

# **CURRICULUM**

**beginning with the academic year 2015-2016**

## **UNIVERSITY OF ORADEA**

**FACULTY OF ECONOMIC SCIENCES**

*Bachelor's degree program:* **ECONOMIA COMERȚULUI, TURISMULUI ȘI  
SERVICIILOR/**

**ECONOMICS OF COMMERCE, TOURISM AND SERVICES**

*Fundamental field:* **ECONOMIC SCIENCES**

*Undergraduate field:* **BUSINESS ADMINISTRATION**

*Duration of studies / no. of credit:* **3 years / 180 credits**

*Type of education:* **distance learning (ID)**

## **1. THE MISSION OF THE PROGRAM OF STUDIES/SPECIALIZATION *ECONOMICS OF COMMERCE, TOURISM AND SERVICES***

The Bachelor's Degree Program in *Economics of Commerce, Tourism and Services* (ECTS) – day form of education, has an *educational* and *scientific* research mission formulated in accordance with the mission of the Faculty of Economic Sciences and of the Economics Department. The educational and the scientific research mission of the bachelor studies program (ECTS) – day form of education, is that of preparing elite specialists for the labour market, assuring the students a thorough, rigorous, and interdisciplinary preparation that combines both theoretical and practical aspects, by offering knowledge, abilities, and competences in the general field of the Economic Sciences, Business Administration Domain, *Economics of Commerce, Tourism and Services* specialization.

The mission of the *Economics of Commerce, Tourism and Services* program is represented by the formation of a category of specialists in business administration, who will contribute to the gaining of the competitive advantage on the market for the companies where our specialists will work, in the field of commerce, tourism, and services and to be able to fulfil successfully the operational tasks, related to their jobs, in the large field of services.

## **2. THE OBJECTIVES OF THE PROGRAM OF STUDIES / SPECIALIZATION *ECONOMICS OF COMMERCE, TOURISM AND SERVICES***

The *general objectives* of the Bachelor's Degree Program in *Economics of Commerce, Tourism and Services* rely on the transmission to the students, in a professional way, of fundamental and speciality knowledge in the field of business administration, as well as the development of the specialized competences associated to this domain of study, in order to be able to fulfil specific activities.

The *specific objectives* of the Bachelor's Degree Program in *Economics of Commerce, Tourism and Services* are:

- To give the students advanced knowledge, abilities, and competences specific to business administration in a global context. These competences refer to: the knowledge, the understanding and the use of the basic theories and methods applicable in the field of commerce, tourism, and services, the gathering, the processing and the analysing of the economic data in companies and other organizations in commerce, tourism, and services; the analysis and the solution finding for problems identified in companies or organizations in the sphere of commerce, tourism, and services; the design, the commerce, and the services in the field of tourism and other economic fields; the efficient relationship with different public categories existent on the market of commerce, tourism, and services;
- To provide the students with the ability and willingness of integration in multidisciplinary teams and taking specific responsibilities in the field of economics, by means of communication skills;
- To develop the students' cognitive capacities in grounding of the solutions for economic problems, including the use of TIC;
- To guide the students both in developing the skills of individual study, of self-assessment, and improvement, as well as to identify and capitalize the opportunities to assimilate new knowledge in the field;
- To give the students the necessary training in order to increase the competitiveness and the profitability of the companies they belong to;
- To develop research projects having a positive impact both on the scientific research and on the practices in the field of business administration.

## **3. COMPETENCIES ACQUIRED BY GRADUATES AT THE END OF STUDIES**

### **Professional competences:**

1. Work achievements in the field of commerce, tourism, and services;
2. Products/services trading
3. Managing the relationships with clients and providers;
4. Managing and allocating the financial and material resources;
5. Quality assurance in commerce, tourism, and services;
6. Assistance in human resource management.

**Transversal competences:**

1. Applying principles, norms, and values of professional ethics in their own strategy of rigorous, efficient, and responsible work;
2. Roles and responsibilities' identification in a multi-specialized team and the application of networking techniques and efficient work in a team;
3. Identification of continuous training opportunities and efficient use of the resources and learning techniques for own development.

**4. FINALITIES**

**Graduation Title:** Bachelor's Degree in Economic Sciences

**Qualification Title:** Economics of Commerce, Tourism and Services

**Qualification Code:** L070030030

**Possible jobs for the graduate with Bachelor's Degree, according to "Classification of Occupations in Romania" – ISCO – 08 (COR):**

Logistician Flow Management- 241301; Researcher on Authorized Logistics - 241303; Analyst Client's Services - 241922;

Commercial Assistant - 241923; Counsellor/Expert/Inspector/Referent/Economist in Management - 244101;

Counsellor/Expert/Inspector/Referent/Economist in Commerce and Marketing - 244104; Research Assistant Economist in

Management - 258102; Research Assistant Economist in Marketing - 258110.

**New jobs proposed to be included in COR:**

Caretaker/Manager Tourist Product, Research Assistant Economist in Services, Marketing Specialist in Tourism, Tourism Agent

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Valid from academic year

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Beginning with 1<sup>st</sup> year of

study

**CURRICULUM \*\***

**Year of study I**

Code	Disciplines*	Type	Sem. I [hours / week]				Total of hours / sem.	Type of Exami- nation	Cre- dits	IS [hours / sem.]	Condi- tioning
			SI	AT	TC	AA					
<b>MANDATORY DISCIPLINES</b>											
FSTEID-0028	Microeconomics	FD	28	4	10	-	42	Ex	5	98	
FSTEID-0131	Basics of Accounting	FD	28	4	10	-	42	Ex	5	98	
FSTEID-0165	Economic Statistics	FD	28	4	10	-	42	Ex	5	98	
FSTEID-0157	Economic Informatics	FD	28	-	-	14	42	Ex	4	70	
FSTEID-0647	Financial and actuarial mathematics	FD	14	4	10	-	28	Cv	3	56	
FSTEID-0100	Economics of the Firm	DD	28	8	20	-	56	Cv	5	84	
FSTEID-0523	Foreign Language for Business I.1	FD	14	4	10	-	28	Cv	3	56	
<b>TOTAL</b>			<b>168</b>	<b>28</b>	<b>70</b>	<b>14</b>	<b>280</b>		<b>30</b>	<b>560</b>	
FSTEID-0615	Physical Education I.1	CD	-	-	-	14	14	Vp	1	14	

Code	Disciplines*	Type	Sem. II [hours / week]				Total of hours / sem.	Type of Exami- nation	Cre- dits	IS [hours / sem.]	Condi- tioning
			SI	AT	TC	AA					
<b>MANDATORY DISCIPLINES</b>											
FSTEID-0025	Macroeconomics	FD	28	4	10	-	42	Ex	6	126	
FSTEID-0205	Management	FD	28	4	10	-	42	Ex	5	98	
FSTEID-0241	Marketing	FD	28	4	10	-	42	Ex	5	98	
FSTEID-0007	Law	FD	14	4	10	-	28	Cv	3	56	
FSTEID-0490	Contemporary Economic Doctrines	FD	28	4	10	-	42	Ex	5	98	
FSTEID-0161	Econometrics	DD	28	-	-	14	42	Cv	4	70	
FSTEID-0524	Foreign Language for Business I.2	CD	14	8	20	-	42	Cv	2	14	
<b>TOTAL</b>			<b>168</b>	<b>28</b>	<b>70</b>	<b>14</b>	<b>280</b>		<b>30</b>	<b>560</b>	

FSTEID-0616	Physical Education I.2	CD	-	-	-	14	14	Vp	1	14	
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**Legend:** C - Course; S - Seminar; L - Practical (laboratory); P - Project; IS - Individual Study; GD - General Discipline; FD - Fundamental Discipline; SD - Specialized Discipline; CD - Complementary Discipline; FD - Field Discipline; DP - Practical Activities; UO - University Choice;  
Type of Examination - Verification Form, Ex. - examination; Cv. - Colloquium, Vp. - Continuous Assessment, Pr - Project; A/R- Passed/Failed; Credits - number of ECTS credits; IS - Individual study.  
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**Head of department ,  
Lecturer Dr. Dorin-Paul Băc**

**RECTOR,  
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**CURRICULUM \*\***  
**Year of study II**

Code	Disciplines*	Type	Sem. III [hours / week]				Total of hours / sem.	Type of Exami- nation	Cre- dits	IS [hours / sem.]	Condi- tioning
			SI	AT	TC	AA					
	<b>MANDATORY DISCIPLINES</b>										
FSTEID-0662	Firm Finances	UO	28	4	10	-	42	Ex	4	70	
FSTEID-0066	Public Finances	FD	28	4	10	-	42	Ex	5	98	
FSTEID-0170	European Economics	FD	28	4	10	-	42	Ex	6	126	
FSTEID-0546	Ecology	SD	28	4	10	-	42	Cv	4	70	
FSTEID-0093	Entrepreneurship	DD	28	4	10	-	42	Ex	4	70	
FSTEID-0525	Foreign Language for Business I.3	CD	14	4	10	-	28	Cv	3	56	
	<b>TOTAL</b>		<b>154</b>	<b>24</b>	<b>60</b>	<b>-</b>	<b>238</b>		<b>26</b>	<b>490</b>	
	<b>OPTIONAL DISCIPLINES</b>										
FSTEID-0550	Commercial Communication	SD	28	4	10	-	42	Cv	4	70	
FSTEID-0549	Competition and prices	SD	28	4	10	-	42	Cv	4	70	
	<b>TOTAL</b>		<b>28</b>	<b>4</b>	<b>10</b>	<b>-</b>	<b>42</b>		<b>4</b>	<b>70</b>	
FSTEID-0617	Physical Education I.3	CD	-	-	-	14	14	Vp	1	14	
	<b>ELECTIVE DISCIPLINES</b>										
FSTEID-0478	Foreign Language for Business II.1	CD	14	8	20	-	42	Cv	4	70	

Code	Disciplines*	Type	Sem. IV [hours / week]				Total of hours / sem.	Type of Exami- nation	Cre- dits	IS [hours / sem.]	Condi- tioning
			SI	AT	TC	AA					
	<b>MANDATORY DISCIPLINES</b>										
FSTEID-0198	International Transactions	SD	28	4	10	-	42	Ex	6	126	
FSTEID-0172	World Economy	UO	28	4	10	-	42	Ex	6	126	
FSTEID-0547	Business investment strategies	DD	28	4	10	-	42	Cv	6	126	
FSTEID-0675	European Business Environment	DD	14	4	10	-	28	Ex	5	112	
FSTEID-0441	Practice	DD	-	-	-	84	84	Cv	3	0	

		<b>TOTAL</b>	<b>98</b>	<b>16</b>	<b>40</b>	<b>84</b>	<b>238</b>		<b>26</b>	<b>490</b>
	<b>OPTIONAL DISCIPLINES</b>									
FSTEID-0693	Microeconomic Statistics	SD	14	8	20	-	42	Cv	4	70
FSTEID-0557	Fundamentals of Merchandise Science	SD	14	8	20	-	42	Cv	4	70
	<b>TOTAL</b>		<b>14</b>	<b>8</b>	<b>20</b>	<b>-</b>	<b>42</b>		<b>4</b>	<b>70</b>
FSTEID-0618	Physical Education I.4	CD	-	-	-	14	14	Vp	1	14
	<b>ELECTIVE DISCIPLINES</b>									
FSTEID-0648	Multimedia	DD	14	-	-	28	42	Vp	3	42
FSTEID-0479	Foreign Language for Business II.2	CD	14	8	20	-	42	Cv	6	126

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**CURRICULUM \*\*  
Year of study III**

Code	Disciplines*	Type	Sem. V [hours / week]				Total of hours / sem.	Type of Exami- nation	Cre- dits	IS [hours / sem.]	Condi- tioning
			SI	AT	TC	AA					
	<b>MANDATORY DISCIPLINES</b>										
FSTEID-0554	Commercial Economics	DD	28	4	10	-	42	Ex	5	98	
FSTEID-0109	Economics of Services	DD	28	4	10	-	42	Ex	5	98	
FSTEID-0112	Economics of Tourism	SD	28	4	10	-	42	Ex	5	98	
FSTEID-0120	Tourism Operations Technique	SD	28	4	10	-	42	Ex	5	98	
FSTEID-0553	Banking	DD	28	4	10	-	42	Cv	5	98	
FSTEID-0561	Economic Projects and Enterprise Games	SD	14	-	-	14	28	Cv	2	28	
	<b>TOTAL</b>		<b>154</b>	<b>20</b>	<b>50</b>	<b>14</b>	<b>238</b>		<b>27</b>	<b>518</b>	
	<b>OPTIONAL DISCIPLINES</b>										
FSTEID-0555	Administration of Commercial, Tourism and Services Companies	SD	14	8	20	-	42	Cv	3	42	
FSTEID-0694	Ethics in Trade, Tourism and Services	SD	14	8	20	-	42	Cv	3	42	
	<b>TOTAL</b>		<b>14</b>	<b>8</b>	<b>20</b>	<b>-</b>	<b>42</b>		<b>3</b>	<b>42</b>	
	<b>ELECTIVE DISCIPLINES</b>										
FSTEID-0562	Commercial Correspondence in Foreign Language II.1	CD	14	4	10	-	28	Cv	3	56	
<b>Code</b>	<b>Disciplines*</b>	<b>Type</b>	<b>Sem. VI</b>				<b>Total</b>	<b>Type</b>	<b>Cre-</b>	<b>IS</b>	<b>Condi-</b>

			[hours / week]				of hours / sem.	of Examination	Credits	[hours / sem.]	Total
			SI	AT	TC	AA					
	<b>MANDATORY DISCIPLINES</b>										
FSTEID-0264	Promotion Techniques	DD	28	4	10	-	42	Ex	3	42	
FSTEID-0106	E-commerce	DD	28	4	10	-	42	Ex	3	42	
FSTEID-0558	Hotel and Restaurant Technology	SD	28	4	10	-	42	Ex	3	42	
FSTEID-0119	Tourism Planning Technique	DD	14	4	10	-	28	Cv	3	56	
FSTEID-0560	Resources and Destinations in Tourism	SD	28	4	10	-	42	Cv	4	70	
FSTEID-0650	Research on Bachelor's Thesis Writing	DD	-	4	10	28	42	Vp	10	238	
	<b>TOTAL</b>		<b>126</b>	<b>24</b>	<b>60</b>	<b>28</b>	<b>238</b>		<b>26</b>	<b>490</b>	
	<b>OPTIONAL DISCIPLINES</b>										
FSTEID-0559	Ecotourism and Rural Tourism	SD	14	8	20	-	42	Cv	4	70	
FSTEID-0695	International Services	SD	14	8	20	-	42	Cv	4	70	
	<b>TOTAL</b>		<b>14</b>	<b>8</b>	<b>20</b>	<b>-</b>	<b>42</b>		<b>4</b>	<b>70</b>	
	<b>ELECTIVE DISCIPLINES</b>										
FSTEID-0563	Commercial Correspondence in Foreign Language II.2	CD	14	4	10	-	28	Cv	3	56	

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## I. DIPLOMA REQUIREMENTS

### Credits: 180

1. 154 credits for mandatory imposed disciplines 11 credits for optional disciplines;
2. 16 credits for mandatory optional disciplines;
3. 13 credits for *Practice* included in the number of credits allocated to mandatory from 1 and 2;
4. 10 credits for *Final Bachelor's Degree Thesis Writing* (included in the number of credits for mandatory subjects from 1);
5. 4 credits for *Physical Education I ÷ IV*, excluding the credits for mandatory subjects from 1 and 2;
6. 10 credits for the Bachelor's Degree Examination excluding the credits for mandatory subjects from 1 and 2 awarded as follows:

- 5 credits for "Fundamental and Specialty Knowledge".
- 5 credits for "Presentation of the Final Bachelor's Degree Thesis".

## II. STUDY SCHEDULE (in number of weeks)

Year	Didactic Activities		Sessions of Exams					Practice*	Holiday		
	sem. I	sem. II	Winter	Winter Failed Exams	Summer	Summer Failed Exams	Fall Failed Exams		Winter	Spring	Summer
Year I	14	14	3	1	3	1	2	-	3	1	10
Year II	14	14	3	1	3	1	2	3	3	1	10
Year III	14	14	3	1	4	1	2	-	3	1	10

\* Practice is organized based on syllabi drafted by departments and adopted by the Faculty Council

Practice takes place in the RDI and documentation laboratories/centres of the faculty and specialised economic entities, based on practice conventions/agreements.

## III. NUMBER OF HOURS AT MANDATORY AND OPTIONAL DISCIPLINES: 1783

YEAR	SEMESTER I/ WEEK	SEMESTER II/ WEEK
Year I	21	21
Year II	21	21
Year III	20	20

No	Disciplines	Number of hours			Total		RAQAHE/ARACIS Standard [min / max. %]
		Year I	Year II	Year III	Hours	%	
1.	Mandatory	560	476	476	1512	90,00	80 - 90
2.	Optional	-	84	84	168	10,00	5 - 10
<b>TOTAL</b>		<b>560</b>	<b>560</b>	<b>560</b>	<b>1680</b>	<b>100</b>	<b>93.20</b>
	Physical education	28	28		56		
3	Facultative	-	126	56	182		

No	Disciplines	Number of hours			Total		RAQAHE/ARACIS Standard [min / max. %]
		Year I	Year II	Year III	Hours	%	
1.	Fundamental	420	84	0	<b>504</b>	30,00	25 - 30
2.	In the field / specialty	140	392	560	<b>1092</b>	65,00	60 - 70
2.1.	In the field	98	196	308	<b>602</b>	35,83	35 - 40
2.2.	Speciality, of which	42	196	252	<b>490</b>	29,17	25 - 30
2.2.1.	Bachelor Thesis	0	0	42	<b>42</b>	3,85	min. 3
2.2.2.	Complementary	42	28	0	<b>70</b>	6,41	5 - 10
3.	The University's option	0	84	0	84	5,00	0 - 15
<b>TOTAL</b>		<b>588</b>	<b>588</b>	<b>615</b>	<b>580</b>	<b>1783</b>	<b>100</b>

## IV. THE WEIGHT OF THE DISCIPLINES BELONGING TO THE COMPULSORY + ELECTIVE CATEGORIES:

Total number of hours (including Physical Education and facultative): 1680 + 56 + 182 = 1918

Total number of hours (excluding Physical Education and facultative): 1680

out of which:

- Total number of course hours: 924
- Total number of applications: 756
- The ratio number of weekly hours of course/applications: 1 / 0.82
- Hours allotted to compulsory disciplines (% of total): 90% =1512/1680
- Hours allotted to optional disciplines (% of total): 10% =168/1680
- Hours allotted to fundamental disciplines (% of total): 30.00% =504/1680
- Hours allotted to in the field and specialty disciplines (% of total): 65.00% =1092/1680
- out of which
- Hours allotted to in the field (% of total): 35.83% =602/1680



Hours allotted to specialty disciplines (% of total):	29.17%	=490/1680
- Hours allotted to complementary disciplines (% of IFD+SDI):	6.41%	=70/1092
-The total ratio of hours of course/total hours of applications	1/0.82	=924/756
- Hours allotted to Bachelor's Thesis project ( <i>Bachelor's Thesis Writing</i> 42 hrs. <i>Methodology and Research on Bachelor's Thesis Writing</i> ) – BP,		
• The weight of hours allotted to Bachelor's Thesis project in the Curriculum (mandatory + optional):	2.50%	=42/1680
• The weight of hours allotted to Bachelors Thesis project in IFD+SD hours (mandatory + optional):	3.85%	=42/1092
- Hours allotted to disciplines at university choice/option (% of total):	5.00%	=84/1680
- The weight of practice in the Curriculum (mandatory + optional):	5.00%	=84/1680
- Ratio Exams/Colloquiums and Continuous Assessment = 22 Ex / 23Cv and Vp	1 / 1.05	

**Total number of credits: 180**

- Credits pertaining to fundamental disciplines of the total of compulsory credits:	60
- Credits pertaining to specialty disciplines of the total number of compulsory credits:	115
- Credits pertaining to complementary disciplines of the total number of compulsory credits:	5

**V. THE FLEXIBILITY OF EDUCATIONAL PROCESS**

The flexibility of the study programme is ensured by elective and facultative disciplines. The elective disciplines are proposed for semesters 1-6/8/12 and are grouped in sets/packages. From each set of elective disciplines, the student chooses one that turns compulsory. This activity takes place before the beginning of the academic year which includes semesters containing disciplines or packages of elective disciplines.

**VI. BACHELOR DEGREE'S EXAM:**

1. Communication of the topic of the diploma thesis: semester IV;
2. Final bachelor's degree thesis writing: semesters V and VI;
3. Presentation of the final bachelor's degree thesis: month July/September.

**VII. A CREDIT POINT REQUIRES A TOTAL OF 28 HOURS/SEMESTER OF TEACHING AND LEARNING ACTIVITIES.**

**VIII. DISTRIBUTION OF CREDITS ACCORDING TO COMPETENCES (TABLES NRQHE /ARACIS - Grid 1 \*)**

No.	Discipline**	Sem.	Number of credits	Professional Competences						Transversal Competences			
				C1	C2	C3	C4	C5	C6	CT1	CT2	CT3	
1.	Microeconomics	I	5	1	1	1	1				0,5	0,5	
2.	Basics of Accounting	I	5	2			3						
3.	Economic Statistics	I	5	1		1	1	1	1				
4.	Economic Informatics	I	4	1		1	1	1					
5.	Financial and actuarial mathematics	I	3	1		0,5	0,5		1				
6.	Economics of the Firm	I	5	1,5	1		1,5		1				
7.	Foreign Language for Business I.1	I	3							1	1	1	
8.	Physical Education I.1	I	1							1			
9.	Macroeconomics	II	6	2		2	2						
10.	Management	II	5	2					3				
11.	Marketing	II	5	2	1	2							
12.	Law	II	3		1,5					0,5	0,5	0,5	
13.	Contemporary Economic Doctrines	II	5	1,5		1,5			0,5	0,5	0,5	0,5	
14.	Econometrics	II	4	1,5	1	1	0,5						
15.	Foreign Language for Business I.2	II	2							1	0,5	0,5	
16.	Physical Education I.2	II	1							1			
17.	Firm Finances	III	4	1		1	1		1				
18.	Public Finances	III	5	1	1	1	1		1				
19.	European Economics	III	6	2,5		1	1			0,5	0,5	0,5	
20.	Ecology	III	4		1	1		2					
21.	Entrepreneurship	III	4	0,5	1	0,5		1	1				
22.	Foreign Language for Business I.3	III	3							1	1	1	
23.	Physical Education I.3	III	1							1			
24.	Commercial Communication	III	4	1		1				1	1		
25.	Competition and prices	III	4	1		1				1	1		
26.	Foreign Language for Business II.1	III	4	0,5	0,5	0,5	0,5	0,5		0,5	0,5	0,5	
27.	International Transactions	IV	6	1	2	1		1		0,5		0,5	
28.	World Economy	IV	6	1	1	1		1	1	0,5	0,5		
29.	Business investment strategies	IV	6	2		2	1		1				
30.	European Business Environment	IV	5	1	1,5	1,5					0,5	0,5	
31.	Practice	IV	3	0,5	0,25	0,25		0,25	0,25	0,5	0,5	0,5	
32.	Physical Education I.4	IV	1							1			
33.	Microeconomic Statistics	IV	4	1			1	1		0,5		0,5	
34.	Fundamentals of Merchandise Science	IV	4	1			1	1		0,5		0,5	
35.	Multimedia	IV	3			2,5				0,5			
36.	Foreign Language for Business II.2	IV	6	1	0,5	0,5	0,5	1	1	0,5	0,5	0,5	
37.	Commercial Economics	V	5	1	0,5	1	1			0,5	0,5	0,5	
38.	Economics of Services	V	5	2	2		1						
39.	Economics of Tourism	V	5	2	2	1							
40.	Tourism Operations Technique	V	5	1	1	1		1		1			
41.	Banking	V	5				5						
42.	Economic Projects and Enterprise Games	V	2	0,5	0,5	0,5				0,5			
43.	Administration of Commercial, Tourism and Services Companies	V	3	1		1		0,5	0,5				
44.	Ethics in Trade, Tourism and Services	V	3	1		1		0,5	0,5				
45.	Commercial Correspondence in Foreign Language II.1	V	3							1	1	1	
46.	Promotion Techniques	VI	3	1,5	0,5					1			
47.	E-commerce	VI	3	0,5	0,5	0,5				0,5	0,5	0,5	
48.	Hotel and Restaurant Technology	VI	3	0,5	1	0,5	1						
49.	Tourism Planning Technique	VI	3	1			1	1					
50.	Resources and Destinations in Tourism	VI	4	2	1	1							
51.	Research on Bachelor's Thesis Writing	VI	10	2	2,5	1	1	1	1	0,5	0,5	0,5	
52.	Ecotourism and Eural Tourism	VI	4	1	1	1				1			
53.	International Services	VI	4	1	1	1				1			
54.	Commercial Correspondence in Foreign Language II.2	VI	3							1	1	1	

Legend:

C1 – C5 – Professional Competences; CT1 - CT3 – Transversal Competences

\* According to Grid 1 (G1 - "Description of program / field of study by professional and transversal competences) showing the following variants: G1L and G1M pertaining to the BA and MA programs of study in accordance with MECS Order no. 5703 / 18.10.2011.

\*\* All disciplines in the curriculum.

**Grid 1. "Description of program / field of study through professional and transversal competences"**

Professional Competences / Level Descriptors of Professional Competences' Structural Elements	C1. Benefits' Achievement in Commerce, Tourism, and Services	C2. Goods/Services Commerce	C3. Management of Relationships with Customers and Suppliers	C4. Management of Financial and Material Resources	C5. Quality assurance benefits in Commerce, Tourism and Services	C6. Assistance in Human Resource Management
<b>KNOWLEDGE</b>						
<b>1. Knowing, understanding concepts, basic theories and methods of the field and area of specialization; their appropriate use in professional communication</b>	C1.1 Proper defining of the concepts and theories specific to the economic theory, as well as of those in commerce, tourism, and services.	C2.1 Description of how to design a tourism product, commerce techniques and economic agents' behaviour in the legal context and regulations.	C3.1 Defining concepts related to supply and demand of products and services, including the tourism activity, the consumers' behaviour and of their protection rules	C4.1 Description of accounting concepts and principles applied in financing the activities of commerce, tourism, and services, as well as of the methodology and indicators of resources' management	C5.1 Proper defining of the concepts and principles specific to quality management applied to services	C6.1 Proper identification of the concepts related to planning, organizing, coordination and activity control of human resources, in the specific market context in the field of business administration
<b>2. Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field</b>	C1.2 Explaining data and information in terms of quality and quantity, formulating arguments and decisions associated to commerce, tourism, and services	C2.2 Explaining and interpreting flows and techniques of commerce according to the nature of products and services	C3.2 Explaining and interpreting economic phenomena and processes specific to commerce, tourism, and services according to supply, demand and consumer's behaviour	C4.2 Explaining and interpreting concrete situations and processes in the field of commerce, tourism, and services based on accounting evidence's concepts and principles and the use of indicators to explain and interpret analyzed situations.	C5.2 Explaining and interpreting different types of concepts, situations, and processes associated with the assurance systems of quality in services	C6.2 Explaining and interpreting concrete situations and processes in business administration for a correct interpretation of the labour market development and of the business' development regarding the employees
<b>COMPETENCES</b>						
<b>3. Applying basic principles and methods for solving well-defined problems / situations, typical for the field under a qualified assistance</b>	C1.3 Solving problems in well-defined contexts associated to: designing, planning, and achieving the activities in commerce, tourism, and services business	C2.3 Applying models and tools of organizing sales and storage spaces	C3.3 Solving simple and well defined problems, related to products' sale including the tourism ones, by counselling the client in purchase decision	C4.3 Developing calculations for different alternative situations (decision variants) in resource allocation	C5.3 Applying basic principles and methods for problem/situations solving specific to assuring quality in commerce,	C6.3 Solving problems, situations, and case studies specific to human resources: recruiting, selecting, motivating, remuneration, schedule, etc.

Professional Competences / Level Descriptors of Professional Competences' Structural Elements	C1. Benefits' Achievement in Commerce, Tourism, and Services	C2. Goods/Services Commerce	C3. Management of Relationships with Customers and Suppliers	C4. Management of Financial and Material Resources	C5. Quality assurance benefits in Commerce, Tourism and Services	C6. Assistance in Human Resource Management
			making		tourism, and services	
<b>4. Appropriate use of standard assessment criteria and methods to evaluate the quality, merits and limitations of processes, programs, projects, concepts, methods and theories</b>	C1.4 Data collection and processing from alternative documentary resources and current activity for evaluating factors that influence the achievement of benefits in commerce, tourism, and services	C2.4 Critically constructive analysis of the relationships between consumers and providers specific to commerce, tourism, and services	C3.4 Substantiation of studies and organizational analyses of efficiency in business for providing counselling and assistance	C4.4 Substantiation of financial and material resources in relation to the volume and efficiency requirements of the businesses in commerce, tourism, and services	C5.4 Evaluating and customizing the methods and models of quality assurance in commerce, tourism, and services businesses	C6.4 Estimating human resources needs in relation to the volume and efficiency of the business
<b>5. Professional project writing and using principles and methods established in the field</b>	C1.5 Developing professional projects by using the concepts, principles, and methods specific to the field of commerce, tourism, and services	C2.5 Plan substantiation in the field of commerce, supply, and promotional programs – publicity, direct promotions, public relations, direct marketing	C3.5 Counselling and assistance by designing professional programs that answer to concrete clients' problems	C4.5 Participation in the foundation of pre-feasibility and feasibility of the investments in business	C5.5 Designing sequential studies of quality implementation for well-defined cases having qualified assistance	C6.5 Substantiation of recruitment, selection, reasoning, remuneration projects of the human resources in the field of business administration
<b>Minimum performance standards for competence assessment</b>	The correct and in real time achievement of a specific activity related to commerce, tourism, and services	The proper and efficient attendance in achieving an activity in a phase of the chain activities regarding commerce and services	Developing a foundation work for providing assistance to a company in the field of commerce, tourism, and services	Developing a substantiation study of the needs regarding financial and material resources for a project in the field of commerce, tourism, and services	Designing an applicative study regarding the implementation of quality assurance systems in a commerce, tourism, and services business	Designing an analysis regarding the needs of human resources in a business, from the field of business administration

<b>Level Descriptors of the Transversal Competences</b>	<b>Transversal Competences</b>	<b>Minimal Standards of Performance for Competence Evaluation</b>
<b>6. Responsible execution of the professional duties, in conditions of limited autonomy and qualified assistance</b>	CT1. Applying the principles, norms and professional ethics values in the personal strategy of rigorous, efficient and responsible work.	Finding real time solutions, having qualified assistance, solving a real/hypothetical problem at the workplace, complying with the rules of professional ethics.
<b>7. Getting accustomed to the roles and activities specific to teamwork and task distribution, for subordinate levels.</b>	CT2. Identifying the roles and responsibilities in a multi-specialized team and using the relationship techniques and efficient work in the team.	Designing a work/project, assuming the responsibility of tasks specific to the role of multi-specialized team.
<b>8. Awareness of the need of continuous formation: efficient use of the educational resources and techniques for personal and professional development.</b>	CT3. Identifying the opportunities of continuous formation and values – the efficient implementation of the resources and educational techniques for the personal development.	Developing and presenting with arguments the application of a personal professional development plan.

**HEAD OF THE DEPARTMENT,  
Lecturer Dorin Paul BAC PhD**

**DEAN,  
Associate Professor Adriana GIURGIU PhD**

**RECTOR,  
Professor Constantin BUNGĂU PhD**