (tariffs, non-tariff barriers, promotion and stimulation of exports) PART 2	Presentation, debates	2h
6. The instruments of trade policy (tariffs, non-tariff barriers, promotion and stimulation of exports) PART 3	Presentation, debates	2h
7. Bilateral trade issues and preferential/regional agreements – impact on trade	Presentation, debates	2h
8. Strategic trade theory and trade disputes PART 1	Presentation, debates	2h
9. Strategic trade theory and trade disputes PART 2	Presentation, debates	2h

10. New dimensions to trade policy - labor, environment, civil society	Presentation, debates	2h
11. International trade and the trade policy - current and future directions for trade	Presentation, debates	2h
12. Electronic commerce/invisible trade; policies and practices PART 1	Presentation, debates	2h
13. Electronic commerce/invisible trade; policies and practices PART 2	Presentation, debates	2h
14. Final TEST	Written test	2h

Bibliography

Marc Melitz, Paul R. Krugman, Maurice Obstfeld, International Trade: Theory and Policy, Global Edition, PEARSON; 12th edition (2022), ISBN-13: 978-1292417233

Daniels, J, Radebaugh, L, Sullivan D. – International Business, 17th Edition, Pearson, 2022

Melitz, M. - International Trade: Theory and Policy, Global Edition. 12 ed, Pearson Education Limited, 2022

Robert C. Feenstra, Alan M. Taylor, International Trade Fourth Edition, Worth Publishers; 5th edition, 2021 ISBN-13: 978-1319382865

Sloman J., Hinde K., Economics for business, Prentice Hall, 978-0273792468, 2013

Krugman P.R. and Obstfeld M., Melitz M., International Economics: Theory and Policy, Pearson, 2009

Papa G.D., Elliott L., International Trade and the Successful Intermediary, Gower Publishing Ltd. 2009

Batra, A. - India's Trade Policy in the 21st Century, Taylor & Francis, 2024

Baldwin R., The New Protectionism; a response to Shifts in National Economic Power, International Political Economy, New York, 2002.

Stiglitz, J. – Globalization and its discontents, W.W. Norton & Compnay, Inc, New York, 2002

Porter, M., The competitive advantage of the nations, The Free Press, New York, 1990

On-line resources - 2025:

- www.wto.org
- www.europa.eu
- www.usatrade.gov
- www.unctad.org
- <https://eclass.duth.gr/modules/document/file.php/OPE01137/International%20trade%20%20theory%20%26%20policy%20%28%20PDFDrive%20%29.pdf>

Power point presentations used in class and additional readings will be posted to the website for this class and can be accessed from MsTeams

7.2. Seminar	Teaching methods	Observations
1. The political economy and the trade policy (<i>general overview, representative features of trade policy, objectives, functions, instruments</i>)	debates, case studies	2h
2. Free trade vs. Protectionism PART 1	debates, case studies	2h
3. Free trade vs. Protectionism PART 2	debates, case studies	2h
4. Interaction between Trade and Competition Policy	debates, case studies	2h
5. Comparative analysis of the main types of trade policies PART 1	debates, case studies	2h

6. Comparative analysis of the main types of trade policies PART 2	debates, case studies	2h
7. The instruments of trade policy (tariffs, non-tariff barriers, promotion and stimulation of exports)	debates, case studies/ written test	2h
8. The instruments of trade policy (tariffs, non-tariff barriers, promotion and stimulation of exports)-test	written test	2h
9. Contemporary trade policy issues PART 1	debates, case studies	2h
10. Contemporary trade policy issues PART 2	debates, case studies	2h
11. Bilateral trade issues and preferential/regional agreements. The new protectionism	debates, case studies	2h
12. International trade and the trade policy - current and future directions for trade	debates, case studies	2h
13. Electronic commerce/invisible trade	debates, case studies	2h
14. Seminar Final Test	written test	2h

Bibliography

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Batra, A. - India's Trade Policy in the 21st Century, Taylor & Francis, 2024

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Stiglitz, J. – Globalization and its discontents, W.W. Norton & Compnay, Inc, New York, 2002

Porter, M., The competitive advantage of the nations, The Free Press, New York, 1990

On-line resources - 2025:

- www.wto.org
- www.europa.eu
- www.usatrade.gov
- www.unctad.org
- <https://eclass.duth.gr/modules/document/file.php/OPE01137/International%20trade%20%20theory%20%26%20policy%20%28%20PDFDrive%20%29.pdf>

Power point presentations used in class and additional readings will be posted to the website for this class and can be accessed from MsTeams

- 8. Enhancing the subject contents with the expectations of the epistemic communities representatives, professional associations and important employers pertaining to the field of the study program**

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The development of the content of the discipline aims at a high degree of compatibility with programs from other university centers in the country and abroad.

9. Assessment

10. Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Explaining the main instruments of trade policy and the contemporary trade policy issues.
The promotion of this subject is conditional on obtaining a final grade of at least 5 (five).

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			INTERNATIONAL FUNDING FOR BUSINESS					
2.2.Course tutor								
2.3. Seminar tutor								
2.4.Year of study	3	2.5.Semester	2	2.6.Type of Assessment	E	2.7.Subject category	DS	

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	2	3.3. seminar	1
3.4. Total hours/semester	42	out of which: 3.5. course	28	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					17
Preparation of seminars/laboratories, topics, essays, portfolio					25
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					83
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate acquires advanced knowledge regarding the sources of international business financing and the specific mechanisms for accessing them.
	The student/graduate identifies relevant sources of information for analyzing business financing alternatives.

Skills	The student/graduate identifies and evaluates international business financing alternatives, providing detailed analyses.
	The student/graduate applies key risk management tools in international business (such as diversification, contractual clauses, insurance policies, guarantee contracts, derivative instruments, etc.).
Responsibility and autonomy	The student/graduate organizes financial consulting services related to investments, tailoring recommendations to the specific needs of clients or organizations.
	The student/graduate evaluates the client's economic objectives and proposes optimal financial solutions to achieve them.
	The student/graduate designs financial strategies that address the needs of companies operating on international economic and monetary markets.

7. Contents

7.1. Course	Teaching methods	Observations
1. The concept of international financing and its role in global business	Problem-based learning Guided discussion Explanation Guided observation Practice activity	2h
2. Structure and functioning of international financial markets		2h
3. International financial institutions and their role		2h
4. Financing international trade: instruments and mechanisms		2h
5. Banking instruments used in international financing		2h
6. Factoring and forfaiting in international transactions		2h
7. Financing international investments and market expansion		2h
8. Accessing international capital markets		2h
9. Financing through investment funds and venture capital		2h
10. Sustainable finance and the integration of ESG criteria		2h
11. Blockchain technologies in business financing		2h
12. Cryptocurrencies as a source of business financing		2h
13. Emerging trends in international business financing		2h
14. Test		2h
Bibliography - International Payments and Financing Techniques – Lucian Botea – Electronic material, 2025, available on MS Teams - Payment Systems - James Brook - Aspen Publishers Online, 2020 - IMF, Selected Issues in Balance of Payments and International Investment Position Analysis, 2007, https://www.imf.org/external/pubs/ft/bop/2007/pdf/chap14.pdf - The role of IMF conditionality for central bank independence, Andreas Kern, Bernhard Reinsberg, Matthias Rau-Goehring, ECB, 2020, https://www.ecb.europa.eu/pub/pdf/scpwps/ecb.wp2464~154c556fff.en.pdf?7b43b07900bab0b1f43a74e88a1657fc		

- World Bank <https://www.worldbank.org/en/topic/paymentsystemsremittances>
- International Monetary Fund, <https://www.imf.org/en/About>
- European Central Bank, <https://www.ecb.europa.eu/paym/html/index.en.html>

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Case study: identifying financing needs in an international company	Case study Analysis Practical exercise Project Debate	2h
2. Analysis of a project financed by an international financial institution (IMF, EBRD, EIB)		2h
3. Simulation: selecting the optimal financing method for an export-import operation		2h
4. Case analysis: a “green financial instrument” used by an international corporation		2h
5. Exercise: using blockchain technology to validate financial transactions Case study: using cryptocurrencies in international B2B transactions		2h
6. Debate: opportunities and risks associated with emerging fintech trends		2h
7. Final integrated project: developing an international financing strategy for a Romanian company		2h

Bibliography

- International Payments and Financing Techniques – Lucian Botea – Electronic material, 2025
- Payment Systems - James Brook - Aspen Publishers Online, 2020
- IMF, Selected Issues in Balance of Payments and International Investment Position Analysis, 2007, <https://www.imf.org/external/pubs/ft/bop/2007/pdf/chap14.pdf>
- The role of IMF conditionality for central bank independence, Andreas Kern, Bernhard Reinsberg, Matthias Rau-Goehring, ECB, 2020, <https://www.ecb.europa.eu/pub/pdf/scpwps/ecb.wp2464~154c556fff.en.pdf?7b43b07900bab0b1f43a74e88a1657fc>
- World Bank <https://www.worldbank.org/en/topic/paymentsystemsremittances>
- International Monetary Fund, <https://www.imf.org/en/About>
- European Central Bank, <https://www.ecb.europa.eu/paym/html/index.en.html>

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The course content is aligned with the requirements of the epistemic community, professional organizations, and relevant employers in the field of international business, reflecting current developments in global financial markets and the growing need for specialists capable of operating complex financial instruments in multicultural and regulated environments.

The course structure is based on updated specialized literature and best practices promoted by international institutions and professional associations such as the International Chamber of Commerce (ICC), the European Banking Authority (EBA), the International Finance Corporation (IFC), and the European Venture Capital Association (EVCA).

Through its thematic focus—which includes international trade financing, access to capital markets, the use of payment and guarantee instruments, sustainable finance, and fintech—the course addresses the needs expressed by employers in fields such as international trade, financial services, consulting, transportation, fintech, investment funds, and banking institutions. This is achieved by integrating practical components such as case studies, financial documentation analysis, transaction simulations, and the development of practical projects.

As a result, the course directly contributes to the development of competencies demanded by the international labor market: strategic thinking, the ability to conduct transnational financial analysis, and informed financial decision-making in global contexts.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

In order to pass the course, the student must demonstrate that:

- They know the fundamental concepts related to international financing, including the main sources of financing, the institutions involved, and the instruments used in international trade;
- They can recognize and describe the main mechanisms for financing exports/imports, international investments, and foreign exchange operations;
- They are able to apply theoretical concepts in basic contexts by analyzing an example or a case study related to the selection of a source or method of international financing;
- They are capable of identifying basic financial risks (currency, default, liquidity) and proposing elementary measures for managing them;
- They correctly use specialized terminology and produce clear, logically structured explanations in the field of international finance.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	RISK MANAGEMENT IN INTERNATIONAL BUSINESS						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	3	2.5. Semester	2	2.6. Type of Assessment	E	2.7. Subject category	DS

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	2	3.3. seminar	1
3.4. Total hours/semester	42	out of which: 3.5. course	28	3.6. seminar	14
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					17
Preparation of seminars/laboratories, topics, essays, portfolio					25
Other activities					-
Tutoring hours					14
Examinations					2
3.7. Total hours/ individual study					83
3.8. Total hours/semester					125
3.9. Number of credits					5

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate explains the influence of economic, political, cultural, and other additional risk factors on the conduct of international business and the global economy. The student/graduate classifies risk management, with a focus on financial, economic, and international risks, and the measures for mitigating them.
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Skills	The student/graduate identifies and evaluates economic, political, and cultural risks and their impact on organizations or individuals. The student/graduate manages risk in international business in accordance with the organization's policy, implementing specific measures for its reduction/optimization. The student/graduate improves the organization's risk management policies and procedures, ensuring compliance with relevant regulations. The student/graduate assesses and selects relevant risk factors for investments and financial markets to reduce their negative impact on the organization or individuals.
Responsibility and autonomy	The student/graduate organizes financial consulting services related to investments, adapting recommendations to the specific needs of clients or organizations. The student/graduate manages and organizes risk prevention strategies, ensuring proactive risk management.

7. Contents

7.1. Course	Teaching methods	Observations
1. Risk in International Business: definition of risk and uncertainty, probabilistic approach to risk, moral hazard and adverse selection	Problem-based learning Guided discussion Explanation Guided observation	2h
2. The Risk Management Process in International Business: historical background, specific nature of risk management		2h
3. The Risk Management Process in International Business: stages of the risk management process in international business		2h
4. Context Analysis for Developing a Business on International Markets: internal and external factors influencing an international business, methods for analyzing the business context		2h
5. Identification of Risks Associated with an International Business: identification methods		2h
6. Identification of Risks Associated with an International Business: list of potential risks		2h
7. Analysis of the Evolution of Risk Factors: identification of influencing factors, analysis methods (trend, autoregression, simple and multiple regression)		2h
8. Analysis of the Degree of Risk Exposure: analysis methods (examples on currency risk, price risk, country risk, non-payment risk, interest rate risk), risk map		2h
9. Risk Management Methods: international diversification of a business		2h
10. Risk Management Methods: clauses in import-export contracts		2h

11. Risk Management Methods: insurance policies (cargo insurance, liability insurance)		2h
12. Risk Management Methods: bank guarantees (real and personal)		2h
13. Risk Management Methods: derivative instruments		2h
14. Test	Multiple choice and open questions	2h

Bibliography

1. Basics of Risk Management - Cybellium TM, Independently published, 2025
2. RISK MANAGEMENT PROFESSIONAL EXAM PREP 2025-2026: Includes 3 Full-Length Practice Tests, 800+ Practice Questions, Strategic Study Drills & In-Depth Explanations - Ninabrooks Exampilot, Independently published, 2025
3. The Essentials of Risk Management – 3rd edition, - Michel Crouhy, Dan Galai, Robert Mark, McGraw Hill, 2023
4. Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Enterprise Risk Management – 6th edition - Clive Thompson, Paul Hopkin, Kogan Page, 2021

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Risk aversion: understanding how to analyze risk aversion	Problem-based learning Guided discussion Explanation Guided observation Case studies	2h
2. Identifying risks in an import/export operation		2h
3. Case study on analyzing the evolution of risk factors		2h
4. Assessing the degree of risk exposure		2h
5. Case study on international diversification of a business		2h
6. Use of derivative instruments		2h
7. Project on risk management in international business		2h

Bibliography

1. RISK MANAGEMENT PROFESSIONAL EXAM PREP 2025-2026: Includes 3 Full-Length Practice Tests, 800+ Practice Questions, Strategic Study Drills & In-Depth Explanations - Ninabrooks Exampilot, Independently published, 2025
2. Basics of Risk Management - Cybellium TM, Independently published, 2025
3. The Essentials of Risk Management – 3rd edition, - Michel Crouhy, Dan Galai, Robert Mark, McGraw Hill, 2023
4. Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Enterprise Risk Management – 6th edition - Clive Thompson, Paul Hopkin, Kogan Page, 2021

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The course content is aligned with the expectations of the epistemic community and professionals in the field of international business, reflecting current labor market demands and global trends in risk management. The course structure is based on relevant specialized literature, and it addresses the needs expressed by employers in areas such as international trade, consulting, financial services, transport, and logistics—sectors that require specialized competencies in identifying and managing commercial, currency, geopolitical, legal, and compliance risks. The course content is aligned with best practices and standards promoted by organizations such as the Institute of Risk Management (IRM) and the

International Chamber of Commerce (ICC). The theoretical approach is complemented by an applied component, including case studies, risk analyses in real-world contexts, and decision-making simulations, which support the development of the analytical, strategic, and operational skills needed for a successful career in international business.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

In order to pass the course, the student must demonstrate that:

- They have knowledge of the fundamental concepts related to risks in international business (financial, commercial, geopolitical, currency, legal, compliance risks, etc.);
- They understand the main methods and tools used to identify, assess, and manage risks in international contexts;
- They can apply theoretical concepts in basic contexts, by analyzing a case study or solving elementary practical problems related to commercial or currency risks;
- They can identify relevant types of risks in an international transaction and proposing exposure reduction measures, even if only partially or with guidance;
- They use specialized terminology correctly and follow a logical structure in written or oral analyses and presentations on risk-related topics.

Date

Course tutor signature

Seminar tutor signature

the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	FOREIGN LANGUAGES DEPARTMENT
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	INTERCULTURAL COMMUNICATION						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	2	2.5. Semester	1	2.6. Type of Assessment	E	2.7. Subject category	DS

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	3	out of which: 3.2. course	1	3.3. seminar	2
3.4. Total hours/semester	42	out of which: 3.5. course	14	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					12
Additional library study, on specialized online platforms and on field study					5
Preparation of seminars/laboratories, topics, essays, portfolio					9
Other activities					-
Tutoring hours					5
Examinations					2
3.7. Total hours/ individual study					33
3.8. Total hours/semester					75
3.9. Number of credits					3

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate possesses advanced knowledge of linguistic registers and variants specific to oral and written communication in English, adapted to various professional contexts. The student/graduate appropriately uses theories, concepts, and tools necessary for detailed analysis and understanding of cultural and intercultural environments.
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Skills	The student/graduate critically analyzes and interprets complex economic texts. The student/graduate applies specific linguistic registers and variants of oral and written English communication to construct complex argumentative discourse. The student/graduate analyzes and interprets intercultural differences based on solid theoretical foundations.
Responsibility and autonomy	The student/graduate efficiently uses linguistic registers to adapt to various communicative situations (presentations, debates, negotiations, mediation, etc.). The student/graduate produces complex studies/reports/projects in the foreign language. The student/graduate consistently implements strategies for intercultural negotiation and mediation.

7. Contents

7.1. Course	Teaching methods	Observations
1. Leadership – communication skills	Problem-solving Conversation Explanation Observation Exercises	2h
2. Netiquette in business communication	Problem-solving Conversation Explanation Observation Exercises	2h
3. Networking	Problem-solving Conversation Explanation Observation Exercises	2h
4. Negotiation-verbal and non-verbal language	Problem-solving Conversation Explanation Observation Exercises	2h
5. Intercultural Communication	Problem-solving Conversation Explanation Observation Exercises	2h
6. Culture Shock	Problem-solving Conversation Explanation Observation Exercises	2h
7. Written Test	Assessment	2h
Bibliography 1. Bovée, C. L., Thill, J. V., & Schatzman, B. E. – Business Communication Today, 14th Edition, Pearson, 2022.		

2. Gardner, S. – Business English Handbook Advanced, Macmillan, 2016.
3. Guffey, M. E., & Loewy, D. – Essentials of Business Communication, 11th Edition, Cengage Learning, 2020.
4. Istrate, Ana Mihaela, Museanu, Elena, Bîrsanu, Roxana – Practice File in Business English Communication, Editura Universitară, 2019.
5. Locker, K. O., & Kaczmarek, S. K. – Business Communication: Building Critical Skills, 8th Edition, McGraw-Hill Education, 2021.
6. Nickerson, C. – Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace, SAGE Publications, 2019.
7. Parkinson, P., & Adendorff, R. – Business Communication: Process and Product, 7th Edition, Cengage Learning, 2018.
8. Salem, K. – International Business Communication, Routledge, 2017.
9. Starkey, K. – Effective Business Communication, Routledge, 2020.

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Case studies that deal with business communication I	Problem-solving Conversation Explanation Observation Exercises	2h
2. Case studies that deal with business communication II	Problem-solving Conversation Explanation Observation Exercises	2h
3. Netiquette I	Problem-solving Conversation Explanation Observation Exercises	2h
4. Netiquette II	Problem-solving Conversation Explanation Observation Exercises	2h
5. Negotiating for international development I	Problem-solving Conversation Explanation Observation Exercises	2h
6. Negotiating for international development II	Problem-solving Conversation Explanation Observation Exercises	2h
7. Managing cultural diversity in technical professions I	Problem-solving Conversation Explanation Observation Exercises	2h
8. Managing cultural diversity in	Problem-solving	2h

technical professions II	Conversation Explanation Observation Exercises	
9. Intercultural interactions	Problem-solving Conversation Explanation Observation Exercises	2h
10. Cross-cultural ethics	Problem-solving Conversation Explanation Observation Exercises	2h
11. Analyze the communication style of notorious leaders	Problem-solving Conversation Explanation Observation Exercises	2h
12. How to get benefits from networking I	Problem-solving Conversation Explanation Observation Exercises	2h
13. How to get benefits from networking II	Projects, case studies; presentation, explanation, argumentation	2h
14. Project Presentation	Projects, case studies; presentation, explanation, argumentation	2h

Bibliography

1. Bovée, C. L., Thill, J. V., & Schatzman, B. E. – Business Communication Today, 14th Edition, Pearson, 2022.
2. Gardner, S. – Business English Handbook Advanced, Macmillan, 2016.
3. Guffey, M. E., & Loewy, D. – Essentials of Business Communication, 11th Edition, Cengage Learning, 2020.
4. Istrate, Ana Mihaela, Museanu, Elena, Bîrsanu, Roxana – Practice File in Business English Communication, Editura Universitară, 2019.
5. Locker, K. O., & Kaczmarek, S. K. – Business Communication: Building Critical Skills, 8th Edition, McGraw-Hill Education, 2021.
6. Nickerson, C. – Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace, SAGE Publications, 2019.
7. Parkinson, P., & Adendorff, R. – Business Communication: Process and Product, 7th Edition, Cengage Learning, 2018.
8. Salem, K. – International Business Communication, Routledge, 2017.
9. Starkey, K. – Effective Business Communication, Routledge, 2020.

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The subject content was discussed with representatives of the business environment

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test 50%	
9.5. Seminar	Frequency and Performance	Active seminar attendance 5%	30%
		Applicative activities, case studies, papers, practical works, monographs etc. 15%	
		Participation in the student scientific communications session (extra 10%)	
		Seminar test 10%	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- Knowledge of fundamental theoretical elements and the ability to solve basic applications in English communication within the context of economic activities.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	BACHELOR PROJECT PREPARATION				
2.2. Course tutor					
2.3. Seminar tutor					
2.4. Year of study	3	2.5. Semester	2	2.6. Type of Assessment	V
				2.7. Subject category	DS

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course		3.3. seminar	4
3.4. Total hours/semester	56	out of which: 3.5. course		3.6. seminar	56
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					-
Additional library study, on specialized online platforms and on field study					-
Preparation of seminars/laboratories, topics, essays, portfolio					4
Other activities					-
Tutoring hours					-
Examinations					2
3.7. Total hours/ individual study					-
3.8. Total hours/semester					75
3.9. Number of credits					3

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	• Video projector and internet access
5.2. for seminar	• Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate recognizes, chooses and applies scientific methods and techniques for conducting a study.
	The student/graduate explains and interprets various types of concepts, situations, processes, projects, etc. associated with the field of Economics and International Business.

Skills	The student/graduate engages in the design or creation of new knowledge by formulating research-related questions, by researching, improving or developing concepts, theories, models, techniques, tools, software or operational methods, and by using scientific methods and techniques.
	The student/graduate applies scientific methods and techniques to investigate phenomena, acquiring new knowledge or correcting and integrating previous knowledge.
	The student/graduate uses systematic processes of collecting, analyzing, and synthesizing information to assess current practice and generate new understandings about practice.
	The student/graduate uses models (descriptive or inferential statistics) and techniques (data extraction or machine learning) for the purpose of statistical analysis, as well as ICT tools to analyze data, discover correlations, and forecast trends.
	The student/graduate applies fundamental ethical principles and legislation in the field of scientific research, including aspects related to research integrity.
Responsibility and autonomy	The student/graduate uses the concepts coherently and autonomously in order to develop the analysis and diagnosis studies on the functioning of the organization.
	The student/graduate contributes to the development and implementation of complex international projects, studies and analyses on the international economy, the international business environment and the international activity of a company.
	The student/graduate advises organisations and institutions on the factors and measures they can take that would promote and ensure economic stability and growth.
	The student/graduate applies the principles, norms and values of professional ethics within his/her own rigorous, efficient and responsible work strategy.

7. Contents

7.2. Seminary/Laboratory	Teaching Methods	Observations
Presentation of the documentation methodology and elaboration of the bachelor's thesis. Debates on topics, case studies, etc. specific to the field studied	Analyses, discussions with the scientific coordinator.	

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

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9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
9.4. Course	-	-	-
9.5. Seminar	Participation in scientific activity during the semester.	Final evaluation carried out by the scientific coordinator.	100%

9.6. Minimum performance standard

At the end of the semester, the scientific coordinator makes a final evaluation of the student's activity during the year and the scientific results obtained.

To pass the discipline, it is necessary to obtain a final grade of at least 5 (five).

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	TRADE, ECONOMIC INTEGRATION AND BUSINESS ADMINISTRATION
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1.Subject name			GLOBALIZATION - INTERNATIONAL CASES					
2.2.Course tutor								
2.3. Seminar tutor								
2.4.Year of study	3	2.5.Semester	2	2.6.Type of Assessment	E	2.7.Subject category	DC	

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					25
Additional library study, on specialized online platforms and on field study					11
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					58
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate identifies and analyzes the business environment from the perspective of international economic relations and globalization
	The student/graduate understands key historical and contemporary interpretations of globalization and its dimensions (economic, social, political, and technological).
	The student/graduate identifies and explains major issues in the global economy, including world inequalities, financial issues, and labor market transformations.

Skills	The student/graduate critically identifies, analyzes, and interprets the involvement of local, regional, and global actors in international economic relations, substantiating and proposing efficient and innovative solutions for optimizing international business in the context of globalization and digitalization.
	The student/graduate analyzes and interprets case studies and globalization indicators to assess the impact on international business environments.
	The student/graduate develops and presents evidence-based arguments in debates and project work related to globalization and its implications for companies.
Responsibility and autonomy	The student/graduate contributes to the design and implementation of complex international projects, studies, and analyses regarding the international economy, the international business environment, and the sustainable international activity of a company.
	The student/graduate demonstrates the ability to work in teams, including multicultural teams, to actively contribute to debates and decision-making processes, and to provide well-founded solutions to international economic problems, including the creation of business plans in a volatile, complex, and uncertain global context.
	The student/graduate demonstrates independent and critical thinking when evaluating global economic trends and proposing responses for sustainable international business strategies.
	The student/graduate engages proactively and responsibly in multicultural teamwork and discussions, showing openness to diverse perspectives on globalization.

7. Contents

7.1. Course	Teaching methods	Observations
1. Globalization: a view from History	Lecture	2h
2. Debate. Definitions of globalization. Dimensions of globalization	Creativity game and debate	2h
3. Globalization. Main implications	Lecture and debate	2h
4. Measuring globalization. Examples	Presentation and practical exercises	2h
5. Effects of globalization on businesses. Debate, 1 st round.	Debate	2h
6. Main issues in the global economy	Lecture	2h
7. World Inequalities	Lecture and case studies	2h
8. Financial globalization: international financial markets	Lecture and case studies	2h
9. Implications of the exchange rate. Case studies: long run exposure	Analysis of case studies	2h
10. Global labor market. The future of jobs in the context of emerging technologies	Debate	2h
11. Projects and evaluation	Presentations of projects	2h
12. Guest lecture – relevant issue	Lecture	2h
13. Final conclusion	Debate	2h
14. Test		2h

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Nicholas Dima, A Brief Study of Globalization: Is Globalization Good for People?, XLIBRIS, 2013

Gavin Wright, "Slavery and Anglo-American Capitalism Revisited," 2020, Tawney Lecture
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<https://www.weforum.org/stories/2022/05/future-globalization-multilateralism-nationalism-digital-integration/>

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https://phrase.com/blog/posts/globalization/#:~:text=Evaluate%20your%20company%20and%20target%20markets%20*,develop%20distinct%20customer%20targets%20for%20other%20regions.

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Harvard Business School, What Is Globalization in Business?, <https://online.hbs.edu/blog/post/what-is-globalization-in-business>

Robert C Allen, Technical change, globalization, and the labour market: British and American experience since 1620, Oxford University Press, 2024,
https://academic.oup.com/ooec/article/3/Supplement_1/i178/7708096

World Economic Forum, How AI's impact on value creation, jobs and productivity is coming into focus, <https://www.weforum.org/stories/2025/01/how-ai-impacts-value-creation-jobs-and-productivity-is-coming-into-focus/>

Information sites:

<https://www.investopedia.com/terms/g/globalization.asp>

<https://ycsg.yale.edu/>

<https://hbr.org/topic/subject/globalization>

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Globalization: historical facts	Debate based on examples	2h
2. What does globalization mean for you?	Round table	2h
3. Dimensions of globalization: case studies	Analysis of case studies	2h
4. Measuring globalization on different continents	Country examples and case studies	2h
5. Effects of globalization on businesses. Debate, 2 nd round	Debate	2h
6. Current issues in the global economy	Self-reading and debate	2h
7. Inequalities and rise of populism	Debate	2h
8. Financial globalization: case	Analysis of case studies	2h

studies		
9. Implications of the exchange rate. Case studies: short run exposure (transaction exposure)	Analysis of case studies	2h
10. Effects of AI on the global labor market. The future of jobs	Debate	2h
11. Guest lecture – relevant issue	Presentations of projects	2h
12. Final conclusion	Lecture / debate	2h
13. Projects presentation		2h
14. Projects presentation		2h

Bibliography

Nicholas Dima, A Brief Study of Globalization: Is Globalization Good for People?, XLIBRIS, 2013

Gavin Wright, “Slavery and Anglo-American Capitalism Revisited,” 2020, Tawney Lecture
<https://onlinelibrary.wiley.com/doi/full/10.1111/ehr.12962>

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<https://www.europarl.europa.eu/topics/en/article/20190603STO53520/benefits-of-economic-globalisation-in-eu-facts-and-figures>

World Economic Forum, What’s next for economic globalization?, 2022,
<https://www.weforum.org/stories/2022/05/future-globalization-multilateralism-nationalism-digital-integration/>

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Harvard Business School, What Is Globalization in Business?, <https://online.hbs.edu/blog/post/what-is-globalization-in-business>

Robert C Allen, Technical change, globalization, and the labour market: British and American experience since 1620, Oxford University Press, 2024,
https://academic.oup.com/ooec/article/3/Supplement_1/i178/7708096

World Economic Forum, How AI’s impact on value creation, jobs and productivity is coming into focus, <https://www.weforum.org/stories/2025/01/how-ai-impacts-value-creation-jobs-and-productivity-is-coming-into-focus/>

Information sites:

<https://www.investopedia.com/terms/g/globalization.asp>

<https://ycsg.yale.edu/>

<https://hbr.org/topic/subject/globalization>

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The course content will be enriched by incorporating current priorities and insights from academic experts, professional associations, and global research networks involved in international economic studies, complemented by invited guest lectures from academic institutions, research entities, or the business environment.

Additionally, key expectations from major employers—such as critical thinking, business environment analysis, and global business awareness—will guide the selection of case studies and practical activities.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

To successfully complete this course, students must demonstrate the following:

Knowledge:

- Accurately explain key concepts of globalization, including historical context, major dimensions and global trends.

- Identify and describe at least two significant challenges or effects of globalization on the global economy and international business.

Skills:

- Analyze and interpret at least one case study using relevant globalization indicators or data (e.g., trade flows, exchange rates, labor trends, financial issues).
- Present a clear, evidence-based argument in class debates or written assignments, supported by relevant sources and logical reasoning.

Responsibility and Autonomy:

- Actively participate in team discussions and project work, showing respect for diverse viewpoints and the ability to collaborate effectively.
- Demonstrate independent thinking by contributing original insights or solutions during project presentations or evaluations.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	SCHOOL OF INTERNATIONAL BUSINESS
1.3. Department	MANAGEMENT - MARKETING
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR PROGRAM
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	DIGITAL MARKETING						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	3	2.5. Semester	2	2.6. Type of Assessment	E	2.7. Subject category	DC

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					12
Additional library study, on specialized online platforms and on field study					10
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					44
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Laptops/computers, video projector, whiteboard/flipchart and accessories, technologies/applications for creating multimedia content, internet access, digital marketing applications (e.g., SIMBOUND)
5.2. for seminar	Laptops/computers, video projector, whiteboard/flipchart and accessories, technologies/applications for creating multimedia content, internet access, digital marketing applications (e.g., SIMBOUND)

6. Learning outcomes

Knowledge	The student/graduate describes the concepts and theories associated with online marketing activities, including those used for marketing through social media channels. The student/graduate demonstrates an understanding of the concepts related to the use of IT tools and applications used in marketing, including those based on AI technologies.
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Skills	The student/graduate uses advanced knowledge related to digital marketing activities and can contribute to the digitization of the organization's marketing activities. The student/graduate appropriately uses software products for online marketing activities, including those based on AI technologies.
Responsibility and autonomy	The student/graduate shows a proactive attitude, based on scientific rigor regarding the process of developing online communication tools (web pages) based on marketing principles and the development of online marketing strategies. The student/graduate demonstrates the ability to substantiate specific analyses and studies in the field of marketing software tools, including those based on AI.

7. Contents

7.1. Course	Teaching methods	Observations
1. Introduction to Digital Marketing; Evolution of eBusiness Theory and Practices	Presentation, explanation, interactive discussions, case study	2h
2. Marketing and Artificial Intelligence	Presentation, explanation, interactive discussions	2h
3. Digital Marketing Strategy	Presentation, explanation, interactive discussions, case study	2h
4. Digital Marketing Environment	Presentation, explanation, interactive discussions	2h
5. Online Consumer Behavior	Presentation, explanation, interactive discussions	2h
6. Digital Marketing Mix – Product Policy in the Online Environment	Presentation, explanation, interactive discussions, case study	2h
7. Digital Marketing Mix – Pricing Policy; Distribution Policy	Presentation, explanation, interactive discussions	2h
8. Digital Marketing Mix – Promotion Policy in the Digital Environment	Presentation, explanation, interactive discussions, case study	2h
9. Digital Marketing Mix – Other Components of the Marketing Mix in Services	Presentation, explanation, interactive discussions, case study	2h
10. Marketing Communications Using Digital Media Channels – Websites; Online Advertising	Presentation, explanation, interactive discussions, case study	2h
11. Marketing Communications Using Digital Media Channels – Social Media and Viral Marketing; Search Engine Marketing	Presentation, explanation, interactive discussions	2h
12. Planning Digital Marketing Activities Using Online Simulation Platforms	Presentation, explanation, interactive discussions	2h
13. Campaign Planning for Digital Media	Presentation, explanation, interactive discussions, case study	2h
14. Test		2h

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1. Belch, G., Belch, M., *Advertising and Promotion. An Integrated Marketing Communications Perspective*, 12th Edition, McGraw-Hill Education, 2020
2. Berkowitz D., *Using Ai for Marketing, How to Harness the Transformative Power of AI, Non Obvious Guide*, Ideapress Publishing, 2025
3. Chaffey D., Ellis-Chadwick F., Majd A.R., *Digital Marketing*, 9th Edition, Pearson, 2025
4. Duffett R., Zaharia R.M., Edu T., Constantinescu R., Negricea C., *Exploring the antecedents of Artificial Intelligence products'usage. The case of business students*, Amfiteatru Economic Journal, Vol. 26, Nr. 65, pag. 106-125, 2024
5. Duffett R., Edu T., Negricea I.C., Zaharia R.M., *Modelling the effect of youtube as an advertising medium on converting intention-to-purchase into purchase*, Transformations in Business & Economics, vol. 19, nr. 1 (49), pag. 112-132, 2020, ISSN 1648-4460, Clarivate Analytics Master Journal List
6. Heinze A., Fletcher G., Cruz A., Fenton A., *Digital and Social Media Marketing. A Results-Driven Approach*, Routledge, 2025
7. Jobber, D., Fahy, J., *Foundations of Marketing*, ediția a VII-a, London, McGraw Hill, 2022
8. Liu Y., Qi Li, Tudor Edu, Kim-Shyan Fam, Razvan Zaharia, Costel Negricea, *Mobile social commerce content, consumer emotions and behaviour*, International Journal of Consumer Studies, Early Access, 2023, ISSN 1470-6423
9. Liu Y., Li Q., Edu T., Fam K.S., Zaharia R., Negricea C., *Mobile social commerce content, consumer emotions and behaviour*, International Journal of Consumer Studies, Early Access, 2023, 1–20, ISSN 1470-6423
10. Negricea C., *Lecture notes – Digital Marketing*

7.2. Seminary/Laboratory	Teaching Methods	Observations
1. Challenges and Opportunities in The Digital Environment: Digital Markets, Online Businesses, and Emerging Technologies	Presentation, explanations, interactive discussions, case study	2h
2. The Benefits and Costs of Digitizing Marketing Activities; Providers of Digital Marketing Services	Presentation, explanations, interactive discussions, case study	2h
3. Digital Marketing Strategy Development	Interactive discussions, digital marketing campaign simulations, project-based learning.	2h
4. Analyzing Digital Marketing Environment	Interactive discussions, digital marketing campaign simulations, project-based learning.	2h
5. Analyzing Online Consumer Behavior	Presentation, explanations, interactive discussions, case study	2h
6. Characteristics of the Digital Marketing Mix	Presentation, interactive discussions, project-based learning.	2h
7. Implementing a Digital Marketing Strategy	Presentation, interactive discussions, digital marketing campaign simulations.	2h

8. Digital Marketing Campaign	Presentation, interactive discussions, digital marketing campaign simulations, project-based learning.	2h
9. Campaign Planning for Digital Media	Presentation, interactive discussions, digital marketing campaign simulations, project-based learning.	2h
10. Marketing Communications Using Digital Media Channels	Presentation, interactive discussions, digital marketing campaign simulations	2h
11. Digital Tools Used in Company Activities Through Online Simulation Platforms	Presentation, interactive discussions, digital marketing campaign simulations, project-based learning.	2h
12. Designing Digital Marketing Campaigns Using Dedicated Simulation Tools and Platforms	Presentation, interactive discussions, digital marketing campaign simulations.	2h
13. Implementing Digital Marketing Campaigns Using Dedicated Simulation Tools and Platforms	Presentation, interactive discussions, digital marketing campaign simulations, project-based learning.	2h
14. Evaluating and Improving Digital Marketing Campaigns Using Dedicated Simulation Tools and Platforms	Presentation, interactive discussions, digital marketing campaign simulations	2h

Bibliography

1. Belch, G., Belch, M., *Advertising and Promotion. An Integrated Marketing Communications Perspective*, 12th Edition, McGraw-Hill Education, 2020
2. Berkowitz D., *Using Ai for Marketing, How to Harness the Transformative Power of AI, Non Obvious Guide*, Ideapress Publishing, 2025
3. Chaffey D., Ellis-Chadwick F., Majd A.R., *Digital Marketing*, 9th Edition, Pearson, 2025
4. Duffett R., Zaharia R.M., Edu T., Constantinescu R., Negricea C., *Exploring the antecedents of Artificial Intelligence products'usage. The case of business students*, Amfiteatru Economic Journal, Vol. 26, Nr. 65, pag. 106-125, 2024
5. Duffett R., Edu T., Negricea I.C., Zaharia R.M., *Modelling the effect of youtube as an advertising medium on converting intention-to-purchase into purchase*, Transformations in Business & Economics, vol. 19, nr. 1 (49), pag. 112-132, 2020, ISSN 1648-4460, Clarivate Analytics Master Journal List
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8. Liu Y., Qi Li, Tudor Edu, Kim-Shyan Fam, Razvan Zaharia, Costel Negricea, *Mobile social commerce content, consumer emotions and behaviour*, International Journal of Consumer Studies, Early Access, 2023, ISSN 1470-6423
9. Liu Y., Li Q., Edu T., Fam K.S., Zaharia R., Negricea C., *Mobile social commerce content, consumer emotions and behaviour*, International Journal of Consumer Studies, Early Access, 2023, 1–20, ISSN 1470-6423
10. Negricea C., *Lecture notes – Digital Marketing*

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The development of the course content aims for a high level of alignment with programs offered by other universities, both nationally and internationally, incorporating the latest studies and online case analyses. Furthermore, representatives from the business sector are actively involved in shaping the curriculum. The knowledge acquired by students will support their understanding of new communication platforms and technologies applicable to marketing, thus ensuring the subject content meets the expectations of epistemic communities, professional associations, and key employers within the field.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/**):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

- Gaining knowledge and understanding of theoretical concepts, along with the fundamental application of segmentation, targeting, and positioning approaches for a company within the digital context.
- The capacity to design and implement an online marketing campaign.

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature

SYLLABUS SPREADSHEET

1. Program information

1.1. University	ROMANIAN – AMERICAN UNIVERSITY
1.2. School / Department	INTERNATIONAL BUSINESS
1.3. Department	INFORMATICS, STATISTICS, MATHEMATICS
1.4. Bachelor field	ECONOMICS AND INTERNATIONAL BUSINESS
1.5. Study program	BACHELOR
1.6. Major	INTERNATIONAL BUSINESS

2. Subject information

2.1. Subject name	SOFTWARE PROGRAMMING II						
2.2. Course tutor							
2.3. Seminar tutor							
2.4. Year of study	III	2.5. Semester	2	2.6. Type of Assessment	E	2.7. Subject category	DC

3. Estimated total hours (teaching hours/semester)

3.1. Number of hours per week	4	out of which: 3.2. course	2	3.3. seminar	2
3.4. Total hours/semester	56	out of which: 3.5. course	28	3.6. seminar	28
Allotted time					hours
Study from teaching materials, course notes, bibliography and student notes					14
Additional library study, on specialized online platforms and on field study					8
Preparation of seminars/laboratories, topics, essays, portfolio					10
Other activities					-
Tutoring hours					10
Examinations					2
3.7. Total hours/ individual study					44
3.8. Total hours/semester					100
3.9. Number of credits					4

4. Preconditions (if there is any)

4.1. for curriculum	-
4.2. for learning outcomes	-

5. Pre – requisites (if there is any)

5.1. for course	Video projector and internet access
5.2. for seminar	Video projector and internet access

6. Learning outcomes

Knowledge	The student/graduate identifies, recognizes, describes and explains, the fundamental concepts regarding basic programming techniques, exemplified by a programming language. The student/graduate describes and explains programming languages used in the economic field.
Skills	The student/graduate uses tools for designing, implementing, testing and debugging a program that uses the fundamental functions specific to programming. The student/graduate designs and implements web pages, ensuring their integration into a dynamic client-server architecture.

Responsibility and autonomy	The student/graduate designs, implements, tests and debugs programs that use the fundamental functions specific to programming.
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7. Contents

7.1. Course	Teaching methods	Observations
1. Object Oriented Programming in C #. Concepts of programming objects.	Lectures, debates, free discussions	2h
2. Classes and objects. Encapsulation.		2h
3. Classification of methods.	Lectures, debates, free discussions	2h
4. Constructors, Destructor		2h
5. Overloading operators.	Lectures, debates, free discussions	2h
6. Conversions.		2h
7. Deriving classes. Heritages.	Lectures, debates, free discussions	2h
8. Classes template		2h
9. Developing .NET applications.	Lectures, debates, free discussions	2h
10. Overview of applications and programming opportunities.		2h
11. Typical elements of desktop applications: menus, common dialogs, the mouse events.	Lectures, debates, free discussions	2h
12. Typical elements of desktop applications: menus, common dialogs, the mouse events.		2h
13. Ms. Databases SQL Server integration.	Lectures, debates, free discussions	2h
14. Semester evaluation test	Written test	2h

Bibliography

References Required:

1. Crişan D.A., Materials published on MS Teams
2. K.Watson, C. Nagel, J. Hammer Pedersen, J.D. Reid, M. Skinner, Beginning Visual C#, 2010
3. Andrew Troelsen, Philip Japikse, C# 6.0 and the .NET 4.6 Framework, 2015
4. John Sharp, Microsoft Visual C# Step by Step (8th Edition) (Developer Reference), 2015

Optional References:

5. Introducere în .NET Framework, A. Nita si Co, suport de curs Microsoft, 2008;
 6. Crișan D.A., Programarea aplicațiilor folosind limbajul C# și platforma .NET, volumul I. Limbajul C#, Ed Prouniversitaria, 2015;
 7. Burrows, Chris. "C# 4.0 - New C# Features in the .NET Framework 4".Microsoft Developer Network.
- ***, technical documentations <https://msdn.microsoft.com/>

7.2. Seminar	Teaching methods	Observations
1. Defining a class, controlling access to its components - Student class, Complex class	Problem proposal and solving. Conversation. Explanation. Directed observation. Exercises. Quizes	2h
2. Defining a class, controlling access to its components - Student class, Complex class		2h
3. Static components and readonly		2h
4. Defining class and copy constructors		2h
5. Exemplification of the overloading mechanism -		2h
6. Derivation of classes (example: hierarchy of geometric classes)		2h
7. Derivation of classes (example: hierarchy of geometric classes)		2h
8. Realization and exploitation of template classes		2h
9. Applications for implementing the IComparable interface		2h
10. SDI and MDI applications that work with objects of their own classes - example Paint application		2h
11. SDI and MDI applications that work with objects of their own classes - example Paint application		2h
12. Creating a management application with databases		2h
13. Evaluation during the students' activity - evaluation of the individual projects		2h
14. Evaluation during the students' activity - evaluation of the individual projects		2h

Bibliography

References Required:

1. Crișan D.A., Materials published on MS Teams
2. K.Watson, C. Nagel, J. Hammer Pedersen, J.D. Reid, M. Skinner, Beginning Visual C#, 2010
3. Andrew Troelsen, Philip Japikse, C# 6.0 and the .NET 4.6 Framework, 2015
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6. Crișan D.A., Programarea aplicațiilor folosind limbajul C# și platforma .NET, volumul I. Limbajul C#, Ed Prouniversitaria, 2015;

7. Burrows, Chris. "C# 4.0 - New C# Features in the .NET Framework 4".Microsoft Developer Network.

***, technical documentations <https://msdn.microsoft.com/>

8. Enhancing the subject contents with the expectations of the epistemic communities' representatives, professional associations and important employers pertaining to the field of the study program

The content of the discipline is regularly discussed and updated together with business environment representatives. All practical applications (labs/seminars) are based on the latest software packages with world wide recognition level.

9. Assessment

Activity type	9.1. Assessment criteria	9.2. Assessment methods	9.3. Final grade determination (percent)
A. Attendance and performance assessment criteria (***/*):			80%
9.4. Course	Frequency and Performance	Active course attendance	50%
		Course test	
9.5. Seminar	Frequency and Performance	Active seminar attendance	30%
		Applicative activities, case studies, papers, practical works, monographs etc.	
		Participation in the student scientific communications session	
		Seminar test	
B. Final evaluation - exam session (*/*):			20%
Written test (written test / project / paper / case study / monograph, etc.)			20%
Oral test (oral exam/practical test/project/paper/case study/monograph etc.)			

*For students who, based on criterion A, do not obtain at least 80% of the maximum score, the weights of criteria A and B in the final grade are reversed.

**In the case of subjects that have the type/form of evaluation "Verification/Colloquium" (V/C), the evaluation will be done during/at the end of the semester, before the exam session. For subjects that do not have a "course" type of teaching activity, the weight of the final grade of this activity will be allocated to the semester evaluation test - respectively 50% - held at the end of the semester, before the exam session.

***For subjects that do not have a "seminar/laboratory/practical work/project" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the semester evaluation test, related to the course teaching activity.

**** For subjects that do not have a "course" type of teaching activity, the weight of the final grade related to this activity will be allocated additionally to the seminar activity.

9.6. Minimum performance standard

Knowledge of basic theoretical notions and their applications in solving simple applications.
Passing the exam is done by obtaining at least 5 (five).

Date

Course tutor signature

Seminar tutor signature

Date of the department approval

Head of department signature