

# **CURRICULUM**

**beginning with the academic year 2016-2017**

## **UNIVERSITY OF ORADEA**

**FACULTY OF ECONOMIC SCIENCES**

*Bachelor's degree program:* **MARKETING**

*Fundamental field:* **ECONOMIC SCIENCES**

*Undergraduate field:* **MARKETING**

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

*Type of education:* **full-time learning (FL/IF)**

## **1. THE MISSION OF THE PROGRAM STUDY/SPECIALIZATION MARKETING**

The mission of the Bachelor's Degree Program in **Marketing** is to create market leaders, both by training graduates who have the necessary general competences for developing marketing activities in companies, who can create value and can bring their effort in gaining competitive advantage on the market, and also by providing companies knowledge and know-how resources, necessary to satisfy the clients' needs and expectations in raising their competitiveness and profitability, and the gaining of the leader position on the market.

## **2. THE OBJECTIVES OF THE PROGRAM OF STUDIES / SPECIALIZATION MARKETING**

**To train graduates** ready to work in organizations (companies, institutions and non-profit organizations) in the context of the knowledge society, of the Romanian, European, and World market, being able to focus both on resources and on the market and clients' needs, being able to maximize the marketing performances, to gain a competitive advantage by using technologies, to facilitate the communication, the interactions and the relationships with the clients and the business partners, to improve the business processes, communication and sale; graduates equipped with the necessary competences for carrying out thorough market, social, and economic environment research, having entrepreneurial skills to exploit market opportunities.

**To train entrepreneurs** able to identify and capitalize market opportunities, to initiate business, to build up teams and organizations, to develop and to promote new products and values that satisfy the clients and the society's needs.

**To facilitate marketing learning, educational and research processes** of the students, graduates, members of the academic community and of the individuals and organizations from organizational environments, institutional and business.

**To create and continuously develop a community** of persons and organizations in the Romanian and European economic, social, and business environments, who wish to develop abilities and competences in marketing.

**To develop a knowledge resource base** including theories, concepts, techniques, tools, and models of good practice, results of the markets' and business environment's researches, to stimulate scientific research in the field of marketing and of the Romanian, European, and world economic and social environment.

**To contribute to the graduates' integration** on the labour market, in organizations and communities, in the future Romanian and European society.

**To promote principles, values, and good practices** of the marketing as an economic and social knowledge and practice domain.

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

### **Professional competences**

1. Using properly marketing concepts, methods, techniques, and tools;
2. Using tools and computer applications in the marketing activities;
3. Gathering, analyzing, and interpreting of marketing information regarding an organization and its environment;
4. Foundation and development of the marketing mix;
5. Using sales techniques;
6. Organizing marketing activities in organizations.

### **Transversal competences**

1. Applying professional ethics' principles, norms, and values in their own thorough, efficient, and responsible work strategy;
2. Identifying roles and responsibilities in a multi-specialized team and applying networking techniques and effective team work;
3. Identifying continuous development opportunities and efficient capitalization of the resources and learning techniques for own development.

## **4. FINALITIES**

**Graduation Title:** Bachelor's Degree in Economics

**Qualification Title:** Marketing

**Qualification Code:** L070080010

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

Insurance Sales Advisor- 241604; Exhibitions and Fairs Organizer – 241911; Marketing Specialist – 241921; Counsellor/Expert/Inspector/Clerk/Economist in Trade and Marketing – 244104; Specialist in Public Relations – 244701; Marketing Referent – 244703.

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

Promoter, Designer Products' Exhibition Spaces, Designer Promotional Material, Web-designer, Assistant Product Manager, Media Planner, Sales Consultant, Foreign Trade Referent (academic studies), Domestic Trade Referent (academic studies), Sales Agent (academic studies), Assistant in Public Relations and Communication (academic studies), Interview Operator (academic studies), Assistant Brand Manager (academic studies), Agreement and Purchase Agent (academic studies)

**CURRICULUM \*\***  
**Year of study I**

| Code                         | Disciplines*                         | Type | Sem. I<br>[hours / week] |          |          |          | Total of<br>hours /<br>sem. | Type of<br>Exami-<br>nation | Cre-<br>dits | IS<br>[hours<br>/<br>sem.] | Condi-<br>tioning |
|------------------------------|--------------------------------------|------|--------------------------|----------|----------|----------|-----------------------------|-----------------------------|--------------|----------------------------|-------------------|
|                              |                                      |      | C                        | S        | L        | P        |                             |                             |              |                            |                   |
| <b>MANDATORY DISCIPLINES</b> |                                      |      |                          |          |          |          |                             |                             |              |                            |                   |
| FSTE-0028                    | Microeconomics                       | FD   | 2                        | 1        | -        | -        | 42                          | Ex                          | 5            | 98                         |                   |
| FSTE-0131                    | Basics of Accounting                 | FD   | 2                        | 1        | -        | -        | 42                          | Ex                          | 5            | 98                         |                   |
| FSTE-0165                    | Economic Statistics                  | FD   | 2                        | 1        | -        | -        | 42                          | Ex                          | 5            | 98                         |                   |
| FSTE-0157                    | Economic Informatics                 | FD   | 2                        | -        | 1        | -        | 42                          | Ex                          | 5            | 98                         |                   |
| FSTE-0773                    | Financial and actuarial mathematics  | FD   | 1                        | 1        | -        | -        | 28                          | Cv                          | 4            | 84                         |                   |
| FSTE-0598                    | Marketing Applicative Programmes     | SD   | 1                        | 1        | -        | -        | 28                          | Cv                          | 2            | 28                         |                   |
| FSTE-0800                    | Introduction in Research Methodology | UO   | 1                        | 1        | -        | -        | 28                          | Cv                          | 1            | 0                          |                   |
| FSTE-0523                    | Foreign Language for Business I.1    | FD   | 1                        | 1        | -        | -        | 28                          | Cv                          | 3            | 56                         |                   |
| <b>TOTAL</b>                 |                                      |      | <b>12</b>                | <b>7</b> | <b>1</b> | <b>-</b> | <b>280</b>                  |                             | <b>30</b>    | <b>560</b>                 |                   |
| FSTE-0716                    | Physical Education I.1               | CD   | -                        | -        | -        | 1        | 14                          | Vp                          | 1            | 14                         |                   |

| Code                         | Disciplines*                      | Type | Sem. II<br>[hours / week] |          |          |          | Total of<br>hours /<br>sem. | Type of<br>Exami-<br>nation | Cre-<br>dits | IS<br>[hours<br>/<br>sem.] | Condi-<br>tioning |
|------------------------------|-----------------------------------|------|---------------------------|----------|----------|----------|-----------------------------|-----------------------------|--------------|----------------------------|-------------------|
|                              |                                   |      | C                         | S        | L        | P        |                             |                             |              |                            |                   |
| <b>MANDATORY DISCIPLINES</b> |                                   |      |                           |          |          |          |                             |                             |              |                            |                   |
| FSTE-0025                    | Macroeconomics                    | FD   | 2                         | 1        | -        | -        | 42                          | Ex                          | 5            | 98                         |                   |
| FSTE-0205                    | Management                        | FD   | 2                         | 1        | -        | -        | 42                          | Ex                          | 5            | 98                         |                   |
| FSTE-0241                    | Marketing                         | FD   | 2                         | 1        | -        | -        | 42                          | Ex                          | 5            | 98                         |                   |
| FSTE-0007                    | Law                               | FD   | 1                         | 1        | -        | -        | 28                          | Cv                          | 4            | 84                         |                   |
| FSTE-0490                    | Contemporary Economic Doctrines   | FD   | 2                         | 1        | -        | -        | 42                          | Cv                          | 5            | 98                         |                   |
| FSTE-0235                    | Consumer Behaviour                | SD   | 2                         | 1        | -        | -        | 42                          | Ex                          | 3            | 42                         |                   |
| FSTE-0524                    | Foreign Language for Business I.2 | CD   | 1                         | 2        | -        | -        | 42                          | Cv                          | 3            | 42                         |                   |
| <b>TOTAL</b>                 |                                   |      | <b>12</b>                 | <b>8</b> | <b>-</b> | <b>-</b> | <b>280</b>                  |                             | <b>30</b>    | <b>560</b>                 |                   |
| FSTE-0717                    | Physical Education I.2            | CD   | -                         | -        | -        | 1        | 14                          | Vp                          | 1            | 14                         |                   |

**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.

**Head of departament ,**  
**Associate Professor Dr. Maria-Madela ABRUDAN**

**RECTOR,**  
**Professor Dr. Constantin BUNGĂU**

**DEAN,**  
**Associate Professor Dr. Adriana GIURGIU**

**CURRICULUM \*\***  
**Year of study II**

| Code                         | Disciplines*                       | Type | Sem. III<br>[hours / week] |          |          |          | Total of<br>hours /<br>sem. | Type of<br>Exami-<br>nation | Cre-<br>dits | IS<br>[hours<br>/<br>sem.] | Condi-<br>tioning |
|------------------------------|------------------------------------|------|----------------------------|----------|----------|----------|-----------------------------|-----------------------------|--------------|----------------------------|-------------------|
|                              |                                    |      | C                          | S        | L        | P        |                             |                             |              |                            |                   |
| <b>MANDATORY DISCIPLINES</b> |                                    |      |                            |          |          |          |                             |                             |              |                            |                   |
| FSTE-0066                    | Public Finances                    | FD   | 2                          | 1        | -        | -        | 42                          | Ex                          | 5            | 98                         |                   |
| FSTE-0170                    | European Economics                 | FD   | 2                          | 1        | -        | -        | 42                          | Ex                          | 4            | 70                         |                   |
| FSTE-0792                    | Company Finances                   | UO   | 2                          | 1        | -        | -        | 42                          | Ex                          | 5            | 98                         |                   |
| FSTE-0787                    | Marketing Informational Systems    | SD   | 2                          | -        | 1        | -        | 42                          | Cv                          | 4            | 70                         |                   |
| FSTE-0248                    | Services Marketing                 | SD   | 2                          | 1        | -        | -        | 42                          | Ex                          | 5            | 98                         |                   |
| FSTE-0525                    | Foreign Language for Business I.3  | CD   | -                          | 2        | -        | -        | 28                          | Cv                          | 3            | 56                         |                   |
| <b>TOTAL</b>                 |                                    |      | <b>10</b>                  | <b>6</b> | <b>1</b> | <b>-</b> | <b>238</b>                  |                             | <b>26</b>    | <b>490</b>                 |                   |
| <b>OPTIONAL DISCIPLINES</b>  |                                    |      |                            |          |          |          |                             |                             |              |                            |                   |
| FSTE-0785                    | Marketing Simulations              | SD   | 1                          | 2        | -        | -        | 42                          | Cv                          | 4            | 70                         |                   |
| FSTE-0508                    | Marketing Data Analysis            | SD   | 1                          | 2        | -        | -        | 42                          | Cv                          | 4            | 70                         |                   |
| <b>TOTAL</b>                 |                                    |      | <b>1</b>                   | <b>2</b> | <b>-</b> | <b>-</b> | <b>42</b>                   |                             | <b>4</b>     | <b>70</b>                  |                   |
| FSTE-0718                    | Physical Education I.3             | CD   | -                          | -        | -        | 1        | 14                          | Vp                          | 1            | 14                         |                   |
| <b>ELECTIVE DISCIPLINES</b>  |                                    |      |                            |          |          |          |                             |                             |              |                            |                   |
| FSTE-0478                    | Foreign Language for Business II.1 | CD   | 1                          | 2        | -        | -        | 42                          | Cv                          | 4            | 70                         |                   |
| FSTE-0801                    | Social Media Marketing             | UO   | 1                          | -        | 2        | -        | 42                          | Cv                          | 4            | 70                         |                   |
| FSTE-0158                    | Information Management Systems     | UO   | 2                          | -        | 2        | -        | 56                          | Cv                          | 3            | 28                         |                   |

| Code                         | Disciplines*                                | Type | Sem. IV<br>[hours / week] |          |          |          | Total of<br>hours /<br>sem. | Type of<br>Exami-<br>nation | Cre-<br>dits | IS<br>[hours<br>/<br>sem.] | Condi-<br>tioning |
|------------------------------|---|------|---------------------------|----------|----------|----------|-----------------------------|-----------------------------|--------------|----------------------------|-------------------|
|                              |   |      | C                         | S        | L        | P        |                             |                             |              |                            |                   |
| <b>MANDATORY DISCIPLINES</b> |   |      |                           |          |          |          |                             |                             |              |                            |                   |
| FSTE-0172                    | World Economy                               | UO   | 2                         | 1        | -        | -        | 42                          | Ex                          | 5            | 98                         |                   |
| FSTE-0198                    | International Transactions                  | UO   | 2                         | 1        | -        | -        | 42                          | Ex                          | 6            | 126                        |                   |
| FSTE-0520                    | Marketing of Small Businesses               | SD   | 2                         | 1        | -        | -        | 42                          | Ex                          | 6            | 126                        |                   |
| FSTE-0153                    | Data Bases Applied in Marketing             | SD   | 1                         | -        | 1        | -        | 28                          | Cv                          | 5            | 112                        |                   |
| FSTE-0445                    | Practice                                    | SD   | -                         | -        | -        | 6        | 84                          | Cv                          | 3            | 0                          |                   |
| <b>TOTAL</b>                 |   |      | <b>7</b>                  | <b>3</b> | <b>1</b> | <b>6</b> | <b>238</b>                  |                             | <b>25</b>    | <b>462</b>                 |                   |
| <b>OPTIONAL DISCIPLINES</b>  |   |      |                           |          |          |          |                             |                             |              |                            |                   |
| FSTE-0510                    | Marketing of Agricultural and Food Products | SD   | 2                         | 1        | -        | -        | 42                          | Cv                          | 5            | 98                         |                   |
| FSTE-0511                    | Sales Force Management                      | SD   | 2                         | 1        | -        | -        | 42                          | Cv                          | 5            | 98                         |                   |
| <b>TOTAL</b>                 |   |      | <b>2</b>                  | <b>1</b> | <b>-</b> | <b>-</b> | <b>42</b>                   |                             | <b>5</b>     | <b>98</b>                  |                   |
| FSTE-0719                    | Physical Education I.4                      | CD   | -                         | -        | -        | 1        | 14                          | Vp                          | 1            | 14                         |                   |
| <b>ELECTIVE DISCIPLINES</b>  |   |      |                           |          |          |          |                             |                             |              |                            |                   |
| FSTE-0479                    | Foreign Language for Business II.2          | CD   | 1                         | 2        | -        | -        | 42                          | Cv                          | 6            | 126                        |                   |
| FSTE-0774                    | Multimedia                                  | UO   | 1                         | -        | 2        | -        | 42                          | Vp                          | 3            | 42                         |                   |
| FSTE-0797                    | Supply Chain Excellence                     | UO   | 1                         | 1        | -        | -        | 28                          | Cv                          | 3            | 56                         |                   |
| FSTE-0789                    | The Marketing of Social Economy Structures  | UO   | 2                         | 1        | -        | -        | 42                          | Cv                          | 3            | 42                         |                   |

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

| Code                         | Disciplines*                                       | Type | Sem. V<br>[hours / week] |          |          |          | Total of<br>hours /<br>sem. | Type of<br>Exami-<br>nation | Cre-<br>dits | IS<br>[hours<br>/<br>sem.] | Condi-<br>tioning |
|------------------------------|--|------|--------------------------|----------|----------|----------|-----------------------------|-----------------------------|--------------|----------------------------|-------------------|
|                              |  |      | C                        | S        | L        | P        |                             |                             |              |                            |                   |
| <b>MANDATORY DISCIPLINES</b> |  |      |                          |          |          |          |                             |                             |              |                            |                   |
| FSTE-0788                    | Distribution and Merchandising                     | SD   | 2                        | 1        | -        | -        | 42                          | Ex                          | 4            | 70                         |                   |
| FSTE-0234                    | Marketing Research                                 | SD   | 2                        | 1        | -        | -        | 42                          | Ex                          | 5            | 98                         |                   |
| FSTE-0243                    | Direct Marketing                                   | SD   | 2                        | 1        | -        | -        | 42                          | Ex                          | 4            | 70                         |                   |
| FSTE-0122                    | Selling Techniques                                 | SD   | 1                        | 2        | -        | -        | 42                          | Cv                          | 4            | 70                         |                   |
| FSTE-0834                    | Merchandise Logistics                              | SD   | 2                        | 1        | -        | -        | 42                          | Ex                          | 4            | 70                         |                   |
| FSTE-0255                    | Marketing Projects                                 | SD   | -                        | -        | -        | 2        | 28                          | Cv                          | 4            | 84                         |                   |
| <b>TOTAL</b>                 |  |      | <b>9</b>                 | <b>6</b> | <b>-</b> | <b>2</b> | <b>238</b>                  |                             | <b>25</b>    | <b>462</b>                 |                   |
| <b>OPTIONAL DISCIPLINES</b>  |  |      |                          |          |          |          |                             |                             |              |                            |                   |
| FSTE-0833                    | Business to Business Marketing                     | SD   | 2                        | 1        | -        | -        | 42                          | Cv                          | 5            | 98                         |                   |
| FSTE-0247                    | Non-profit Organization Marketing                  | SD   | 2                        | 1        | -        | -        | 42                          | Cv                          | 5            | 98                         |                   |
| <b>TOTAL</b>                 |  |      | <b>2</b>                 | <b>1</b> | <b>-</b> | <b>-</b> | <b>42</b>                   |                             | <b>5</b>     | <b>98</b>                  |                   |
| <b>ELECTIVE DISCIPLINES</b>  |  |      |                          |          |          |          |                             |                             |              |                            |                   |
| FSTE-0562                    | Commercial Correspondence in Foreign Language II.1 | CD   | 1                        | 1        | -        | -        | 28                          | Cv                          | 3            | 56                         |                   |
| FSTE-0798                    | Google Tools for Business                          | UO   | 1                        | 1        | -        | -        | 28                          | Cv                          | 3            | 56                         |                   |
| FSTE-0802                    | Educational Marketing                              | UO   | 2                        | 1        | -        | -        | 42                          | Cv                          | 3            | 42                         |                   |

| Code                         | Disciplines*                                       | Type | Sem. VI<br>[hours / week] |          |          |          | Total of<br>hours /<br>sem. | Type of<br>Exami-<br>nation | Cre-<br>dits | IS<br>[hours<br>/<br>sem.] | Condi-<br>tioning |
|------------------------------|--|------|---------------------------|----------|----------|----------|-----------------------------|-----------------------------|--------------|----------------------------|-------------------|
|                              |  |      | C                         | S        | L        | P        |                             |                             |              |                            |                   |
| <b>MANDATORY DISCIPLINES</b> |  |      |                           |          |          |          |                             |                             |              |                            |                   |
| FSTE-0264                    | Promotion Techniques                               | SD   | 2                         | 1        | -        | -        | 42                          | Ex                          | 4            | 70                         |                   |
| FSTE-0245                    | International Marketing                            | SD   | 2                         | 2        | -        | -        | 56                          | Ex                          | 5            | 84                         |                   |
| FSTE-0786                    | Cybermarketing                                     | SD   | 2                         | 2        | -        | -        | 56                          | Ex                          | 4            | 56                         |                   |
| FSTE-0509                    | Public Relations                                   | SD   | 2                         | 1        | -        | -        | 42                          | Ex                          | 3            | 42                         |                   |
| FSTE-0776                    | Research on Bachelor's Thesis Writing              | SD   | -                         | 1        | -        | 2        | 42                          | Vp                          | 10           | 238                        |                   |
| <b>TOTAL</b>                 |  |      | <b>8</b>                  | <b>7</b> | <b>-</b> | <b>2</b> | <b>238</b>                  |                             | <b>26</b>    | <b>490</b>                 |                   |
| <b>OPTIONAL DISCIPLINES</b>  |  |      |                           |          |          |          |                             |                             |              |                            |                   |
| FSTE-0521                    | Trade Management                                   | SD   | 1                         | 2        | -        | -        | 42                          | Cv                          | 4            | 70                         |                   |
| FSTE-0338                    | Touristic Marketing                                | SD   | 1                         | 2        | -        | -        | 42                          | Cv                          | 4            | 70                         |                   |
| <b>TOTAL</b>                 |  |      | <b>1</b>                  | <b>2</b> | <b>-</b> | <b>-</b> | <b>42</b>                   |                             | <b>4</b>     | <b>70</b>                  |                   |
| <b>ELECTIVE DISCIPLINES</b>  |  |      |                           |          |          |          |                             |                             |              |                            |                   |
| FSTE-0563                    | Commercial Correspondence in Foreign Language II.2 | CD   | 1                         | 1        | -        | -        | 28                          | Cv                          | 3            | 56                         |                   |
| FSTE-0799                    | Dress Code and Behaviour in Business               | UO   | 1                         | 1        | -        | -        | 28                          | Cv                          | 3            | 56                         |                   |

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**I. REQUIREMENTS FOR BACHELOR DIPLOMA**

**Number of credits, according to the legislation: 180**

162 credits for mandatory disciplines (including the credits pertaining to *Practice* and excluding the credits for *Physical Education*);  
18 credits for mandatory optional disciplines;  
3 credits for practice included in the number of those allotted to mandatory disciplines in point 1 and point 2;  
10 credits for Final Bachelor's Degree Thesis Writing (included in the number of those allotted to mandatory disciplines in point 1);  
4 credits for Physical Education I ÷ IV, supplementary to those allotted to mandatory disciplines in point 1 and point 2;  
10 credits the Bachelor's Degree Examination, supplementary to those allotted to mandatory disciplines in point 1 and point 2;, divided as such:  
- 5 credits for the "Fundamental and Specialty Knowledge" exam.  
- 5 credits for the "Presentation of Final Bachelor's Degree Thesis".

**II. ACADEMIC YEAR STRUCTURE (in number of weeks)**

| Year     | Academic activities |         | Sessions of exams |                     |       |                     |                   | Practice*<br>Winter | Holiday |        |        |
|----------|---------------------|---------|-------------------|---------------------|-------|---------------------|-------------------|---------------------|---------|--------|--------|
|          | sem. I              | sem. II | Winter            | Winter failed exams | Sumer | 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                   | 3     | 1                   | 2                 | -                   | 3       | 1      | 10     |

\*Practice is organized based on syllabi drafted by departments and adopted by the Council of the Faculty. Practice takes place in the faculty's laboratories and specialized economic entities, based on practice agreements.

**III. NUMBER OF WEEKLY HOURS AT MANDATORY (IMPOSED AND OPTIONAL) DISCIPLINES: 1680**

| YEAR     | SEMESTER I | SEMESTER II |
|----------|------------|-------------|
| Year I   | 21         | 21          |
| Year II  | 21         | 21          |
| Year III | 20         | 20          |

| No           | Discipline                   | 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                     | 0               | 84         | 84         | 168         | 10,00         | 10 - 20                               |
| <b>TOTAL</b> |                              | <b>560</b>      | <b>560</b> | <b>560</b> | <b>1680</b> | <b>100,00</b> | <b>100</b>                            |
| 3.           | Physical Education I/1,2,3,4 | 28              | 28         | 0          | 56          |               |                                       |
| 4.           | Facultative                  | 0               | 294        | 154        | 448         |               |                                       |

| No           | Discipline                     | 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%      | <b>25 - 30</b>                        |
| 2.           | Domain/Speciality (DD/DS)      | 112             | 350        | 560        | <b>1022</b> | 60,83%      | <b>70 - 60</b>                        |
| 2.1          | Domain (DD)                    | -               | -          | -          | -           | -           |                                       |
| 2.2          | Specialty (DS)                 | 112             | 350        | 560        | 1022        | 60,83%      | 70 - 60                               |
| from which:  |                                |                 |            |            |             |             |                                       |
| 2.2.1        | Bachelor's Thesis project - PL | 0               | 0          | 42         | <b>42</b>   | 4,11%       | min. 3                                |
| 2.2.2        | Complementary - DC             | 42              | 28         | 0          | <b>70</b>   | 6,85%       | 5 - 10                                |
| 3.           | University choice/option - OU  | 28              | 126        | 0          | <b>154</b>  | 9,17%       | <b>0-15</b>                           |
| <b>TOTAL</b> |                                |                 | <b>560</b> | <b>560</b> | <b>560</b>  | <b>1680</b> | <b>100%</b>                           |

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

|   |          |                               |
|---|----------|-------------------------------|
| <b>Total number of hours (including Physical Education and facultative):</b>  |          | <b>1680 + 56 + 448 = 2184</b> |
| <b>Total number of hours (excluding Physical Education and facultative):</b>  |          | <b>1680</b>                   |
| <b>out of which:</b>  |          |                               |
| - Total number of course hours:   | 896      |                               |
| - Total number of applications:   | 784      |                               |
| - The ratio number of weekly hours of course/applications:  | 1 / 0.88 |                               |
| - 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):  | 60.83%   | =1022/1680                    |
| out of which  |          |                               |
| - Hours allotted to complementary disciplines (% of IFD+SDI):   | 6.85%    | =70/1022                      |
| -The total ratio of hours of course/total hours of applications   | 1/0.88   | =896/784                      |
| - 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):  | 4.11%    | =42/1022                      |
| - Hours allotted to disciplines at university choice/option (% of total):   | 9.17%    | =154/1680                     |
| - The weight of practice in the Curriculum (mandatory + optional):  | 5%       | =84/1680                      |
| - Ratio Exams/Colloquiums and Continuous Assessment =<br>23 Ex / 17 Cv and 5Vp  | 1 / 0.96 |                               |

#### 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:     | 114 |
| - Credits pertaining to complementary disciplines of the total number of compulsory credits: | 6   |

#### 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 4;
2. Final bachelor's degree thesis writing: semesters 5 and 6;
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                 | 2                        |     | 1    |      | 1    |      | 0,5                     | 0,5 |     |
| 2.  | Basics of Accounting                               | I    | 5                 |                          |     | 2    |      | 2    | 1    |                         |     |     |
| 3.  | Economic Statistics                                | I    | 5                 | 1                        | 1   | 2    |      | 1    |      |                         |     |     |
| 4.  | Economic Informatics                               | I    | 5                 |                          | 3,5 |      |      |      |      | 0,5                     | 0,5 | 0,5 |
| 5.  | Financial and actuarial mathematics                | I    | 4                 | 3                        |     |      |      |      |      | 0,5                     |     | 0,5 |
| 6.  | Marketing Applicative Programmes                   | I    | 2                 |                          | 2   |      |      |      |      |                         |     |     |
| 7.  | Introduction in Research Methodology               | I    | 1                 | 0,5                      |     |      |      |      |      | 0,5                     |     |     |
| 8.  | Foreign Language for Business I.1                  | I    | 3                 |                          |     | 1    |      | 1    |      |                         | 0,5 | 0,5 |
| 9.  | Physical Education I.1                             | I    | 1                 |                          |     |      |      |      |      | 1                       |     |     |
| 10. | Macroeconomics                                     | II   | 5                 | 3                        |     | 2    |      |      |      |                         |     |     |
| 11. | Management   | II   | 5                 |                          |     | 2    |      |      | 3    |                         |     |     |
| 12. | Marketing  | II   | 5                 | 1                        |     | 2    | 1    |      | 1    |                         |     |     |
| 13. | Law  | II   | 4                 | 1                        |     | 2    |      | 1    |      |                         |     |     |
| 14. | Contemporary Economic Doctrines                    | II   | 5                 | 2                        | 2   |      |      |      |      | 0,5                     |     | 0,5 |
| 15. | Consumer Behaviour                                 | II   | 3                 | 1                        |     | 1    |      |      |      | 0,5                     | 0,5 |     |
| 16. | Foreign Language for Business I.2                  | II   | 3                 | 1                        |     | 1    | 1    |      |      |                         |     |     |
| 17. | Physical Education I.2                             | II   | 1                 |                          |     |      |      |      |      | 1                       |     |     |
| 18. | Public Finances                                    | III  | 5                 | 1                        | 1   | 2    |      |      |      | 0,5                     |     | 0,5 |
| 19. | European Economics                                 | III  | 4                 |                          |     | 2,5  |      |      |      | 0,5                     | 0,5 | 0,5 |
| 20. | Company Finances                                   | III  | 5                 | 2                        | 1   | 1    |      |      | 1    |                         |     |     |
| 21. | Marketing Informational Systems                    | III  | 4                 | 1                        | 2   |      |      |      | 1    |                         |     |     |
| 22. | Services Marketing                                 | III  | 5                 | 1                        |     |      | 1    | 1    | 1    |                         | 0,5 | 0,5 |
| 23. | Foreign Language for Business I.3                  | III  | 3                 | 1                        |     | 1    | 1    |      |      |                         |     |     |
| 24. | Physical Education I.3                             | III  | 1                 |                          |     |      |      |      |      | 1                       |     |     |
| 25. | Marketing Simulations                              | III  | 4                 |                          | 3   | 1    |      |      |      |                         |     |     |
| 26. | Marketing Data Analysis                            | III  | 4                 |                          | 3   | 1    |      |      |      |                         |     |     |
| 27. | Foreign Language for Business II.1                 | III  | 4                 | 1                        |     | 1    | 1    |      |      |                         |     | 1   |
| 28. | Social Media Marketing                             | III  | 4                 | 1                        | 2   |      |      | 1    |      |                         |     |     |
| 29. | Information Management Systems                     | III  | 3                 |                          | 2,5 |      |      |      |      | 0,5                     |     |     |
| 30. | World Economy                                      | IV   | 5                 | 2                        |     | 2    |      |      |      | 0,5                     |     | 0,5 |
| 31. | International Transactions                         | IV   | 6                 | 2                        |     | 1    |      | 2    |      | 1                       |     |     |
| 32. | Marketing of Small Businesses                      | IV   | 6                 | 1                        | 1   | 1    | 1    | 2    |      |                         |     |     |
| 33. | Data Bases Applied in Marketing                    | IV   | 5                 | 1                        | 3   |      |      |      |      | 0,5                     |     | 0,5 |
| 34. | Practice   | IV   | 3                 | 0,5                      | 0,5 | 0,25 | 0,25 | 0,25 | 0,25 | 0,5                     | 0,5 |     |
| 35. | Physical Education I.4                             | IV   | 1                 |                          |     |      |      |      |      | 1                       |     |     |
| 36. | Marketing of Agricultural and Food Products        | IV   | 5                 | 1                        |     | 1    | 1    | 1    |      | 0,5                     |     | 0,5 |
| 37. | Sales Force Management                             | IV   | 5                 | 1                        |     | 1    | 1    | 1    |      | 0,5                     |     | 0,5 |
| 38. | Foreign Language for Business II.2                 | IV   | 6                 | 1                        |     | 1    | 1    | 1    |      | 1                       |     | 1   |
| 39. | Multimedia   | IV   | 3                 |                          | 2,5 |      |      |      |      | 0,5                     |     |     |
| 40. | Supply Chain Excellence                            | IV   | 3                 |                          | 1   | 1    |      |      | 1    |                         |     |     |
| 41. | The Marketing of Social Economy Structures         | IV   | 3                 | 1                        |     | 1    |      |      |      | 0,5                     |     | 0,5 |
| 42. | Distribution and Merchandising                     | V    | 4                 | 1                        |     |      | 1    | 1    | 1    |                         |     |     |
| 43. | Marketing Research                                 | V    | 5                 | 2                        | 1   | 1    |      |      |      | 0,5                     | 0,5 |     |
| 44. | Direct Marketing                                   | V    | 4                 | 1                        | 2   |      |      | 1    |      |                         |     |     |
| 45. | Selling Techniques                                 | V    | 4                 | 1                        |     |      |      | 2    | 1    |                         |     |     |
| 46. | Merchandise Logistics                              | V    | 4                 | 1                        | 1   | 1    |      |      | 1    |                         |     |     |
| 47. | Marketing Projects                                 | V    | 4                 | 1                        | 1   | 0,5  | 0,5  |      |      |                         | 0,5 | 0,5 |
| 48. | Business to Business Marketing                     | V    | 5                 | 1                        | 0,5 | 1    | 0,5  | 0,5  | 0,5  | 0,5                     | 0,5 |     |
| 49. | Non-profit Organization Marketing                  | V    | 5                 | 1                        | 0,5 | 1    | 0,5  | 0,5  | 0,5  | 0,5                     | 0,5 |     |
| 50. | Commercial Correspondence in Foreign Language II.1 | V    | 3                 |                          |     |      |      | 1,5  |      | 0,5                     | 0,5 | 0,5 |
| 51. | Google Tools for Business                          | V    | 3                 |                          | 3   |      |      |      |      |                         |     |     |
| 52. | Educational Marketing                              | V    | 3                 | 1                        |     | 1    |      |      | 1    |                         |     |     |
| 53. | Promotion Techniques                               | VI   | 4                 |                          |     |      | 3    | 1    |      |                         |     |     |
| 54. | International Marketing                            | VI   | 5                 | 2                        |     | 2    | 1    |      |      |                         |     |     |
| 55. | Cybermarketing                                     | VI   | 4                 | 1                        | 2   |      |      |      | 1    |                         |     |     |
| 56. | Public Relations                                   | VI   | 3                 |                          |     |      | 1    | 1    |      | 0,5                     | 0,5 |     |
| 57. | Research on Bachelor's Thesis Writing              | VI   | 10                | 2                        | 1   | 1    | 1    | 1    | 1    | 1                       | 1   | 1   |
| 58. | Trade Management                                   | VI   | 4                 | 1                        |     | 1    |      | 0,5  |      | 0,5                     | 0,5 | 0,5 |
| 59. | Touristic Marketing                                | VI   | 4                 | 1                        |     | 1    |      | 0,5  |      | 0,5                     | 0,5 | 0,5 |
| 60. | Commercial Correspondence in Foreign Language II.2 | VI   | 3                 |                          |     |      |      | 1,5  |      | 0,5                     | 0,5 | 0,5 |
| 61. | Dress Code and Behaviour in Business               | VI   | 3                 |                          |     |      | 0,5  | 1    |      | 0,5                     | 0,5 | 0,5 |

Legend: C1 ÷ C5 or C6 - 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 according to professional and transversal competences"**

| Professional competences   |   |  |   |   |   |   |
|--|---|--|---|---|---|---|
| Professional Competences / Level Descriptors of Professional Competences' Structural Elements  | C1. The proper use of the marketing concepts, methods, techniques, and tools                                  | C2. The use of tools and computer applications in marketing activities                                     | C3. Gathering, analysing and interpreting marketing information regarding the company and its environment | C4. Substantiation and designing the marketing mix  | C5. Sales techniques use  | C6. The organization of the marketing activities in a business                                      |
| <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<br>Defining marketing concepts, methods, techniques, and tools   | C2.1<br>Identifying and describing the tools and computer applications in the marketing activities         | C3.1<br>Defining the environment of the organization and describing its main variables                    | C4.1<br>Defining concepts and describing marketing mix policies                                     | C5.1<br>Using sales techniques  | C6.1<br>Identifying and defining the role of the marketing department in the organization           |
| <b>2. Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field</b>                                      | C1.2<br>Explaining marketing concepts, methods, techniques, and tools   | C2.2<br>Explaining the method of tools' use and of the computer application in marketing activities        | C3.2<br>Interpreting the environmental variables' impact on the organization's activity                   | C4.2<br>Explaining the marketing mix  | C5.2<br>Explaining the sales techniques and the use of the tools specific to communication      | C6.2<br>Explaining the main functions and activities of the marketing department                    |
| <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<br>Application of methods, techniques and tools specific to the marketing activity                       | C2.3<br>Using softs in the marketing activity  | C3.3<br>Identification and selection of factors that influence the business functioning                   | C4.3<br>Application of the specific marketing mix knowledge for the design of the marketing program | C5.3<br>The application of the sales techniques and tools specific to communication             | C6.3<br>The application of the basic principles and methods for organizing the marketing activities |
| <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<br>Comparative study and critical assessment of the marketing activity ,s methods, techniques, and tools | C2.4<br>Critical assessment of the tools' characteristics of the mail softs used in the marketing activity | C3.4<br>Assessment and classification of the factors that influence the organization's functioning        | C4.4<br>Applying standard criteria for assessing marketing programs                                 | C5.4<br>Analysis and assessment of the sales techniques and of the specific communication tools | C6.4<br>Analysis and critical assessment of the activities in the marketing department              |
| <b>5. Professional project writing and using principles and methods established in the fie</b>   | C1.5<br>Designing a marketing study   | C2.5<br>Developing and using a data base for specific marketing activities                                 | C3.5<br>Designing a marketing environment analysis of the organization, depending on the market           | C4.5<br>Designing marketing programs  | C5.5<br>Designing the communication in sales program  | C6.5<br>Proposal of ways to increase the efficiency of the marketing activities                     |
| <b>Minimum performance standards for competence assessment</b>   | Conducting a marketing study  | Making a marketing report using computer applications  | Making a SWOT analysis  | Designing and implementing a marketing program  | Designing a sales communication program   | Designing a marketing activities' organization project  |
| <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 principles, norms and professional ethics values in the personal strategy of rigorous, efficient and responsible work.   | Finding real time solutions, having qualified assistance, for a real/ hypothetical problem at the workplace, following 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 the use of 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.  |

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**DEAN,  
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