COURSE CATALOGUE

FOR

EXCHANGE STUDENTS

2025 - 2026 ACADEMIC YEAR

ROMANIAN-AMERICAN UNIVERSITY

Erasmus+

» **Domain: Economics and International Business**

» **Duration of the study program: 3 years**

» **Study format: full time**

CURRICULUM »

INTERNATIONAL BUSINESS

The International Business Bachelor Program;

Why choose this program?

The **International Business** Bachelor Program offered by **the School of International Business** is a three-year program that prepares graduates for negotiating, contracting and carrying out international business.

Throughout the program students will understand the role and interest of international public and private organizations in an international business environment. By the end of the study period, students will be capable to prepare and assist in the execution of international contracts and identify the appropriate steps, formalities and techniques used in contracting of international business, complying with domestic, European and International trade policies and regulations. Due to this approach, bachelors of these programs are qualified to successfully manage jobs with an international business outlook both in Romania and/or anywhere else in the world.

The **International Business** Bachelor Program is part of the Economics and International Business study field which is classified with the highest grade (A) by the Ministry of Education in Romania.

1st year » 1st semester (autumn)

No.	Subjects	ECTS	Assessment	Department
1.	Microeconomics	5	E	Trade, Economic Integration and Business Administration
2.	Fundamentals of Management	5	E	Management-Marketing
3.	Business Law	4	E	Legal Sciences
4.	Communication and Public Relations	3	E	Legal Sciences
5.	IT for Business	5	E	Informatics, Statistics and Mathematics
6.	Mathematics for Economics	5	E	Informatics, Statistics and Mathematics
7.	Sport I	2	V	Physical Education, Sports and Kinetotherapy
8.	English and Communication Techniques I	3	V	Foreign Languages Department

1st year » 2nd semester (spring)

No.	Subjects	ECTS	Assessment	Department
1.	Macroeconomics	5	E	Trade, Economic Integration and Business Administration
2.	Fundamentals of Accounting	5	E	Finance, Credit, Accounting
3.	Finance	5	E	Finance, Credit, Accounting
4.	International Economic Relations	5	E	Trade, Economic Integration and Business Administration
6.	Sustainable Development	3	E	Trade, Economic Integration and Business Administration
7.	English and Communication Techniques II	3	V	Foreign Languages Department
8.	Sport II	2	V	Physical Education, Sports and Kinetotherapy

E = exam / V = verification / C = colloquy

2nd year » 1st semester (autumn)

No.	Subjects	ECTS	Assessment	Department
1.	European Integration Economics	5	E	Trade, Economic Integration and Business Administration
2.	Fundamentals of Marketing	5	E	Management - Marketing
3.	International Investments	4	E	Trade, Economic Integration and Business Administration
4.	Statistics	5	E	Informatics, Statistics and Mathematics
5.	Corporate Finance	4	E	Finance, Credit, Accounting
6.	Spanish Commercial Correspondence I	3	V	Foreign Languages Department
	Elective Subjects (DA) *			
1.	*Promotion Techniques*	*4*	*E*	*Management - Marketing*
2.	*Databases I*	4	E	Informatics, Statistics andMathematics
3.	*Regional Economic Integration*	4	E	Trade, Economic Integration and Business Administration

2nd year » 2nd semester (spring)

No.	Subjects	ECTS	Assessment	Department
1.	EU Sectoral Policies	5	E	Trade, Economic Integration and Business Administration
2.	Marketing – Policies and Strategies	4	E	Management - Marketing
3.	Econometrics	5	E	Informatics, Statistics and Mathematics
4.	International Commercial Law	3	E	Legal Sciences
5.	English Commercial Correspondence II	3	V	Foreign Languages Department
6.	Spanish Commercial Correspondence II	3	V	Foreign Languages Department
	Elective Subjects (DA) *			
1.	*EU Law*	*4*	*E*	Legal Sciences
2.	*Services Marketing*	*4*	*E*	*Management - Marketing*

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3rd year » 1st semester (autumn)				
No.	**Subjects**	**ECTS**	**Assessment**	**Department**
1.	International Business Management I	5	E	Trade, Economic Integration and Business Administration
2.	International Trade	5	E	Trade, Economic Integration and Business Administration
3.	International Financing and Payment Techniques I	5	E	Trade, Economic Integration and Business Administration
4.	Capital Markets	4	E	Finance, Credit, Accountancy
5.	International Transports	4	E	Trade, Economic Integration and Business Administration
6.	Business Communication in English I	3	E	Foreign Languages Department
Elective Subjects (DA) *				
1.	*Distribution and Merchandising*	*4*	*E*	*Trade, Economic Integration and Business Administration*
2.	*Software Programming I*	4	E	Informatics, Statistics and Mathematics

3rd year » 2nd semester (spring)				
No.	**Subjects**	**ECTS**	**Assessment**	**Department**
1.	International Business Management II	5	E	Trade, Economic Integration and Business Administration
2.	Trade Policies	5	E	Trade, Economic Integration and Business Administration
3.	International Financing and Payment Techniques II	5	E	Trade, Economic Integration and Business Administration
4.	Risk Management in International Business	5	E	Trade, Economic Integration and Business Administration
5.	Business Communication in English II	3	E	Foreign Languages Department
Elective Subjects (DA) *				
1.	*Digital Marketing*	*4*	*E*	*Trade, Economic Integration and Business Administration*
2.	*Data Analysis System*	*5*	*E*	*Informatics, Statistics and Mathematics*

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» **Domain: Cybernetics, Statistics and Economic Informatics**

» **Duration of the study program: 3 years**

» **Study format: full time**

CURRICULUM »

COMPUTER SCIENCE FOR ECONOMICS

The Computer Science for Economics Bachelor Program;

Why choose this program?

The **Computer Science for Economics** Bachelor Program offered by the **School of Computer Science for Business Management** is a three-year program that prepares graduates for web design, database administration, programming, software design and network administration. Each year we adapt our curricula to the continuous changes of the IT market.

At the same time, we foster innovation through our students in the **Microsoft Innovation Centre**, by creating various types of applications, posted by them on the market place. We offer free licensed software for our students, access to various official study materials and the possibility of being certified by Microsoft within the Certiport - Romanian - American University testing Centre.

We are proud of our bachelor graduates that are currently employed by well-known global software companies (e.g. Microsoft, Oracle, IBM, Ubisoft), national software companies (e.g. Siveco, TotalSoft, GameSoft) and in public administration.

1st year » 1st semester (autumn)

No.	Subjects	ECTS	Assessment	Department
1.	Economics	5	E	Trade, Economic Integration and Business Administration
2.	Algorithms and Data Structuring	5	E	Informatics, Statistics and Mathematics
3.	Mathematics for Economics	5	E	Informatics, Statistics and Mathematics
4.	Business Law	4	E	Legal Sciences
5.	Communication and Public Relations	3	E	Legal Sciences
6.	IT for Business	5	E	Informatics, Statistics and Mathematics
7.	English and Communication Techniques I	3	E	Foreign Languages
8.	Sport I	2	V	Physical Education, Sports and Kinetotherapy

1st year » 2nd semester (spring)

No.	Subjects	ECTS	Assessment	Department
1.	International Economic Relations	5	E	Trade, Economic Integration and Business Administration
2.	Finance	5	E	Finance, Credit, Accounting
3.	Object Oriented Programming	4	E	Informatics, Statistics and Mathematics
4.	Fundamentals of Accounting	5	E	Finance, Credit, Accounting
5.	Algorithms and Programming Techniques	4	E	Informatics, Statistics and Mathematics
6.	Computer Architecture and Operating Systems	4	E	Informatics, Statistics and Mathematics
7.	English and Communication Techniques II	3	E	Foreign Languages
8.	Sport II	2	V	Physical Education, Sports and Kinetotherapy

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2nd year » 1st semester (autumn)

No.	Subjects	ECTS	Assessment	Department
1.	Software Programming I	4	E	Informatics, Statistics and Mathematics
2.	Databases I	4	E	Informatics, Statistics and Mathematics
3.	Statistics	5	E	Informatics, Statistics and Mathematics
4.	Fundamentals of Marketing	5	E	Management - Marketing
5.	Management	5	E	Management - Marketing
6.	English and Commercial Correspondence I	3	V	Foreign Languages Department
	Elective Subjects (DA) *			
1.	*Numerical Methods*	*4*	*E*	*Informatics, Statistics and Mathematics*
2.	*Corporate Finance*	*4*	*E*	*Finance, Credit, Accounting*

2nd year » 2nd semester (spring)

No.	Subjects	ECTS	Assessment	Department
1.	Software Programming II	5	E	Informatics, Statistics and Mathematics
2.	Data analysis systems	5	E	Informatics, Statistics and Mathematics
3.	JAVA - Advanced Programming Environments	5	E	Informatics, Statistics and Mathematics
4.	Econometrics	5	E	Informatics, Statistics and Mathematics
5.	English and Commercial Correspondence II	3	V	Foreign Languages
	Elective Subjects (DA) *			
1.	*Macroeconomic Statistics*	*4*	*E*	*Informatics, Statistics and Mathematics*
2.	*Investment efficiency*	*4*	*E*	*Trade, Economic Integration and Business Administration*
3.	*Ethics and academic integrity*	*4*	*E*	*Trade, Economic Integration and Business Administration*

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3rd year » 1st semester (autumn)				
No.	**Subjects**	**ECTS**	**Assessment**	**Department**
1.	Databases II	5	E	Informatics, Statistics and Mathematics
2.	Information Systems Design	5	E	Informatics, Statistics and Mathematics
3.	Web Applications Programming	5	E	Informatics, Statistics and Mathematics
4.	Operational Research	4	E	Informatics, Statistics and Mathematics
5.	Software packages for Data Analysis	4	E	Informatics, Statistics and Mathematics
6.	Business English Communication I	3	E	Foreign Languages
Elective Subjects (DA) *				
1.	*Advanced Software Programming*	*4*	*E*	*Informatics, Statistics and Mathematics*
2.	*International Business Management I*	*4*	*E*	*Trade, Economic Integration and Business Administration*

3rd year » 2nd semester (spring)				
No.	**Subjects**	**ECTS**	**Assessment**	**Department**
1.	Informatics Project Management	5	E	Informatics, Statistics and Mathematics
2.	Networking and Internet	5	E	Informatics, Statistics and Mathematics
3.	Advanced Web Programming	5	E	Informatics, Statistics and Mathematics
4.	Economic Processes Modeling and Simulation	5	E	Informatics, Statistics and Mathematics
5.	Business English Communication II	3	E	Foreign Languages Department
Elective Subjects (DA) *				
1.	*ORACLE DBMS – SQL*	*4*	*E*	*Informatics, Statistics and Mathematics*
2.	*International Business Management II*	*4*	*E*	*Trade, Economic Integration and Business Administration*

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» **Domain: Economics and International Business**

» **Duration of the study program: 2 years**

» **Study format: full time**

CURRICULUM »

INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP

The International Business and Entrepreneurship Master Program;

Why choose this program?

The Master program in **International Business and Entrepreneurship** from the **School of Domestic and International Business, Banking and Finance** is a two-year program that develops students' understanding of the global business environment and the factors affecting entrepreneurial business decisions and improves the knowledge required for engaging in successful business startup, business development and business internationalization.

The program focuses on business development, internationalization of small and medium-sized enterprises, intercultural management, strategic management, innovation and customer relationship management in international markets, with "intrapreneurial" skills being targeted as well, aiming to develop the students' understanding and knowledge of the global business environment. The primary task undertaken is to prepare students to meet the challenges offered by their employment in companies that are compelled to carry out activities in a business environment which is increasingly internationalized, technological and competitive.

1st year » 1st semester (autumn)				
No.	**Subjects**	**ECTS**	**Assessment**	**Department**
1.	International Business Environment	6	E	Trade, Economic Integration and Business Administration
2.	Project Management	6	E	Management - Marketing
3.	Human Capital	6	E	Management - Marketing
4.	Strategic Marketing	6	E	Management - Marketing
5.	Research Methodology and Ethics	6	E	Trade, Economic Integration and Business Administration

1st year » 2nd semester (spring)				
No.	**Subjects**	**ECTS**	**Assessment**	**Department**
1.	International Business Negotiation	6	E	Trade, Economic Integration and Business Administration
2.	Global Supply Chain and Operations Management	6	E	Trade, Economic Integration and Business Administration
3.	Entrepreneurial Policies and Strategies	6	E	Trade, Economic Integration and Business Administration
4.	International Business Law	6	V	Legal Sciences
Elective Subjects (DA) *				
1.	*Digital Marketing Management*	6	*E*	*Management-Marketing*
2.	*Europe as Economic System*	6	E	Trade, Economic Integration and Business Administration
3.	*Financial Investments and Risk Management*	6	E	Finance, Credit, Accounting

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2nd year » 1st semester (autumn) STRATEGY FOR INTERNATIONAL GROWTH				
No.	**Subjects**	**ECTS**	**Assessment**	**Department**
1.	International Business Ethics & Leadership	6	E	Trade, Economic Integration and Business Administration
2.	Global Strategic Management	6	E	Management - Marketing
3.	Internationalization of SMEs	6	E	Trade, Economic Integration and Business Administration
4.	International Financial Management	6	E	Finance, Credit, Accounting
Elective Subjects (DA) *				
1.	*Customer Experience Management*	*6*	*E*	*Management - Marketing*
2.	*Business Intelligence*	*6*	*E*	*Informatics, Statistics and Mathematics*

2nd year » 2nd semester (spring) INTERNATIONAL TRANSACTIONS				
No.	**Subjects**	**ECTS**	**Assessment**	**Department**
1.	Project Management	5	E	Management - Marketing
2.	International Business Transactions	4	E	Trade, Economic Integration and Business Administration
Elective Subjects (DA) *				
1.	*Doing Business with Asian Countries*	*5*	*E*	*Trade, Economic Integration and Business Administration*

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» **Domain: Cybernetics, Statistics and Economic Informatics**

» **Duration of the study program: 2 years**

» **Study format: full time**

CURRICULUM »

COMPUTER SCIENCE FOR BUSINESS

The Computer Science for Business Master Program;

Why choose this program?

The Master program in **Computer Science for Business** from the **School of Computer Science for Business Management** is a two-year program that enhances the students' professional and complementary abilities into the global IT&C field, covering a wide range of subjects: computer networks, decision support systems, object oriented software development, databases, enterprise resource planning, business intelligence, web design, mobile device programming, artificial intelligence and project planning.

The mission of this program is to provide an educational process with a broad practical character, in line with the requirements of Romanian and international business environment in order to harness on a large extent the modern information and communication technologies, using highly qualified human resources both within the institution and through collaboration with specialists in ICT or business or from other educational institutions.

1st year » 1st semester (autumn)

No.	Subjects	ECTS	Assessment	Department
1.	Database Applications Development (Oracle)	6	E	Informatics, Statistics and Mathematics
2.	Methodology and Ethics of Research	6	E	Trade, Economic Integration and Business Administration
3.	Object-Oriented Software Design	6	E	Informatics, Statistics and Mathematics
4.	Project Management	6	E	Management-Marketing
5.	Cybersecurity	6	E	Informatics, Statistics and Mathematics

1st year » 2nd semester (spring)

No.	Subjects	ECTS	Assessment	Department
1.	Smart Manufacturing: 3D Design and Prototyping	6	E	Informatics, Statistics and Mathematics
2.	Artificial Intelligence	6	E	Informatics, Statistics and Mathematics
3.	Personal Data Protection Systems	6	E	Informatics, Statistics and Mathematics
4.	IoT&Smart Technologies	6	V	Informatics, Statistics and Mathematics
Elective Subjects (DA) *				
1.	*Market Research and Data Analysis*	*6*	*E*	*Management-Marketing*
2.	*Global Supply Chain*	*6*	*E*	*Trade, Economic Integration and Business Administration*
3.	*The Business of Luxury: Markets, Trends and Innovation*	*6*	*E*	*Trade, Economic Integration and Business Administration*

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2nd year » 1st semester (autumn)

No.	Subjects	ECTS	Assessment	Department
1.	Mobile Devices Programming	6	E	Informatics, Statistics and Mathematics
2.	Software Engineering	6	E	Informatics, Statistics and Mathematics
3.	Web Applications with Integrated Technologies	6	E	Informatics, Statistics and Mathematics
4.	Business Intelligence	6	E	Informatics, Statistics and Mathematics
Elective Subjects (DA) *				
1.	*International Business Ethics and Leadership*	*6*	*E*	*Trade, Economic Integration and Business Administration*
2.	*Internationalization of SMEs*	*6*	*E*	*Trade, Economic Integration and Business Administration*

2nd year » 2nd semester (spring)

No.	Subjects	ECTS	Assessment	Department
1.	Personal Data Protection Systems	6	E	Informatics, Statistics and Mathematics
Elective Subjects (DA) *				
1.	*Doing Business with Asian Countries*	*6*	*E*	*Trade, Economic Integration and Business Administration*
2.	*Start-up Lab*	*6*	*E*	*Trade, Economic Integration and Business Administration*

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» **Domain: Marketing**

» **Duration of the study program: 2 years**

» **Study format: full time**

CURRICULUM »

STRATEGIC MARKETING

The Strategic Marketing Master Program;

Why choose this program?

The Master program in **Strategic Marketing** from the **School of Management - Marketing** is a two-year program. The knowledge attained in class and the skills developed in this program will render a better-informed and prepared individual to tackle a wide variety of marketing aspects, beginning with market comprehension and targeting, continuing with positioning and ending with marketing metrics.

A Masters course is an academically rigorous program during which you explore your subject in depth, reaching a high level of specialist knowledge. You draw on knowledge and skills from your undergraduate study or your professional life to produce work of a high academic standard, informed by current thinking and debate.

A postgraduate qualification is a major achievement and greatly valued by employers. Recent surveys show that higher degree graduates are more likely to obtain jobs at professional or managerial level and less likely to be unemployed.

For some jobs a postgraduate qualification may be essential, for others it offers a competitive edge. Our graduates go into a variety of jobs, where the key employability skills and knowledge they have gained through postgraduate study are put to good use.

1st year » 1st semester (autumn)				
No.	**Subjects**	**ECTS**	**Assessment**	**Department**
1.	International Business Environment	6	E	Trade, Economic Integration and Business Administration
2.	Human Capital	6	E	Management - Marketing
3.	Segmentation and Positioning Strategies	6	E	Management - Marketing
4.	Project Management	6	E	Management - Marketing
5.	Research Methodology and Ethics	6	V	Trade, Economic Integration and Business Administration

1st year » 2nd semester (spring)				
No.	**Subjects**	**ECTS**	**Assessment**	**Department**
1.	Supply Chain Strategies	6	E	Management - Marketing
2.	Digital Marketing Management	6	E	Management - Marketing
3.	Customer Experience Management	6	E	Management - Marketing
4.	Market Research and Data Analysis	6	E	Management - Marketing
Elective Subjects (DA) *				
1.	*International Business Negotiation*	*6*	*E*	*Trade, Economic Integration and Business Administration*
2.	*Smart Manufacturing 3D Design and Prototyping*	*6*	*E*	*Informatics, Statistics and Mathematics*
3.	*Corporate Valuation*	*6*	*E*	*Finance, Credit, Accounting*

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2nd year » 1st semester (autumn)				
No.	**Subjects**	**ECTS**	**Assessment**	**Department**
1.	Marketing Planning - Decision Making	6	E	Management - Marketing
2.	Global Marketing Management	6	E	Management - Marketing
3.	Marketing Innovation Lab	6	V	Management - Marketing
4.	Measuring Marketing Effectiveness	6	E	Management - Marketing
Elective Subjects (DA) *				
1.	*Global Strategic Management*	*6*	*E*	*Management - Marketing*
2.	*Entrepreneurial Policies and Strategies*	*6*	*E*	*Trade, Economic Integration and Business Administration*

2nd year » 2nd semester (spring)				
No.	**Subjects**	**ECTS**	**Assessment**	**Department**
1.	Strategic Marketing Simulation	6	E	Management - Marketing
Elective Subjects (DA) *				
1.	*Internationalization of SMEs*	*6*	*E*	*Trade, Economic Integration and Business Administration*
2.	*Start-up Lab*	*6*	*E*	*Trade, Economic Integration and Business Administration*
3.	*Doing Business with Asian Countries*	*6*	*E*	*Trade, Economic Integration and Business Administration*

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CURRICULUM »

INTERNATIONAL BUSINESS

School of International Business

BACHELOR DEGREE

BACHELOR PROGRAMS IN ENGLISH

Curriculum

1st Year, 1st Semester

Compulsory Subjects

Microeconomics
5 ECTS, 2 hours course, and 2 hours seminar

The discipline introduces essential principles to the understanding of the specific problems in the economic field as a whole and of the concept of alternative economic policies. In the classes, it will be introduced an appropriate language, specific knowledge and basic concepts used in the practice of business, with the aim to Identify specific economic programming and learn the theoretical concepts of modern economic models. Students will learn about specific components of economic systems. The course will highlight the importance and content of the main types of economic organization, the centralized economy and the market economy, providing in-depth understanding of the concept of global economy. Students will acquire skills for effective use of elements and concepts learned in current activity.

Fundamentals of management
5 ECTS, 2 hours course, and 1 hour seminar

The discipline emphasizes the fundamental core of knowledge that comprises the content of modern management. The course will help students to develop a systemic thinking and will facilitate the creation of a modern managerial conception, useful in managing knowledge-based organizations in a globalized economy. It also helps in forming and developing of rational, ethical and moral abilities, skills and managerial conducts. There are introduced new principles and systems of modern management. Notions as organizational culture, managers, leaders, and knowledge-based management are introduced.

Business law
4 ECTS, 1 hour course, 2 hours seminar

Designed and conceived as an integral part of the specialized training, the discipline „Law", offers students indispensable knowledge in order for them to master the legal regulations, as a prerequisite in their future capacity of economic agents. The course focuses on the major legal institutions of civil law which regulate the economic spectrum and underlie the flow of value in society. The course topic tends to pass on to the future economists the social, political and normative content of legal regulations and to form skills in order for them to apply legal standards in concrete situations. The course is designed on the basis of the current legislation, on Romanian and foreign legal literature as well as on judicial practice.

Communication and Public Relations
3 ECTS, 2 hours course

The discipline presents the basic concepts, theories, models, methods and specific communication sciences phenomena and public relations and has the purpose to familiarize students with issues of interpersonal communication process, its role for social and personal experience. The aim is to develop skills in identifying and understanding the phenomena of communication and to examine the process of interpersonal communication in terms of its role and functions of organizations.

IT for business

5 ECTS, 1 hour course, and 2 hours seminar

The course's main objective is to familiarize students with basic informatics tools used for business management and operations. As a secondary objective the course focuses on several specific software solutions for training and applicative use. It presents and offers explanation about specific office productivity software – based on Microsoft software and educational modules. Presentation of syntax, theory and practice aspects related to basic web design elements and scripts.

Mathematics for economics

5 ECTS, 2 hours course, and 2 hours seminar

The discipline introduces subjects useful for the students majoring in business, not only to understand and interpret mathematics, but also to be able to use this training in subsequent in statistics, quantitative techniques, operations research, and econometrics, for example. The various topics in applied mathematics are presented by first introducing problems through real-life situations of business and then developing the mathematics necessary to handle similar situations.

English and communication techniques 1

3 ECTS, 2 hours seminar

The seminar is designed to equip students with the economic English required for their future work in International Business environment, addressing topics (The Business Environment, Company Structure, Jobs and Responsibilities) that are closely related to other subjects in the students' bachelor programs. In future working life, students will realize that the greatest part of the job is about communicating, where the main goal is to inform, influence and convince. The students will acquire competencies regarding the professional communication in the field of economics and the English grammatical structures, vocabulary and ESP.

1st Year, 2nd Semester

Compulsory Subjects

Macroeconomics

5 ECTS, 2 hours course, and 1 hour seminar

The students will acquire skills in identifying potential sources of documentation and the practical ability to use both analytical and synthetic information about economic activity and economic system. They will learn the skills necessary to apply knowledge at the workplace in the economic field. Students will acquire knowledge on economic policies and economic planning. They will acquire skills for making documentary studies on the factors that generate and characterize the evolution of the economic system.

Fundamentals of Accounting

5 ECTS, 2 hours course, and 1 hour seminar

Fundamentals of Accounting are meant to provide theoretical and methodological skills in accounting area and gives coherent expression of the main concepts, relationships and techniques for accounting recording, calculating, analyzing and controlling the movement of economic value. The course's main objective is to familiarize students in solving practical work training for students seeking the skills necessary logic cycle accounts and accounting data processing.

International Economic Relations

5ECTS, 2 hours course, and 1 hour seminar

The discipline presents the contemporary characteristics and trends in the world economy and the evolution of global economic balance of power among states and groups of states, the role and importance of transnational corporations as global actors, specifics of large economic integration blocks on world economy. The concepts and economic phenomena discussed at the course are further explained on the basis of case studies and interactive participation with students.

Finance

5 ECTS, 2 hours course, and 1 hour seminar

The discipline presents the main theoretical constructs regarding fundamental financial concepts, knowledge about the banking and financial sector, financial policies at both public and corporate level and the ethical, social, and global aspects of financial decision-making. The course offers profound understanding and application through case studies of the knowledge acquired in the course.

International investments

4 ECTS, 2 hours course, and 1 hour seminar

The course aims to provide the conceptual framework necessary for understanding the criteria and motivation on which the international investment decisions are based. The objectives include: presentation of importance and role of FDI flows in the world economy and for the globalization process; structure and trends in global FDI flows; explanation of factors influencing orientation of FDI; impact of FDI on host economies; FDI related policies and the role of incentives; FDI in Romania.

Sustainable development

3 ECTS, 1 hour course, and 2 hours seminar

The course aims to provide the 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.

English and communication techniques II

3 ECTS, 2 hours seminar

The seminar is designed to equip students with the economic English required for their future work in International Business environment, addressing topics (The Business Environment, Company Structure, Jobs and Responsibilities) that are closely related to other subjects in the students' bachelor programs. In future working life, students will realize that the greatest part of the job is about communicating, where the main goal is to inform, influence and convince. The students will acquire competencies regarding the professional communication in the field of economics and the English grammatical structures, vocabulary and ESP.

2nd Year, 1st Semester

Compulsory Subjects

European Integration Economics

5 ECTS, 2 hours course, and 2 hours seminar

The discipline describes the most important steps in the evolution of the European integration and analyzes the fundamentals of the European economic integration. It presents the specific terminology to the regional economic integration. The course will present an analysis of the institutional architecture of the EU and the decision-making process. The subject will analyze the EU policy in the field of enlargement and presents the essential aspects of the common monetary policy.

Fundamentals of marketing

5 ECTS, 2 hours course, and 1 hour seminar

The discipline studies the fundamental marketing concepts at work in today's business environment. The role of marketing in society and business activities and marketing institutions, marketing functions, analysis of marketing environment components with emphasis on consumer behavior and marketing information system. The discipline will analyze the current issues and problems in marketing with emphasis on new theoretical and methodological developments.

International investments

4 ECTS, 2 hours course, and 1 hour seminar

The course aims to provide the conceptual framework necessary for understanding the criteria and motivation on which the international investment decisions are based. The objectives include: presentation of importance and role of FDI flows in the world economy and for the globalization process; Structure and trends in global FDI flows; Explanation of factors influencing orientation of FDI; Impact of FDI on host economies; FDI related policies and role of incentives; FDI in Romania.

Statistics

5 ECTS, 2 hours course, and 1 hour seminar

The purpose of Statistics is to give students, primarily those in the field of business a conceptual introduction to the field of statistics and its many applications into business field. The course is applications oriented and provides good preparation for the study of more advanced statistics and econometric courses. The students will be able to summarize data in insightful ways using charts, graphs, and summary statistics as well as make inferences from samples, especially about relationships.

Corporate finance

4 ECTS, 2 hours course, and 2 hours seminar

The course „Corporate finance" aims to study the financial aspects - theoretical and practical- necessary to decide the appropriate sources of financing and their efficient allocation to achieve the main objective of the company, respective the increase of its value and thus maximize the wealth of shareholders.

Spanish and Commercial Correspondence I

3 ECTS, 2 hour seminar

The French seminar is designed to equip students with the economic French required for their future work in International Business environment, addressing topics that are closely related to other subjects in the students' bachelor programs. In future working life, students will realize that the greatest part of the job is about communicating, where the main goal is to inform, influence and convince. The students will acquire competencies regarding the professional communication in the field of economics, the French grammatical structures and vocabulary.

The Spanish seminar is for those who want to communicate with some ease using sentence-length discourse in asking and answering simple questions. Students can expect to begin linking sentences together in the present, past and future time frames. In this course you will learn to read and write simple texts well enough to carry out the routine tasks of daily life. You will also learn about some salient aspects of everyday culture in the Spanish-speaking world.

One elective subject at student choice

2nd Year, 2nd Semester

Compulsory Subjects

EU Sectorial Policies

5ECTS, 2 hours course, and 2 hours seminar

This course presents the defining moments in the evolution of the European integration, from the perspective of the European Union policies. It realizes a thorough analysis of the process in which the conceptual defining elements and the instruments of the European integration can be applied at the sector level. A presentation of the sector implications of the decisions adopted by the national authorities, as well as by the community bodies.

International Marketing - policies and strategies

4 ECTS, 2 hours course, and 2 hours seminar

The subject analyses the relation between policies–strategies and marketing tactics and develop marketing mix strategies and objectives relating them to the overall strategic marketing plan. It also aims to emphasize marketing strategy design and implementation, evaluation and control of marketing programs. The purpose is to understand requirements of development and implementing of each marketing mix strategies in an interdependent correlation

Econometrics

5 ECTS, 2 hours course, and 2 hours seminar

The purpose of Econometrics course is to give students, primarily those in the field of business an introduction of basic econometric techniques employed by economists in the analysis of economic relationships. The course is applications-oriented of econometric techniques and the interpretation of estimated results rather than formal theoretical proofs and derivations. The students will be able to build, interpret and evaluate an econometric model.

International commercial law

3 ECTS, 2 hours course

Explores the legal relations of international trade, on the background of the development of international economic relations and of the increase in volume of economic exchange at a global level. The subjects introduced are international trade law: concept, characteristics, delimitations, origins, bankruptcy, the contract of international trade and alternative dispute resolution in international trade.

English and commercial correspondence

3 ECTS, 2 hours seminar

This business English course focuses on speaking practice and vocabulary expansion for business professionals and university students with ambitions to work in business or professional fields where contact with colleagues and customers from abroad is expected (intra-organizational communication). Topics and vocabulary are specifically selected to provide English vocabulary and sentence structure that is immediately useful to the student.

French and commercial correspondence II / Spanish and commercial correspondence II

3 ECTS, 2 hours seminar

The **French** seminar is designed to equip students with the economic French required for their future work in International Business environment, addressing topics that are closely related to other subjects in the students' bachelor programs. In future working life, students will realize that the greatest part of the job is about communicating, where the main goal is to inform, influence and convince. The students will acquire competencies regarding the professional communication in the field of economics, the French grammatical structures and vocabulary.

This **Spanish** class is for those who want to communicate with some ease using sentence-length discourse in asking and answering simple questions. Students can expect to begin linking sentences together in the present, past and future time frames. In this course you will learn to read and write simple texts well enough to carry out the routine tasks of daily life. You will also learn about some salient aspects of everyday culture in the Spanish-speaking world.

One elective subject at student choice

3rd Year, 1st Semester

Compulsory Subjects

International Business Management I

5 ECTS, 2 hours course, and 2 hours seminar

The discipline is addressed primarily to those who want a career in international economic relations. With a rich interdisciplinary content, International Business Management course approaches the most important aspects of conducting foreign economic activities: forms and organizational structures of international trade, promoting of foreign affairs, the preparation and organization of international negotiations and development of export-import operations (based on preparing goods for export, continuing with the expedition and its external transport, then the operation of insurance on international routes and ending with customs clearance).

International Trade

5 ECTS, 2 hours course, and 2 hours seminar

The purpose of the discipline is to introduce the representative features of international trade as the main flux of the world economic circuit, explaining the influencing factors, its dynamics and the geographical dispersion, extremely useful in creating a complex professional profile. The International Trade course offers a brief presentation of the most important theories in this field and their impact on the fundamentals of the international exchange. Also introduces the role of the GATT and World Trade Organization as the main institution(s) in the international trade area.

International financing and payments techniques I

5 ECTS, 2 hours course, and 2 hours seminar

The main purpose of the course is concentrated on knowing the methods, means and instruments of payment at national and international level, understanding the foreign exchange market and the international financial markets, better understanding and applying the concepts about the methods, means and instruments of payment at national and international level, the foreign exchange market and the international financial markets mechanism.

Capital markets

4 ECTS, 2 hours course, and 1 hour seminar

This course offers the opportunity to study of international and domestic capital markets, stock exchanges and commodities exchanges and the understanding of the working mechanisms of capital market and its institutions. The course presents the characteristics of the main financial products and instruments and the basic investment techniques and fundamentals of financial analysis.

International Transports

4 ECTS, 2 hours course, and 1 hour seminar

The discipline provides the students with information that is related to the international transport activity. It assists in the selection of the most advantageous and adequate transport means. It presents the activities to turn efficient and optimize the decisions related to commodity transport.

Business Communication in English I

3 ECTS, 1 hour course, and 2 hours seminar

This English course is closely tailored to the professional language of International Business, paying particular attention to the specific terminology pertaining to the business world. Presentation and communication skills will be developed throughout the course, and the students should learn to master formal written and oral communication in English. In addition to the business English material, particular focus will be given to developing the students' skills in academic writing, equipping them with necessary competence for their further academic studies. Students will build vocabulary and communication skills in a practical business context (inter-organizational communication, intercultural communication and negotiations). Exercises include oral and written activities such as writing business letters, reports, e-mails, communicating over the telephone and in meetings, making presentations and speeches etc.

One elective subject at student choice.

3rd Year, 2nd Semester

Compulsory Subjects

International Business Management II

5 ECTS, 2 hours course, and 2 hours seminar

The discipline is addressed primarily to those who want a career in international economic relations. With a rich interdisciplinary content, International Business Management course approaches the most important aspects of conducting foreign economic activities. The discipline purpose is also the development of practical applications, case studies in concluding contracts for export import, the issue of international payments, compound and complex commercial transactions, and the mechanism of the auctions.

Trade policies

5 ECTS, 2 hours course, and 2 hours seminar

This subject offers students the possibility to acquire a series of economic categories, specific to this field of activity, with the instruments used by the decisional authorities in applying the commercial strategies and the main frame and the regulations, which create the fundamentals of connecting an economy to the international specialization processes.

International financing and payments techniques II

5 ECTS, 2 hours course, and 2 hours seminar

Knowing the methods, means and instruments of payment at national and international level, understanding the foreign exchange market and the international financial markets are the main topics of the course. After completion, students will have a better understanding and applying the concepts about the methods, means and instruments of payment at national and international level, and a better understanding of the foreign exchange market and the international financial markets mechanism.

Risk Management in International Business

5 ECTS, 2 hours course, and 1 hour seminar

This course will provide to the students necessary knowledge to better understand the specific of risk management process, to identify accordingly the risks that are associated to international commercial and financial activities, to analyze correctly the evolution of risk factors and exposure degree to different factors and to improve their knowledge about different risk management strategies that could use in particular situations by exporters, importers or financial institutions.

Business Communication in English II

3 ECTS, 1 hour course, and 2 hours seminar

This English course is closely tailored to the professional language of International Business, paying particular attention to the specific terminology pertaining to the business world. Presentation and communication skills will be developed throughout the course, and the students should learn to master formal written and oral communication in English. In addition to the business English material, particular focus will be given to developing the students' skills in academic writing, equipping them with necessary competence for their further academic studies. Students will build vocabulary and communication skills in a practical business context (inter-organizational communication, intercultural communication and negotiations). Exercises include oral and written activities such as writing business letters, reports, e-mails, communicating over the telephone and in meetings, making presentations and speeches etc.

One elective subject at student choice

CURRICULUM »

COMPUTER SCIENCE FOR ECONOMICS

School of Computer Science for Business Management

BACHELOR DEGREE

TO BE UPDATED

YEAR I. SEMESTER 1 - 14 WEEKS

MANDATORY DISCIPLINES (D.O)

1. **MICROECONOMICS**
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/SEMINAR
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: STUDENTS 'ACQUISITION OF THE BASIC CONCEPTS OF ECONOMIC SCIENCE AND THE FUNDAMENTALS OF MODERN ECONOMIC THINKING. ACQUIRING THE ABILITY TO APPLY THE THEORETICAL CONCEPTS IN PRACTICE.

2. ALGORITHMS AND DATA STRUCTURES
HOURS: 42 OUT OF WHICH 14/COURSE AND 28/SEMINAR
CREDITS FOR GRADUATING: 3
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: LEARNING THE FUNDAMENTALS OF PROGRAMMING IN GENERAL, AND STRUCTURED PROGRAMMING IN PARTICULAR. DEVELOPING AN ALGORITHMIC THINKING. LEARNING THE CONCEPTS RELATED TO ALGORITHMS AND ALGORITHMS REPRESENTATION. ORGANIZATION OF DATA, DATA STRUCTURES.

3. MATHEMATICS FOR ECONOMICS
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: ACQUISITION AND ADEQUATE USE OF THEORETICAL AND APPLICATIVE NOTIONS SPECIFIC TO THE COURSE CONTENT IN THE MODELING OF ECONOMIC-SOCIAL PHENOMENA.

4. ECONOMIC INFORMATICS
HOURS: 42 OUT OF WHICH 14/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: STUDENTS 'ACQUISITION OF THE PRACTICAL WAYS OF USING THE MAIN SOFTWARE APPLICATIONS USED IN THE OFFICE ACTIVITY: TEXT PROCESSORS, TABELAR COMPUTING PROGRAMS, PROGRAMS FOR COMMERCIAL PRESENTATIONS, PROGRAMS FOR BASIC WEB PAGE DESIGN, PROGRAMS FOR MANAGING E-MAIL ACCOUNTS AND MESSAGES.

5. FUNDAMENTALS OF ACCOUNTING
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/SEMINAR
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: LEARNING THE BASICS OF ACCOUNTING THEORY, PRINCIPLES AND TECHNIQUES OF ORGANIZING AND FUNCTIONING OF A COMPANY, LEARNING THE REGISTRATION AND PROCESSING OPERATIONS FOR THE ACCOUNTING SYSTEMS.

6. COMPUTER ARCHITECTURE AND OPERATING SYSTEMS
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 3
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: ACQUISITION OF BASIC CONCEPTS REGARDING THE CONSTRUCTION, FUNCTIONING AND OPERATION OF PERSONAL COMPUTERS. TO THIS PURPOSE, WE PRESENT AND COMPARE THE CONSTRUCTIVE AND FUNCTIONAL PRINCIPLES OF PCS AND THE FUNDAMENTAL NOTIONS OF WINDOWS, SOLARIS, LINUX OPERATING SYSTEMS, IN THE DIFFERENT VARIANTS AND VERSIONS AVAILABLE ON THE MARKET. STUDENTS WILL DEVELOP THEIR CAPACITY TO ANALYZE AND SYNTHETIZE THROUGH THE ELABORATION OF PROJECTS PROVIDED IN THE LIST OF INDIVIDUAL WORKS OF THE DISCIPLINE.

7. ENGLISH AND COMMUNICATION TECHNIQUES I
HOURS: 28 OUT OF WHICH 28/SEMINAR
CREDITS FOR GRADUATING: 3
EVALUATION PROCEDURE: VERIFICATION
DISCIPLINE OBJECTIVES: ACQUISITION BY STUDENTS OF COMPETENCES RELATED TO THEORY OF COMMUNICATION IN GENERAL, APPLICABLE TO THE ECONOMIC FIELD. ASSIMILATION OF GRAMMAR STRUCTURES OF THE ENGLISH LANGUAGE. ACHIEVING EFFICIENT, EASY, OPERATIONAL AND CREATIVE COMMUNICATION CAPACITY IN ENGLISH, FOR MANAGEMENT AND ADMINISTRATION ACTIVITIES. DEVELOPING AND USING SPECIFIC NEGOTIATION STYLES.

8. SPORT
HOURS: 28 OUT OF WHICH 28/LAB
CREDITS FOR GRADUATING: 2
EVALUATION PROCEDURE: COLLOQUIUM

YEAR I. SEMESTER 2 - 14 WEEKS

MANDATORY DISCIPLINES (D.O)

1. MACROECONOMICS
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/SEMINAR
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: STUDENTS' ACQUISITION OF THE BASIC CONCEPTS OF ECONOMIC SCIENCE AND THE FUNDAMENTALS OF MODERN ECONOMIC THINKING. ACQUIRING THE ABILITY TO APPLY THE THEORY IN PRACTICE – AT MACROECONOMIC LEVEL.

2. FINANCE
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/SEMINAR
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: STUDY OF THE MAIN ELEMENTS REGARDING THE PURPOSE OF PUBLIC FINANCES AND COMPANY FINANCES. ACQUISITION OF THEORETICAL AND PRACTICAL ASPECTS REGARDING THE MANAGEMENT OF THE PUBLIC EXPENDITURE SYSTEM AND THE SYSTEM OF PUBLIC FINANCIAL RESOURCES IN ROMANIA.

3. OBJECT ORIENTED PROGRAMMING
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES:
ACQUIRING THE FUNDAMENTALS OF THE PROGRAMMING ACTIVITY BASED ON OBJECTS ORIENTED PARADIGM. ACQUIRING THE CONCEPTS REGARDING OBJECTS, CLASSES AND THEIR CHARACTERISTICS.

4. COMMUNICATION AND PUBLIC RELATIONS
HOURS: 28 OUT OF WHICH 28/COURSE
CREDITS FOR GRADUATING: 3
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: ACQUISITION AND APPROPRIATE USE OF THEORETICAL AND APPLICATIVE NOTIONS SPECIFIC TO THE CONTENT OF THE COURSE IN COMMUNICATION AND PUBLIC RELATIONS.

5. ALGORITHMS AND PROGRAMMING TECHNIQUES
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: TO FURTHER DEVELOP THE ALGORITHMIC THINKING, TO GAIN THE ABILITY TO CHOOSE THE APPROPRIATE DATA STRUCTURES, TO DESIGN AND IMPLEMENT EFFICIENT ALGORITHMS AND TO USE APPROPRIATE PROGRAMMING METHODS TO SOLVE DIFFERENT CLASSES OF PROBLEMS.

6. LAW
HOURS: 28 OUT OF WHICH 28/COURSE
CREDITS FOR GRADUATING: 3
EVALUATION PROCEDURE: EXAM

DISCIPLINE OBJECTIVES: ACQUISITION OF KNOWLEDGE REGARDING THE FUNDAMENTAL ELEMENTS OF ROMANIAN CIVIL LAW, AS WELL AS THOSE OF GENERAL INTEREST REGARDING THE ROMANIAN LEGISLATIVE SYSTEM.

7. ENGLISH AND COMMUNICATION TECHNIQUES II
HOURS: 28 OUT OF WHICH 28/SEMINAR
CREDITS FOR GRADUATING: 3
EVALUATION PROCEDURE: VERIFICATION
DISCIPLINE OBJECTIVES: ACQUISITION BY STUDENTS OF COMPETENCES RELATED TO THEORY OF COMMUNICATION IN GENERAL, APPLICABLE TO THE ECONOMIC FIELD. ASSIMILATION OF THE GRAMMAR STRUCTURES OF THE ENGLISH LANGUAGE, ACHIEVING THE EFFICIENT, EARLY, OPERATIVE AND CREATIVE COMMUNICATION CAPABILITY IN THE ENGLISH LANGUAGE IN THE DEVELOPMENT AND DEVELOPMENTAL ACTIVITIES OF MANAGEMENT AND DEVELOPMENT.

8. SPORT
HOURS: 28 OUT OF WHICH28/LAB
CREDITS FOR GRADUATING: 2
EVALUATION PROCEDURE: COLLOQUIUM

YEAR II. SEMESTER 1 - 14 WEEKS

MANDATORY DISCIPLINES (D.O)

1. SOFTWARE PROGRAMMING I
HOURS: 58 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 4
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: KNOWLEDGE OF C++ PROGRAMMING POSSIBILITIES, APPLICATION SOFTWARE DEVELOPMENT. ELEMENTS OF C++ LANGUAGE; CONSTANTS, VARIABLES, IDENTIFIERS, MEMORY CLASSES, REPRESENTATIONS, SYMBOLIC CONSTANTS, AVOIDANCE SEQUENCES. OPERATORS, EXPRESSIONS, STANDARD C++ LIBRARIES.

2. DATABASES I
HOURS: 58 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 4
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: STUDY AND ACQUISITION OF METHODS, TECHNIQUES AND INSTRUMENTS USED IN THE ANALYSIS, DESIGN, IMPLEMENTATION AND OPERATION OF DATABASE COMPUTER APPLICATIONS IN DIFFERENT ECONOMIC-SOCIAL FIELDS. ACQUISITION AND USE OF THE RELATIONAL ACCESS DBMS.

3. STATISTICS
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/SEMINAR
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: THE COURSE OF THEORETICAL AND ECONOMIC STATISTICS AIMS TO PROVIDE KNOWLEDGE REGARDING THE BASIC CONCEPTS AND TECHNIQUES USED IN OBTAINING, SYSTEMATIZATION, PROCESSING, PRESENTING AND ANALYSIS OF SOCIAL MASS PROCESSES.

4. FUNDAMENTALS OF MARKETING
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/SEMINAR
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: LEARNING THEORETICAL CONCEPTS REGARDING THE ESSENCE, FUNCTIONS AND PLACE OF MARKETING IN THE ECONOMIC ACTIVITY. KNOWLEDGE OF THE WAYS OF IMPLEMENTING THE MARKETING POLICIES AND STRATEGIES REGARDING THE PRODUCT, PRICE, DISTRIBUTION, PROMOTION IN THE DECISION-MAKING PROCESS OF THE ACTIVITY OF THE ECONOMIC AGENTS.

5. MANAGEMENT
HOURS: 33 OUT OF WHICH 22/COURSE AND 11/SEMINAR
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: ENSURING THE KNOWLEDGE BY STUDENTS OF THE CONCEPTS AND COMPONENTS SPECIFIC TO MODERN MANAGEMENT. TRAINING AND DEVELOPMENT OF SKILLS, ABILITIES AND MANAGMEENT BEHAVIOR CORRESPONDING TO THE REQUIREMENTS OF A DYNAMIC AND EFFICIEN ACTIVITIES AT COMPANY LEVEL, AS WELL AS FOR THE REQUIREMENTS OF THE MODERN MARKET ECONOMY, WITH A FOCUS ON INNOVATION, CREATIVITY AND ENTREPRENEURSHIP. DEVELOPMENT OF SYSTEMIC THINKING, BASED ON THE FIRM'S APPROACH IN CLOSE INTERDEPENDENCE WITH ITS ECOSYSTEM, IN ORDER TO ENSURE SUSTAINABLE DEVELOPMENT.

6. ENGLISH AND COMMERCIAL CORRESPONDENCE I
HOURS: 28 OUT OF WHICH 28/SEMINAR
CREDITS FOR GRADUATING: 3
EVALUATION PROCEDURE: COLLOQUIUM
DISCIPLINE OBJECTIVES: STUDENTS' ACQUISITION OF ECONOMIC, POLITICAL, BANKING-FINANCIAL, ADMINISTRATIVE, BUSINESS LANGUAGE IN ENGLISH. ASSIMILATION OF GRAMMAR STRUCTURES OF THE ENGLISH LANGUAGE. ACHIEVING EFFICIENT, EASY, OPERATIONAL AND CREATIVE COMMUNICATION CAPACITY IN ENGLISH IN MANAGEMENT ACTIVITIES. ACQUISITION OF FLUENCE, SPONTANEITY, ACCURACY AND AUTONOMY IN ORAL AND WRITTEN BUSINESS COMMUNICATION.

OPTIONAL DISCIPLINES (D.A.)
(STUDENTS MUST CHOOSE ONE OF THE FOLLOWING DISCIPLINES)

1. NUMERICAL METHODS
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/LAB
CREDITS FOR GRADUATING: 4
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: ACQUISITION OF THEORETICAL KNOWLEDGE AND FORMATION OF PRACTICAL SKILLS IN THE FIELD OF ANALYSIS AND MODELING OF CYBERNETIC-ECONOMIC SYSTEMS AT MICRO AND MACRO ECONOMIC LEVEL.

2. CORPORATE FINANCE
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 4
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: THE COURSE AIMS TO STUDY THE FINANCIAL ASPECTS- THEORETICAL AND PRACTICAL- NECESSARY TO DECIDE THE APPROPRIATE SOURCES OF FINANCING AND THEIR EFFICIENT ALLOCATION TO ACHIEVE THE MAIN OBJECTIVE OF THE COMPANY, RESPECTIVE THE INCREASE OF ITS VALUE AND THUS MAXIMIZE THE WEALTH OF SHAREHOLDERS.

YEAR II. SEMESTER 2 - 14 WEEKS

MANDATORY DISCIPLINES (D.O)

1. SOFTWARE PROGRAMMING II

HOURS: 56 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: OBJECT ORIENTED PROGRAMMING IN C++. CONCEPTS OF OBJECT PROGRAMMING. CLASSES. CONSTRUCTION. DESTRUCTOR. HERITAGE. POLYMORPHISMS. TEMPLATE CLASSES. OVERDEFINITION OF OPERATORS AND FUNCTIONS. VIRTUAL FUNCTIONS AND CLASSES. OBJECTS AND CLASSES FOR WORKING WITH FILES. ABSTRACT CLASSES; CLASS LIBRARIES.

2. JAVA - ADVANCED PROGRAMMING ENVIRONMENTS

HOURS: 56 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: ENSURES STUDENTS WITH THE OPPORTUNITY TO DEVELOP, INTEGRATE AND MAINTAIN SOME OF THE MOST MODERN AND APPRECIATED TYPES OF PROGRAMS, BASED ON JAVA LANGUAGE, AS WELL AS THE POSSIBILITY OF APPLICATIONS DEVELOPMENT FOR VIRTUALLY ANY CURRENT IT DEVICE, INCLUDING SMARTPHONES OR IOT DEVICES.

3. ECONOMETRICS

HOURS: 56 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: CREATING SKILLS FOR ANALYSIS AND FORECASTING THE EVOLUTION OF ECONOMIC VARIABLES AND FOR IDENTIFYING THE DEPENDENCIES BETWEEN THEM.

4. DATA ANALYSIS SYSTEMS

HOURS: 56 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: DEVELOPMENT OF CAPACITIES FOR ANALYSIS, SYNTHESIS AND MODELING OF CYBER SYSTEMS IN THE ECONOMY. KNOWLEDGE OF THE CYBER SYSTEMS OF THE CONSUMER, THE PRODUCER, THE NATIONAL ECONOMY, THE BANKS; UNDERSTANDING, USING AND IMPLEMENTING FEEDBACK MECHANISMS IN EXISTING ECONOMIC SYSTEMS; DESIGN AND IMPLEMENTATION OF CYBER MODELS FOR OPTIMIZING CYBER SYSTEMS AT ANY LEVEI OF THE ECONOMY.

5. ENGLISH AND COMMERCIAL CORRESPONDENCE II

HOURS: 28 OUT OF WHICH 28/SEMINAR
CREDITS FOR GRADUATING: 3
EVALUATION PROCEDURE: VERIFICATION
DISCIPLINE OBJECTIVES: STUDENTS' ACQUISITION OF ECONOMIC, POLITICAL, BANKING-FINANCIAL, ADMINISTRATIVE, BUSINESS LANGUAGE IN ENGLISH. ASSIMILATION OF GRAMMAR STRUCTURES OF THE ENGLISH LANGUAGE. ACHIEVING EFFICIENT, EASY, OPERATIONAL AND CREATIVE COMMUNICATION CAPACITY IN ENGLISH IN MANAGEMENT ACTIVITIES. ACQUISITION OF FLUENCE, SPONTANEITY, ACCURACY AND AUTONOMY IN ORAL AND WRITTEN BUSINESS COMMUNICATION.

OPTIONAL DISCIPLINES (D.A.)
(STUDENTS MUST CHOOSE ONE OF THE FOLLOWING DISCIPLINES)

1. MACROECONOMIC STATISTICS
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/SEMINAR
CREDITS FOR GRADUATING: 4
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: MACROECONOMIC STATISTICS INCLUDES A WIDE RANGE OF KEY STATISTICS FOR THE WHOLE ECONOMY, INDIVIDUAL SECTORS AND THE RELATIONSHIPS BETWEEN THEM. THEY ARE THE BACKBONE FOR ECONOMIC AND FINANCIAL ANALYSIS AND MONITORING OF THE EFFECTS OF THE MONETARY POLICIES AT LARGE SCALE LEVELS.

2. INVESTMENT EFFICIENCY
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/SEMINAR
CREDITS FOR GRADUATING: 4
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: STUDENTS WILL LEARN THEORETICAL AND PRACTICAL METHODS AND TECHNIQUES FOR ECONOMIC AND FINANCIAL EVALUATION OF INVESTMENT PROJECTS IN THE MARKET ECONOMY. THE PURPOSE OF THE DISCIPLINE IS THE FORMATION OF A NEW AND LOGICAL THINKING OF THE FUTURE ECONOMISTS AND THE DEVELOPMENT OF STUDENTS' SKILLS IN EVALUATIVE INVESTMENTS IN ORDER TO USE THE METHODS AND MODELS FOR ANALYZING INVESTMENT OPPORTUNITIES AND MAKING INVESTMENT DECISIONS.

3. ETHICS AND ACADEMIC INTEGRITY
HOURS: 42 OUT OF WHICH 14/COURSE AND 28/SEMINAR
CREDITS FOR GRADUATING: 4
EVALUATION PROCEDURE: VERIFICATION
DISCIPLINE OBJECTIVES: THE COURSE ANS THE SEMINAR ARE AIMING TO EQUIP THE STUDENTS WITH THE REQUIRED KNOWLEDGE AND COMPETENCES FOR CONDUCTING RESEARCH ACTIVITIES, BY USING METHODS AND TOOLS SPECIFIC TO THE SOCIAL SCIENCES FIELD, WITH A FOCUS ON ECONOMIC SCIENCES.

YEAR III. SEMESTER 1 - 14 WEEKS

MANDATORY DISCIPLINES (D.O)

1. INFORMATION SYSTEMS DESIGN
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: ACQUISITION OF GENERAL CONCEPTS REGARDING DATA AND PROCESSES MODELING, LOGICAL AND PHYSICAL MODELING, DESIGN OF A COMPUTER SYSTEM OR COMPUTER APPLICATION USING SYSTEMIC METHODS. IBM AND SSADM DESIGN METHODOLOGIES ARE STUDIED IN DETAIL.

2. DATABASES II
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: ENSURES STUDENTS THE POSSIBILITY OF UNDERSTANDING THE RELATIONAL MODEL, MASTERING THE TECHNIQUES OF DESIGNING THE RELATIONAL DATABASES.

3. OPERATIONAL RESEARCH
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/SEMINAR
CREDITS FOR GRADUATING: 4
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: THE COURSE HAS A STRONG APPLICATIVE APPROACH, INTRODUCING METHODS AND MODELS FOR OPTIMIZING REAL WORLS PROCESSES. APPLICATIONS IN FUNDAMENTING DECISIONS FOR PRODUCTION PROGRAMS, EFFICIENT USE OF RESOURCES, OPERATIONAL PRODUCTION PROGRAMMING, TRANSPORT AND DISTRIBUTION PROBLEMS, ELABORATION OF COMPETITIVE STRATEGIES.

4. SOFTWARE PACKAGES FOR DATA ANALYSIS
HOURS: 48 OUT OF WHICH 24/COURSE AND 24/LAB
CREDITS FOR GRADUATING: 4
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: KNOWLEDGE OF THE BASIC NOTIONS REGARDING SOFTWARE PACKAGES AND THEIR MAIN FEATURES, AS WELL AS HOW TO USE PERFORMANT SOFTWARE PRODUCTS IN SOLVING ECONOMIC PROBLEMS. EFFICIENT USE OF SOFTWARE PACKAGES FOR SOLVING ECONOMIC PROBLEMS, APPLYING CONCEPTS, THEORIES, PRINCIPLES AND METHODS OF INVESTIGATING PHENOMENA AND PROCESSES IN THIS FIELD. DEVELOPMENT OF COMPONENTS FOR SPECIALIZED SOFTWARE PACKAGES, THROUGH THEIR OWN PROGRAMMING LANGUAGES.

5. WEB APPLICATIONS PROGRAMMING
HOURS: 58 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: ENSURING THE PREPARATION OF STUDENTS FOR THE DESIGN AND CREATION OF WEB PAGES AS WELL AS THEIR INTEGRATION IN A DYNAMIC CLIENT-SERVER ARCHITECTURE. BASIC WEB CONCEPTS, HTML LANGUAGE, AS THE BASIC LANGUAGE USED FOR BUILDING WEB PAGES; USE OF SCRIPTING TECHNIQUE TO OBTAIN VIDEO/AUDIO EFFECTS.

6. BUSINESS ENGLISH COMMUNICATION I
HOURS: 42 OUT OF WHICH 14/COURSE AND 28/SEMINAR
CREDITS FOR GRADUATING: 3
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: STUDENTS' ACQUISITION OF ECONOMIC, POLITICAL, BANKING-FINANCIAL, ADMINISTRATIVE, BUSINESS LANGUAGE IN ENGLISH. ASSIMILATION OF GRAMMAR STRUCTURES OF THE ENGLISH LANGUAGE. ACHIEVING EFFICIENT, EASY, OPERATIONAL AND CREATIVE COMMUNICATION CAPACITY IN ENGLISH IN MANAGEMENT ACTIVITIES. ACQUISITION OF FLUENCE, SPONTANEITY, ACCURACY AND AUTONOMY IN ORAL AND WRITTEN BUSINESS COMMUNICATION.

OPTIONAL DISCIPLINES (D.A.)
(STUDENTS MUST CHOOSE ONE OF THE FOLLOWING DISCIPLINES)

1. ADVANCED SOFTWARE PROGRAMMING
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/SEMINAR
CREDITS FOR GRADUATING: 4
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: ADVANCED PROGRAMMING IN C ++: DESIGN AND IMPLEMENTATION OF DYNAMIC DATA STRUCTURES. DEVELOPING SOFTWARE APPLICATIONS THAT IMPLEMENT DYNAMIC DATA STRUCTURES.

2. INTERNATIONAL BUSINESS MANAGEMENT I
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/SEMINAR
CREDITS FOR GRADUATING: 4
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: THE DISCIPLINE IS ADDRESSED PRIMARILY TO THOSE WHO WANT A CAREER IN INTERNATIONAL ECONOMIC RELATIONS. WITH A RICH INTERDISCIPLINARY CONTENT, INTERNATIONAL BUSINESS MANAGEMENT COURSE APPROACHES THE MOST IMPORTANT ASPECTS OF CONDUCTING FOREIGN ECONOMIC ACTIVITIES: FORMS AND ORGANIZATIONAL STRUCTURES OF INTERNATIONAL TRADE, PROMOTING OF FOREIGN AFFAIRS, PREPARATION AND ORGANIZATION OF INTERNATIONAL NEGOTIATIONS AND DEVELOPMENT OF EXPORT-IMPORT OPERATIONS (BASED ON PREPARING GOODS FOR EXPORT, CONTINUING WITH THE EXPEDITION AND ITS EXTERNAL TRANSPORT, THEN THE OPERATION OF INSURANCE ON INTERNATIONAL ROUTES AND ENDING WITH CUSTOMS CLEARANCE).

YEAR III. SEMESTER 2 - 14 WEEKS

MANDATORY DISCIPLINES (D.O)

1. NETWORKING AND INTERNET
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: UNDERSTANDING BY STUDENTS OF FUNDAMENTAL CONCEPTS REGARDING COMPUTER NETWORKS AND INTERNET INFRASTRUCTURE.

2. INFORMATICS PROJECT MANAGEMENT
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/ LABORATOR
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: ACQUIRING THE METHODOLOGY OF MANAGING IT PROJECTS/CONTRACTS. USING THE MICROSOFT PROJECT SOFTWARE FOR PLANNING AND MONITORING COMPUTER PROJECTS.

3. ECONOMIC PROCESSES MODELLING AND SIMULATION
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/SEMINAR
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: THE COURSE, IN CLOSE CORRELATION WITH ECONOMIC-MATHEMATICAL MODELING, ADDRESSES THE PRACTICAL ASPECTS OF SIMULATION OF THE DYNAMICS OF PHENOMENA AND ECONOMIC PROCESSES FOR THE PURPOSE OF FUNDAMENTING DECISIONS AT MICROECONOMIC LEVEL.

4. ADVANCED WEB PROGRAMMING
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 5
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: THE DISCIPLINE PREPARES STUDENTS FOR THE DESIGN AND IMPLEMENTATION OF WEB PAGES AND APPLICATIONS AS WELL AS THEIR INTEGRATION INTO A DYNAMIC CLIENT-SERVER ARCHITECTURE. STUDY CASES.

5. BUSINESS ENGLISH COMMUNICATION II
HOURS: 42 OUT OF WHICH 14/COURSE AND 28/SEMINAR
CREDITS FOR GRADUATING: 3
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: STUDENTS' ACQUISITION OF ECONOMIC, POLITICAL, BANKING-FINANCIAL, ADMINISTRATIVE, BUSINESS LANGUAGE IN ENGLISH. ASSIMILATION OF GRAMMAR STRUCTURES OF THE ENGLISH LANGUAGE. ACHIEVING EFFICIENT, EASY, OPERATIONAL AND CREATIVE COMMUNICATION CAPACITY IN ENGLISH IN MANAGEMENT ACTIVITIES. ACQUISITION OF FLUENCE, SPONTANEOUSNESS, ACCURACY AND AUTONOMY IN ORAL AND WRITTEN COMMUNICATION IN BUSINESS.

OPTIONAL DISCIPLINES (D.A.)
(STUDENTS MUST CHOOSE ONE OF THE FOLLOWING DISCIPLINES)

1. ORACLE DBMS - SQL
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 4
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: PROVIDES STUDENTS THE NECESSARY TRAINING REQUIRED FOR DESIGNING AND DEVELOPING SOFTWARE APLICATIONS USING ORACLE DBMS. STUDENTS COMPREHEND AND MANAGE THE DATABASE STORAGE STRUCTURES AND SCHEMA OBJECTS, RUN DATA DEFINITION LANGUAGE (DDL) STATEMENTS THAT CREATE AND MANAGE SCHEMA OBJECTS, RUN DATA MANIPULATION LANGUAGE STATEMENTS (DML), ADMINISTER USER ACCOUNTS AND SECURITY, BACKUP AND RECOVER ORACLE DATABASES.

2. INTERNATIONAL BUSINESS MANAGEMENT II
HOURS: 56 OUT OF WHICH 28/COURSE AND 28/SEMINAR
CREDITS FOR GRADUATING: 4
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: THE DISCIPLINE IS ADDRESSED PRIMARILY TO THOSE WHO WANT A CAREER IN INTERNATIONAL ECONOMIC RELATIONS. WITH A RICH INTERDISCIPLINARY CONTENT, INTERNATIONAL BUSINESS MANAGEMENT COURSE APPROACHES THE MOST IMPORTANT ASPECTS OF CONDUCTING FOREIGN ECONOMIC ACTIVITIES. THE DISCIPLINE PURPOSE IS ALSO THE DEVELOPMENT OF PRACTICAL APPLICATIONS, CASE STUDIES IN CONCLUDING CONTRACTS FOR EXPORT IMPORT, THE ISSUE OF INTERNATIONAL PAYMENTS, COMPOUND AND COMPLEX COMMERCIAL TRANSACTIONS, AND THE MECHANISM OF THE AUCTIONS.

CURRICULUM »

INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP

School of Domestic and International Business, Banking and Finance

MASTER DEGREE

CURRICULUM – TO BE UPDATED

1st year, 1st semester

SET THE BUSINESS BACKGROUND IN A GLOBAL ENVIRONMENT

Compulsory subjects

INTERNATIONAL BUSINESS ENVIRONMENT

6 ECTS, 2 hours course and 1 hour seminar

The goal of the course is for the student to be able to develop knowledge and abilities in the area of the international business environment and how business organizations act in this environment. During the course students will work individually to develop skills in written and oral communication and in groups in order to gain teamwork/management skills.

After passing the course the student shall be able to:

- understand and appreciate the forces of globalization facing organizations today;
- describe the different components of international business environments and how they influence business organizations active in international markets;
- describe strategic considerations for business organizations active in the international market;
- analyze international business opportunities based on environmental forces;
- design and carry out written reports regarding the international business environment problems and develop conclusions/recommendations;

INTERNATIONAL BUSINESS LAW

6 ECTS, 2 hours course and 1 hour seminar

Designed and conceived as an integral part of the specialized training, the discipline International Business Law offers students indispensable knowledge of international legal regulations, as a prerequisite in their future capacity of economic agents. The course focuses on the major legal institutions of civil law which regulate the economic spectrum and underlie the flow of value in society.

The course topic tends to identify legal challenges, the best organizational structure for international investments, and the main types of contracts that one could encounter in the international commercial activity. The course also provides understanding and learning about the most important juridical institutions of international commercial law.

INTERNATIONAL ACCOUNTING AND FINANCIAL STATEMENT ANALYSIS

6 ECTS, 2 hours course and 1 hour seminar

The course teaches about all financial aspects that entrepreneurs face while implementing international business. The objectives of the discipline are to:

- learn the principles, techniques and uses of accounting in the planning, control and decision-making from an entrepreneurial perspective;
- understand how to prepare Financial Statements;
- know how to analyze Financial Statements;
- learn the basics of cost accounting.

INTERNATIONAL STRATEGIC MARKETING

6 ECTS, 2 hours course and 1 hour seminar

The course aims to provide the theoretical and practical comprehension of the marketing concept adapted to the current economic reality with the main purpose of setting realistic objectives using focused strategies and applying state-of-the-art methods and instruments. The students will learn about new and innovative ways to market their products, targeting and positioning concepts and techniques with the sole purpose of rendering a more competitive business. Students will gather marketing knowledge from the international environment and learn to master the tremendous array of tactics suitable for B2B and B2C markets.

ENTREPRENEURIAL POLICIES AND STRATEGIES

6 ECTS, 2 hours course and 1 hour seminar

The goal of this course is to create an entrepreneurial experience in international context for the students, focusing on all of the pressures and demands of the real world in an early stage start up.

Objectives of the course:

- ideate to develop possible solutions and approaches to problems or questions in global environment;
- understand and deploy the basics of business model development;
- develop a minimum viable product based on real customer feedback;
- learn to communicate business and product information to appropriate multicultural audiences effectively;
- know how to produce common start-up tangibles;
- justify the value for and deliberate participation in interdisciplinary teams;
- gain experience in obtaining and capitalizing information from investors, customers and experts.

UNIVERSITATEA ROMÂNO-AMERICANĂ

1st year, 2nd semester
BUSINESS IMPLEMENTATION IN INTERNATIONAL CONTEXT

Compulsory subjects

INTERNATIONAL BUSINESS NEGOTIATION

5 ECTS, 1 hour course and 2 hours seminar

The discipline aims to identify steps, formalities and techniques specific to initiation, preparation, organization and conduct of international trade negotiations. There is a strong focus on highlighting the importance of intercultural negotiation in international business.

During the course, specific situations, simulating real life interactions, are created, where students have the opportunity to put the preparation and planning of international business negotiations into practice (drafting of commercial letters, notions of etiquette and business protocol, drafting specific documents - negotiation mandate, contract draft, negotiation files, negotiation plan, agenda, and so on).

GLOBAL SUPPLY CHAIN AND OPERATIONS MANAGEMENT

5 ECTS, 2 hours course and 1 hour seminar

This course focuses on the systematic planning, design and operation of international business processes that ensure the effective delivery of goods and services. It is also designed to introduce fundamental processes of managing and controlling a variety of operations, covering both manufacturing and services. The course focuses on managerial issues, not just a quantitative analysis, and includes the topic of increasing relevance of global business trends.

The objectives of this course are to teach how global operations and supply chain management contribute to the health of an organization. Some of the specific objectives include:

- understanding the role of Global Operations and Supply Chain Management (GOSCM) in the overall global business strategy of the firm (strategic).;
- understanding the interdependence of GOSCM functions with other key functional areas of the firm (tactical);
- reviewing several of the tools available to evaluate operational techniques.

PRIVATE EQUITY AND VENTURE CAPITAL

5 ECTS, 2 hours course and 1 hour seminar

The discipline Private Equity and Venture Capital examines best practices for the structure of venture capital investments, the different processes which they may deploy in terms of their participation in the valuation, financing and monitoring of the companies in which they invest, as well as the current state of the market and the future of the industry as a whole.

INTERNATIONAL SALES STRATEGIES

5 credit points, 2 hours course and 1 hour seminar

This course details strategic selling principles and techniques and international sales management. Students develop skills required for planning, making sales calls and providing follow-up to clients. The course covers prospecting, conducting sales meetings, making sales presentations, negotiating and sales management and control. A special emphasis is placed on sales issues and challenges in international business. Emphasis is also placed on developing confidence and professionalism in the selling interaction and enhancing cross-cultural communications, listening, team participation, problem solving and international management skills.

RESEARCH METHODOLOGY AND ETHICS

5 credit points, 1 hour course

The course aims to provide students with the knowledge and skills necessary for the development of a research activity using methods and tools specific to the field of international economics and business.

2nd year, 1st semester

STRATEGY FOR INTERNATIONAL GROWTH

Compulsory subjects

INTERNATIONAL BUSINESS ETHICS & LEADERSHIP

6 ECTS, 2 hours course and 1 hour seminar

During the course, students will examine the ethical dilemmas of leadership in global environment, the foundations and context of moral choice, the moral implications of decision-making within public organizations and the impact upon staff, morale, personal integrity and citizens. The purpose is to understand the ethical challenges and decisions criteria that leaders face while implementing international business, explore the leadership role in sharing the organization's ethical culture, and to analyze governmental alternatives.

GLOBAL STRATEGIC MANAGEMENT

6 ECTS, 2 hours course and 1 hour seminar

The discipline emphasizes the fundamental core of knowledge that comprises the content of modern management. It aims to facilitate knowledge, understanding and contextual use of concepts, models and specific methods of strategic management in international contexts. The course will help students develop a systemic thinking and will facilitate the creation of a modern managerial conception, useful in managing knowledge based organizations in a globalized economy. It also helps in forming and developing rational, ethical and moral abilities, skills and managerial conducts.

INTERNATIONALIZATION OF SMEs

6 ECTS, 2 hours course and 1 hour seminar

The subject of Internationalization of SMEs helps the future entrepreneur to gain knowledge about concepts related to internationalization strategies and international entry modes also providing understanding about market differentiation in economic and cultural terms. After fulfilling the course the student will develop leadership skills and develop a more international-oriented thinking (in order to be able to conduct an internationalization analysis and an analysis of a foreign business culture).

INTERNATIONAL FINANCIAL MANAGEMENT

6 ECTS, 2 hours course and 1 hour seminar

During the International Financial Management course attention is devoted to foreign currency operations, cross border financing, international payments. The course also introduces different hedging strategies that companies can use to cover their foreign exchange risk. After passing the course students will have skills in financing techniques and exchange risk management, as well as solving payment issues. Students will gain knowledge needed for entrepreneurs to deal with foreign currency operations, cross border financing, international payments. Students will learn:

- how to use the financial markets in the international context;
- how to better manage the foreign exchange operations;
- how to assess and manage the company's exposure to exchange rate and interest rate risks;
- how entrepreneurs could be more effective in using banks and money market opportunities/products;
- how to choose the best option for an international payment (including receiving payments);
- about online payment systems for businesses.

2nd year, 2nd semester
FINAL RESULTS

Compulsory subjects

PROJECT MANAGEMENT
5 ECTS, 2 hours course and 1 hour seminar

The Project Management course is designed to:

- develop knowledge of issues in strategic project management from both academic and professional perspectives;
- develop a significant range of principal and special skills, techniques and practices in the domain of project management;
- develop effective communication and efficient working skills with colleagues and staff in a variety of tasks, demonstrating extensive appropriate levels of autonomy and responsibility.

The course also provides a better understanding of how the student must prepare the theoretical and practical information in the dissertation project, how to access the best information resources, how to avoid plagiarism and so on.

INTERNATIONAL BUSINESS TRANSACTIONS
4 ECTS, 2 hours course and 1 hour seminar

The goal of the International Business Transactions course is to help students understand the concepts related to the implementation of various international contracts, their specificity and mode of application.

Discipline also teaches about the specific activities of contractual pre-operations, contracting and performing international business operations, formalities and related techniques, the legal differentiation of contracts used in international commercial transactions, when to use them, and how to work with such contracts.

CURRICULUM »

COMPUTER SCIENCE FOR BUSINESS

School of Computer Science
for Business Management

MASTER DEGREE

TO BE UPDATED

CURRICULUM (SHORT DESCRIPTION OF DISCIPLINES)

YEAR I. SEMESTER 1 - 14 WEEKS

MANDATORY DISCIPLINES (M.D.)

1. **OBJECT-ORIENTED SOFTWARE DESIGN**
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: ENSURES STUDENT PREPARATION IN THE FIELD OF ANALYSIS-DESIGN-DEVEOPMENT AND IMPLEMENTATION OF COMPLEX SOFTWARE PRODUCTS; ACQUISITION OF MODERN METHODS AND INSTRUMENTS LIKE OMT, UML, CASE ETC., WHICH ENSURES THE INCREASE OF EFFICIENCY, RELIABILITY AND SECURITY IN THE SOFTWARE INDUSTRY. TRAINING SKILLS FOR DESIGNING OBJECT-ORIENTED SOFTWARE PRODUCTS.

2. DATABASE APPLICATIONS DEVELOPMENT (ORACLE)
HOURS: 42 OUT OF WHICH 14/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: ENSURES THE PREPARATION OF STUDENTS FOR THE DESIGN AND DEVELOPMENT OF COMPUTER SYSTEMS WITH DATABASES MANAGED BY THE ORACLE DBMS. PRESENTS HOW TO WORK AND TO DEVELOP APPLICATIONS WITH THE HELP OF ORACLE DBMS. LANGUAGE OF COMMUNICATION BETWEEN DATABASE AND APPLICATIONS: SQL*PLUS, SQL (STRUCTURED QUERY LANGUAGE). PL/SQL PROCEDURAL VERSION.

3. ENGLISH FOR WRITING TECHNICAL DOCUMENTATION I
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: GIVING SUPPORT ON ORGANIZING, RESEARCHING, WRITING, AND REVISING COMPLEMENTS, THOROUGH TREATMENT OF GRAMMAR, USAGE OF PROPER EXPRESSIONS, STYLE, AND PUNCTUATION TO PROVIDE COMPREHENSIVE HELP WITH WRITING SKILLS. INCLUDING EXPANDED ADVICE FOR ANALYZING THE CONTEXT OF DIFFERENT WRITING SITUATIONS, USING AND INTEGRATING VISUALS, AND DEALING WITH ETHICAL CONCERNS IN TECHNICAL WRITING.

4. ICT-GOVERNANCE
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: UNDERSTANDING AND APPLYING THE CONCEPTS OF ICT GOVERNANCE, ICT GOVERNANCE FRAMEWORK, KEY ICT GOVERNANCE DECISIONS, WHO IS RESPONSIBLE FOR IT GOVERNANCE, THE FOUR DIMENSIONS OF IT GOVERNANCE, SOCIAL MEDIA USED AS A FEEDBACK BETWEEN DECISION MAKING PROCESS AND CITIZENS, THE RELATION BETWEEN ICT GOVERNANCE AND BUSINESS GOVERNANCE, HOW TO ENGAGE TRUSTEES AND IMPROVE ICT GOVERNANCE.

5. CYBERSECURITY
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: PREVENTION OF COMPUTER ATTACKS AND ESTIMATION OF SECURITY VULNERABILITIES IN NETWORKS AND SERVER ENVIRONMENTS. IMPLEMENTING SECURITY POLICIES ON LINUX SERVERS AND CISCO EQUIPMENT.

YEAR I. SEMESTER 2 - 14 WEEKS

MANDATORY DISCIPLINES (M.D.)

1. ARTIFICIAL INTELLIGENCE
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: ACQUISITION OF KNOWLEDGE NEEDED TO IDENTIFY, DEFINE, EXPLAIN, ANALYZE AND APPLY THE FUNDAMENTAL CONCEPTS OF ARTIFICIAL INTELLIGENCE.

2. 3D-UNITY GAME DEVELOPMENT
HOURS: 42 OUT OF WHICH 14/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: TRAINING AND FAMILIARIZATION OF STUDENTS WITH THE GAME DEVELOPMENT UNITY FRAMEWORK. DIFFERENCES BETWEEN DIFFERENT GAME DEVELOPMENT PLATFORMS. GAMES DEBUGGING, DEPLOYMENT AND TESTING. ANALYSIS OF THE PERFORMANCE OF A GAME.

3. ENGLISH FOR WRITING TECHNICAL DOCUMENTATION II
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: GIVING SUPPORT ON ORGANIZING, RESEARCHING, WRITING, AND REVISING COMPLEMENTS, THOROUGH TREATMENT OF GRAMMAR, USAGE OF PROPER EXPRESSIONS, STYLE, AND PUNCTUATION TO PROVIDE COMPREHENSIVE HELP WITH WRITING SKILLS. INCLUDING EXPANDED ADVICE FOR ANALYZING THE CONTEXT OF DIFFERENT WRITING SITUATIONS, USING AND INTEGRATING VISUALS, AND DEALING WITH ETHICAL CONCERNS IN TECHNICAL WRITING. GIVING SUPPORT ON CONDUCTING RESEARCH ACTIVITY BY INCLUDING GUIDELINES FOR IEEE-STYLE DOCUMENTATION AS WELL AS CLEARER EXPLANATIONS OF COPYRIGHT AND HOW PLAGIARISM IS DETECTED

4. METHODOLOGY AND ETHICS OF RESEARCH
HOURS: 42 OUT OF WHICH 14/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: VERIFICATION
DISCIPLINE OBJECTIVES: PROVISION OF SPECIALIZED KNOWLEDGE REGARDING THE METHODOLOGY AND ETHICS OF SCIENTIFIC RESEARCH IN THE ECONOMIC FIELD, DEVELOPMENT OF CREATIVE-INOVATIVE CAPACITY IN THE FIELD OF ORGANIZATIONAL MANAGEMENT AND DEVELOPMENT OF COMMUNICATION AND COLLABORATION SKILLS.

ELECTIVE DISCIPLINES (E.D.)
(STUDENTS SHOULD CHOOSE ONE OF THE FOLLOWING DISCIPLINE)

1. GLOBAL SUPPLY CHAIN
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: THIS COURSE IS DESIGNED TO INTRODUCE FUNDAMENTAL PROCESSES OF MANAGING AND CONTROLLING A VARIETY OF OPERATIONS, COVERING BOTH MANUFACTURING AND SERVICES. THE COURSE WILL FOCUS ON MANAGERIAL ISSUES, NOT SIMPLY QUANTITATIVE ANALYSIS, AND INCLUDE THE INCREASING RELEVANCE OF GLOBAL BUSINESS TRENDS.

2. INTERNATIONAL BUSINESS NEGOTIATION
HOURS: 42 OUT OF WHICH 14/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: DISCIPLINE AIMS TO IDENTIFY STEPS, FORMALITIES AND TECHNIQUES SPECIFIC TO INITIATION, PREPARATION, ORGANIZATION AND CONDUCT OF INTERNATIONAL BUSINESS NEGOTIATIONS, BEING ADDRESSED PRIMARILY, THOSE WHO WANT A CAREER IN INTERNATIONAL ECONOMIC RELATIONS IN ORDER TO BECOME FAMILIAR WITH CASE EXAMPLES ADDRESSING INTERNATIONAL BUSINESS CHALLENGES.

YEAR II. SEMESTER 1 - 14 WEEKS

MANDATORY DISCIPLINES (M.D.)

1. MOBILE APPS DEVELOPMENT
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: FAMILIARIZE STUDENTS WITH THE BASIC CONCEPTS OF APPLICATION DEVELOPMENT FOR MOBILE DEVICES BY USING THE PROGRAMMING LANGUAGE C# ON WINDOWS. COURSE COVERS THE CHARACTERISTICS OF THE SOFTWARE FOR MOBILE DEVICES AND THE BEST PRACTICES FOR THEIR DEVELOPMENT.

2. SOFTWARE ENGINEERING
HOURS: 42 OUT OF WHICH 14/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: COMPLEX CONCEPTS AND APPLICATIONS OF SOFTWARE PROGRAMMING. DEVELOPMENT AND REFINING OF COMPUTER APPLICATIONS.

3. BUSINESS INTELLIGENCE
HOURS: 42 OUT OF WHICH 14/COURSE AND 28/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: PRESENTATION OF MAIN CONCEPTS, METHODS AND TECHNIQUES OF MODERN ANALYSIS, DESIGN AND OPERATION OF ONLINE INTERACTIVE INFORMATION SYSTEMS. ESTABLISHMENT AND PRESENTATION OF EXISTING E-BUSINESS MODELS, KNOWLEDGE OF INTEGRATED E-BUSINESS APPLICATIONS, SUCH AS ERP, CRM, SCM AND E-PROCUREMENT.

4. WEB APPLICATIONS AND INTEGRATED TECHNOLOGIES
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: THE COURSE AIMS TO PROVIDE SOLID KNOWLEDGE IN THE FIELDS OF HTML5/CSS/JAVASCRIPT/SVG FOR DEVELOPMENT OF WEB BASED APPLICATIONS. ELEMENTS OF FUNDAMENTAL 3D MODELLING AND PRINTING.

ELECTIVE DISCIPLINES (E.D.)
(STUDENTS SHOULD CHOOSE ONE OF THE FOLLOWING DISCIPLINE)

1. INTERNATIONALIZATION OF SME'S
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: GAINING KNOWLEDGE ABOUT BASIC CONCEPTS RELATED WITH INTERNATIONALIZATION STRATEGIES AND INTERNATIONAL ENTRY MODES, GAINING UNDERSTANDING ABOUT MARKET DIFFERENTIATION IN ECONOMIC AND CULTURAL TERMS, DEVELOP LEADERSHIP SKILLS AND DEVELOP A MORE INTERNATIONAL ORIENTED THINKING, BUILD A STRATEGIC VISION AND SKILLS IN DEVELOPING A BUSINESS FROM NATIONAL TO INTERNATIONAL.

2. INTERNATIONAL BUSINESS ETHICS AND LEADERSHIP
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: INCREASE STUDENT'S PERSONAL LEADERSHIP SELF-AWARENESS AND IMPROVE LEADERSHIP SKILLS, DEVELOP MORAL REASONING ABILITY, TRANSMIT VARIOUS ETHICAL PERSPECTIVES AND HELP STUDENTS TO APPLY THEM IN A VARIETY OF SETTINGS, INCREASE UNDERSTANDING OF HOW TO POSITIVELY INFLUENCE PEOPLE, EXPLORE THE ROLE THAT LEADERSHIP AND ETHICS PLAY IN THE DEVELOPMENT AND IMPLEMENTATION OF ENTREPRENEURIAL AND CORPORATE STRATEGIES.

YEAR II. SEMESTER 2 - 14 WEEKS

MANDATORY DISCIPLINES (M.D.)

1. PERSONAL DATA PROTECTION SYSTEMS
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: THE COURSE COVERES THEORETICAL AND PRACTICAL ELEMENTS REGARDING THE PROTECTION OF ELECTRONIC DATA, WITH DIRECT APPLICABILITY IN THE PROTECTION OF PERSONAL DATA. BOTH METHODOLOGICAL AND PRACTICAL ELEMENTS REGARDING THE SECURITY OF ELECTRONIC DATA ARE COVERED. CLASSIFICATIONS AND PARTICULARITIES OF PROFESSIONALS IN THE FIELD OF DATA PROTECTION.

2. SPECIALIZED INTERNSHIP
HOURS: NOT ASSISTED DIRECTLY
CREDITS FOR GRADUATING: 3
EVALUATION PROCEDURE: COLLOQUIUM
DISCIPLINE OBJECTIVES: FAMILIARIZATION OF STUDENTS WITH THE CONCEPTS, METHODS AND TECHNIQUES USED IN THE REAL BUSINESS ENVIRONMENT. STUDENTS' ACQUISITION OF APPLICABLE SCIENTIFIC RESEARCH SKILLS. ACQUISITION OF SKILLS TO CARRY OUT REAL RESEARCH THEMES/PROJECTS. ELABORATION OF PROJECTS WITHIN INSTITUTIONS IN THE ECONOMIC OR COMPUTER FIELD.

3. SPECIALIZED SCIENTIFIC RESEARCH
HOURS: 28 OUT OF WHICH 28/LAB
CREDITS FOR GRADUATING: 7
EVALUATION PROCEDURE: COLLOQUIUM
DISCIPLINE OBJECTIVES: FAMILIARIZATION OF STUDENTS WITH THE CONCEPTS, METHODS AND TECHNIQUES USED IN SCIENTIFIC RESEARCH. STUDENTS' ACQUISITION OF FUNDAMENTAL AND APPLICATIVE SCIENTIFIC RESEARCH SKILLS. ACQUISITION OF SKILLS TO CARRY OUT RESEARCH PROJECTS. ELABORATION OF RESEARCH PROJECTS WITHIN INSTITUTIONS IN THE ECONOMIC OR COMPUTER SCIENCE FIELDS.

4. STAGE FOR DRAFTING DISSERTATION PAPER PROJECT
HOURS: 14 OUT OF WHICH 14/LAB
CREDITS FOR GRADUATING: 8
EVALUATION PROCEDURE: VERIFICATION
DISCIPLINE OBJECTIVES: STUDENTS' ACQUISITION OF FUNDAMENTAL AND APPLICATIVE SCIENTIFIC RESEARCH SKILLS. ELABORATION OF PROJECTS / RESEARCH TOPICS SUCH AS SCIENTIFIC ARTICLES. ACQUISITION OF THE METHODOLOGY OF ELABORATION AND WRITING OF THE DISSERTATION PAPER. TECHNICAL ASSISTANCE IN DEFINITIVING THE DISSERTATION WORK.

ELECTIVE DISCIPLINES (E.D.)
(STUDENTS SHOULD CHOOSE ONE OF THE FOLLOWING DISCIPLINE)

1. DOING BUSINESS WITH ASIAN COUNTRIES
HOURS: 28 OUT OF WHICH 28/COURSE
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM

DISCIPLINE OBJECTIVES: TO MAKE STUDENTS MORE AWARE OF THE RELEVANT ASPECTS REGARDING THE CHARACTERISTICS OF POTENTIAL BUSINESS PARTNERS FROM ASIAN COUNTRIES, MAINLY JAPAN, CHINA AND SOUTH KOREA.

2. START-UP LAB
HOURS: 42 OUT OF WHICH 28/COURSE AND 14/LAB
CREDITS FOR GRADUATING: 6
EVALUATION PROCEDURE: EXAM
DISCIPLINE OBJECTIVES: THE COURSE IS AIMING TO PUT IN PRACTICE ALL THE KNOWLEDGE AND SKILLS ACCUMULATED IN THE PREVIOUS SEMESTERS, AND WILL FOCUS ON HOW TO CREATE A NEW BUSINESS, TEST IT, AND IMPLEMENT IT INTO THE REAL MARKET.

CURRICULUM »

STRATEGIC MARKETING

School of

Management - Marketing

MASTER DEGREE

To be updated

Compulsory subjects:

- Marketing Research and Data Analysis
- Integrated Marketing Communication
- Segmentation and Positioning Strategies
- Managing Brands and Customer Equity
- Customer Experience Management
- Supply Chain Strategy
- Digital Marketing Management
- Pricing and Sales Management Strategy
- Project Management
- Research Methodology and Ethics
- Marketing Planning – Decision Making
- Global Marketing Management
- Marketing Innovation Lab
- Measuring Marketing Effectiveness
- Strategic Marketing Simulation

Elective subjects:

- International Business Negotiation
- Computer Network Security
- Privat Equity and Venture Capital
- Global Strategic Management
- Entrepreneurial Policies and Strategies
- International Business Environment
- Internationalization of SMEs
- Startup Lab
- Doing Business with Asian Countries

CURRICULUM

1ST YEAR, 1ST SEMESTER
MARKET ANALYSIS AND ASSESSMENT

COMPULSORY SUBJECTS

MARKETING RESEARCH AND DATA ANALYSIS

6 credit points, 2 hours course and 1 hour seminar

The course content aims at transferring the information and knowledge needed for an integrated approach on data collection. At the same time, the course addresses a number of methods of analysis and interpretation of data, with the aim of substantiating decisions to streamline marketing activities.

INTEGRATED MARKETING COMMUNICATION

6 credit points, 1 hour course and 2 hours seminar

The course aims to familiarize students with the peculiarities of integrated marketing communication, as well as vocational skills development, implementation, control and evaluation of the strategic plan of integrated marketing communication. The topics addressed allow acquisition of relevant, up-to-date knowledge about integrated communication, such as how to achieve an effective mix of techniques, instruments and communication media, with a view to increasing the probability of success of the plan, information regarding how it can provide a consistent message, across all communication techniques, so that a coherent integrated communication plan is built.

SEGMENTATION AND POSITIONING STRATEGIES

6 credit points, 2 hours course and 1 hour seminar

The content of the course is structured so that it facilitates a clear understanding of the market structures. At the same time, it allows the clear identification of the formative elements of the offer with significant impact on the market and the criteria for the homogenous structures shaping the final and intermediary markets consumption.

MANAGING BRANDS AND CUSTOMER EQUITY

6 credit points, 2 hours course and 1 hour seminar

The course is designed to provide updated information, concepts, professional instruments and terminology, needed for the development of brand performance, ensuring durability and uprightness of the brand, dealing both with the internal and external brand management, but also with the “bottom to top” and “top to bottom” brand management.

CUSTOMER EXPERIENCE MANAGEMENT

6 credit points, 1 hour course and 2 hours seminar

The course aims at transferring knowledge for an understanding of the consumer in the present context. At the same time, through the topic, the students will deal with ways of applying the acquired knowledge in view of the cooperation with the consumer in the process of value creation.

1ST YEAR, 2ND SEMESTER
STRATEGIC MARKETING DECISIONS

COMPULSORY SUBJECTS

SUPPLY CHAIN STRATEGY

5 credit points, 2 hours course and 1 hour seminar

The course allows access to a solid database of updated knowledge, concepts, instruments and professional terminology, needed for the appropriate approach of the offer chain, as a philosophy for the firm; the offer chain needs implementation of technologies, clear business processes, data standards and identification, collaboration being the result of the offer chain strategy.

DIGITAL MARKETING MANAGEMENT

5 credit points, 2 hours course and 1 hour seminar

Through its topics, the course tries to stimulate knowledge about the ways of development, testing, implementation and evaluation of integrated digital marketing strategies and tactics. At the same time, it leads to the development of a strategic creative thinking, for the identification and creation of innovative solutions as part of the digital marketing activities.

PRICING AND SALES MANAGEMENT STRATEGY

5 credit points, 1 hour course and 2 hours seminar

The course ensures acquisition of the ability to use the acquired knowledge in proposing specific price strategic elements, able to lead to a competitive advantage. The selective topics comprise analyses regarding pricing and general sales strategies of the organization, evaluation of the updated sales management strategies, proposals submission regarding improvements, development and implementation of models regarding price strategies, with a view to increasing organizational competitiveness.

PROJECT MANAGEMENT

5 credit points, 2 hours course and 1 hour seminar

Project management course it is designed to:

- Develop knowledge of issues in strategic project management from both academic and professional perspectives.
- Develop a significant range of principal and specialist skills, techniques and practices in the domains of project management.
- Develop effective communication and efficient working skills with colleagues and staff in a variety of tasks, demonstrating extensive appropriate levels of autonomy and responsibility.

The course also provides a better understanding of how the student must prepare the theoretical and practical information in the thesis, how to access the best information resources, how to avoid plagiarism and so on.

ELECTIVE SUBJECTS

INTERNATIONAL BUSINESS NEGOTIATION

5 credit points, 1 hour course and 2 hours seminar

The course offers information regarding the identification of the stages, formalities and techniques, specific to the initiation, training, organization and unfolding of the international trade negotiations. Through its topics, the course aims at highlighting the intercultural feature needed in international negotiations, strategies, techniques and tactics of negotiation, etc. for the increase and stimulation of the practical abilities, the course restores situations similar to the real ones.

COMPUTER NETWORK SECURITY

5 credit points, 2 hours course, and 1 hour laboratory

- Proficiency of concepts and reference architectures computer networks
- Acquiring knowledge about technology and computer networking standards
- Acquiring knowledge about the design and implementation of computer networks

PRIVATE EQUITY AND VENTURE CAPITAL

5 credit points, 2 hours course and 1 hour seminar

The discipline Private Equity and Venture Capital examines best practices for the structure of venture capital investments, the different processes which they may deploy in terms of their participation in the valuation, financing and monitoring of the companies in which they invest, as well as the current state of the market and the future of the industry as a whole.

2ND YEAR, 1ST SEMESTER

APPLIED STRATEGIC MARKETING

COMPULSORY SUBJECTS

MARKETING PLANNING – DECISION MAKING

6 credit points, 2 hours course and 1 hour seminar

Through its content, the course aims at developing marketing planning abilities, by dealing with a set of concepts, useful in adopting decisions and developing coherent marketing strategies. Master students will acquire knowledge for the implementation of the marketing instruments and processes, through applications, case studies, as part of the different economic fields.

GLOBAL MARKETING MANAGEMENT

6 credit points, 2 hours course and 1 hour seminar

The purpose of the course is to deal with the problem of how to develop marketing strategies, at international and global level, efficient for different companies acting on the global market. Among the topics to be discussed we can mention: the study of cultural and political differences, strategies of adaptation and standardization, etc.

MARKETING INNOVATION LAB

6 credit points, 1 hour course and 2 hours seminar

The course will be able to build a leading way of thinking. The lab is considering application of innovative techniques, going beyond brand awareness generation respectively, empowering the best clients and promoters, who will help in the process of innovation of the business model. Master students will gain experience that will help them integrate marketing innovation in their future marketing endeavors, being better prepared for the labor market and capable to define marketing innovative processes.

MEASURING MARKETING EFFECTIVENESS

6 credit points, 1 hour course and 2 hours seminar

The course ensures acquisition of the competences needed for the efficiency and measurement of marketing activities. Among the topics covered we should mention: the study of the financial criteria for the measurement of the marketing activities, measurements systems of the marketing effectiveness, use of the indicators of measuring the marketing activity, with a view to increasing innovation capacities of the organizations, etc.

ELECTIVE SUBJECTS

GLOBAL STRATEGIC MANAGEMENT

6 credit points, 2 hours course and 1 hour seminar

The discipline emphasizes the fundamental core of knowledge that comprises the content of modern management. It aims to facilitate knowledge, understanding and contextual use of concepts, models and specific methods of strategic management in international contexts. The course will help students develop a systemic thinking and will facilitate the creation of a modern managerial conception, useful in managing knowledge based organizations in a globalized economy. It also helps in forming and developing rational, ethical and moral abilities, skills and managerial conducts.

ENTREPRENEURIAL POLICIES AND STRATEGIES

6 credit points, 2 hours course and 1 hour seminar

The goal of this course is to create an entrepreneurial experience in international context for the students, focusing on all of the pressures and demands of the real world in an early stage start up.

Objectives of the course:

- Ideate to develop possible solutions and approaches to problems or questions in global environment;
- Understand and deploy the basics of business model development;
- Develop a minimum viable product based on real customer feedback;
- Learn to communicate business and product information to appropriate multicultural audiences effectively;
- Know how to produce common start-up tangibles;
- Justify the value for and deliberate participation in interdisciplinary teams;
- Gain experience in obtaining and capitalizing information from investors, customers and experts.

INTERNATIONAL BUSINESS ENVIRONMENT

6 credit points, 2 hours course and 1 hour seminar

The goal of the course is for the student to be able to develop knowledge and abilities in the area of the international business environment and how business organizations act in this environment. During the course students will work individually to develop skills in written and oral communication and in groups in order to gain teamwork/management skills.

After passing the course the student shall be able to:

- Understand and appreciate the forces of globalization facing organizations today;
- Describe the different components of international business environments and how they influence business organizations active in international markets;
- Describe strategic considerations for business organizations active in the international market; analyze international business opportunities based on environmental forces;
- Design and carry out written reports regarding the international business environment problems and develop conclusions/recommendations.

2ND YEAR, 2ND SEMESTER

MARKETING EXCELLENCE PROJECT

COMPULSORY SUBJECTS

STRATEGIC MARKETING SIMULATION

6 credit points, 1 hour course and 2 hours seminar

The course aims at offering master students options for approaching complex strategic marketing situations in an interactive way, facilitating knowledge transfer through marketing simulation. During the course, master students will be able to initiate and develop teamwork abilities, knowledge for the use of strategic marketing instruments, in simulated environments, which will improve presentation skills.

ELECTIVE SUBJECTS

INTERNATIONALIZATION OF SMEs

6 credit points, 2 hours course and 1 hour seminar

The subject of Internationalization of SMEs helps the future entrepreneur to gain knowledge about concepts related to internationalization strategies and international entry modes also providing understanding about market differentiation in economic and cultural terms. After fulfilling the course the student will develop leadership skills and develop a more international-oriented thinking (in order to be able to conduct an internationalization analysis and an analysis of a foreign business culture).

START-UP LAB

6 credit points, 2 hours course and 1 hour seminar

Tuning processes are concerned with the sensitivity of bringing all elements of a system – a company – into an optimal contribution to the performance that a company has been chosen. Those elements include the human, the technical and the resources. To start the race for excellent performance the perfect combination between rational thinking and intuition, the choice of the right resources and the right "slot" between all resources must be established. That will take a lot of experience. This workshop is a good "start-up" for gaining valuable and necessary competences. This workshop will take students through the entrepreneurial process that tunes all available resources - human, technical and financial - into a high performing and excellently operating organization: their company. The organization and transformation of ideas into a successful start-up enterprise is the core of the workshop. The workshop will guide students through the disciplined process of developing a successful start-up.

DOING BUSINESS WITH ASIAN COUNTRIES

6 credit points, 2 hours course

The course provides an overview of various aspects of doing business in Asian countries. The implications of political, socio-economic, and cultural environment for developing successful business strategies will be discussed with reference to selected countries.