

COURSE SYLLABUS

1. Program identification details

1.1 Higher education institution	„OVIDIUS” UNIVERSITY OF CONSTANTA
1.2 Faculty	FACULTY OF ECONOMIC SCIENCES
1.3 Department	GENERAL ECONOMICS
1.4 Field of studies	BUSINESS ADMINISTRATION
1.5 Cycle of studies (degree)	BACHELOR’S DEGREE
1.6 Degree program/qualification	BUSINESS ADMINISTRATION – IN ENGLISH LANGUAGE
1.7 Academic year	2021 – 2022

2. Course identification details

2.1 Course title	MACROECONOMICS						
2.2 Course code	BA1207						
2.3 Instructor	Ec. dr. Liparã Daniel						
2.4 Teaching assistant	Ec. dr. Liparã Daniel						
2.5 Year	I	2.6 Semester	II	2.7. Evaluation type	E	2.8 Course type */**	DF/DO

* DF – fundamental course, DD – field course, DS – specialty course, DC – complementary course, DAP – advanced study course, DSI – synthesis course, DCA – advanced knowledge course.

** DI – mandatory course; DO – optional course.

3. Estimated workload (hours per semester)

3.1 Number of teaching hours/week	3	of which: 3.2 course	2	3.3 applications***	1
3.4 Total of teaching hours within the program/semester	42	of which: 3.5 lecture	28	3.6 seminar	14
3.7 Student workload for individual study					
Distribution of workload					[hours]
Individual study of textbooks, handbooks/reader, bibliography, and notes					28
Additional research (library, electronic resources, fieldwork)					51
Homework (preparing seminar presentations, portfolios, critical essays, research papers, etc.)					28
Individual consultations (optional)					
Evaluations / exams					1
Other activities					
3.8 Total hours per semester	150				
3.9 Number of credits	6				

*** S - seminar; L - laboratory; P - project

4. Prerequisites (if any)

4.1 Curriculum-related	Not applicable
4.2 Skills-related	Not applicable

5. Requirements (if any)

5.1. For running the course	Not applicable
5.2. For running the seminar / laboratory /project <i>*The type is to be chosen according to the discipline</i>	Not applicable

6. Acquired specific skills

Professional skills	<ul style="list-style-type: none"> • Knowledge and understanding of the fundamental concepts and methods of macroeconomic theory • Use of basic knowledge to explain and interpret economic phenomena and processes at macroeconomic level • Application of principles and methods learned to solve well-defined problems/situations at the macro level • Use of evaluation criteria and methods to assess both the quality and limits of the theories and methods used in macroeconomic theory • Development of professional projects using established principles and methods in macroeconomic field
Cross-cutting skills	<ul style="list-style-type: none"> • Taking responsibility for the implementation of a particular project • Ability to work as a team • Active participation in debates and discussions

7. Course goal and objectives

7.1 The general objective of the course	<ul style="list-style-type: none"> • Knowledge and understanding of macroeconomic theory
7.2 Specific objectives	<ul style="list-style-type: none"> • Presentation of the basic notions of macroeconomics • Studying the overall economic behaviour, with periods of economic boom and economic decline • Analysis of economic phenomena: unemployment, inflation, economic crises • Definition and presentation of economic policies, delimitation of objectives and instruments of economic policies

8. Contents

8.1 Lecture	Teaching methods	Type and mode of achievement / Technical devices	Number of hours
CHAPTER I – THE MONEY MARKET 1.1 What is money and money functions 1.2 Loans: concept, role, types. Interest 1.3 The financial banking system. The National Bank of Romania – role, functions 1.4 The money supply. The creation of money and money multiplier 1.5 The money demand 1.6 The money market equilibrium	Online teaching through videoconference, lecture, free discussion, practical examples	Online teaching/ Direct teaching through videoconference / IT platform Webex Meetings	4
CHAPTER II - THE CAPITAL MARKET (FINANCIAL			3

MARKET) 2.1 Capital market object 2.2 Bonds and stocks 2.3 Institutions in the capital market 2.4 The economic motivation of investment in financial assets 2.5 The long-term securities demand and supply			
CHAPTER III - THE LABOUR MARKET 3.1 Introduction in the labour market 3.2 The labour supply 3.3 The labour demand. The marginal productivity theory for labour 3.4 Equilibrium in the labour market 3.5 Salary formation on imperfect labour markets 3.6 Transfer earnings and economic rent			6
CHAPTER IV - INCOME, CONSUMPTION, AND INVESTMENTS 4.1 Production, distribution and use of national income 4.2 The consumption function 4.3 Savings and investments 4.4 The multiplier and accelerator effect			4
CHAPTER V – MACROECONOMIC RESULTS INDICATORS 5.1 National accounting 5.2 Measuring the macroeconomics results. Macroeconomic indicators			4
CHAPTER VI - INFLATION 6.1 Definition and measurement 6.2 Inflationary theories – causes and mechanisms 6.3 The effects of inflation 6.4 Controlling inflation			3
CHAPTER VII – UNEMPLOYMENT 7.1 Unemployment: concept, measurement, and characteristics 7.2 Analyzing the unemployment causes 7.3 Socio – economic effects of unemployment 7.4 Okun’s law and Phillips curve 7.5 Policies for reducing unemployment			4
Bibliography: [1]. Andrei, C. Liviu - <i>Economie</i> , Editura Economică, 2019. [2]. Case, Karl E., Fair, Ray C., Oster, Sharon M. – <i>Principles of Macroeconomics</i> , 10 th edition, Prentice Hall, 2012. [3]. Clipa, N. - <i>Economie politică</i> , Editura Sedcom Libris, Iași, 1999. [4]. Crețoiu, G., Cornescu, V., Bucur I.- <i>Economie</i> , Editura All Beck, București, 2003. [5]. Dilts, David A. – <i>Introduction to Macroeconomics</i> , course guide, 2006. [6]. Dobrotă, N. - <i>Economie politică</i> , Editura Economică, București, 1997. [7]. Dudian, M., coord. – <i>Economie</i> , ed. a II-a, Editura C.H. Beck, București, 2008. [8]. Frois, G.A. – <i>Economie politică</i> , Editura Humanitas, București, 1994.			

- [9]. Genereux, J. – *Economie Politică. Mic, oeconomie*, Editura All Beck, București, 2000.
- [10]. Greenlaw, Steven A., Shapiro, David – *Principles of Macroeconomics 2e*, OpenStax, 2018.
- [11]. Greenlaw, Steven A., Shapiro, David, Taylor, Timothy – *Principles of Macroeconomics for AP Courses 2e*, OpenStax, 2017.
- [12]. Hardwick, P., Langmead, J., Khan B. – *Introducere în economia politică modernă*, Editura Polirom, Iași, 2002.
- [13]. Hayek, Friedrich A. von - *Drumul către servitute*, Editura Humanitas, București, 1997.
- [14]. Hazlitt, Henry - *Economia într-o lecție*, Editura Libertas Publishing, București,
- [15]. Heilbroner, Robert - *Filosofii lucrurilor pământești*, Editura Humanitas, București, 1993.
- [16]. Ignat, I., Pohoată, I., Clipa, N., Luțac, G. - *Economie politică*, Editura Economică, București, 1998.
- [17]. Mankiw, N. Gregory – *Macroeconomics*, 7th edition, Worth Publishers, 2009.
- [18]. Marinescu, Cosmin (coord.) - *Economia de piață. Fundamentele instituționale ale prosperității*, Editura ASE, București, 2007
- [19]. Ploae, V. - *Economie politică. Microeconomie*, Editura Ex Ponto, Constanța, 1999.
- [20]. Ploae, V. Popovici, V., Bundă, R. N. – *Economie politică (Microeconomie). Aplicații*, Editura Muntenia, Constanța, 2004.
- [21]. Ploae, V. Popovici, V., Bundă, R. N. - *Economie. Teste grilă*, Editura Ex Ponto, Constanța, 2006.
- [22]. Pohoata, Ion - *Capitalismul. Itinerare economice*, Editura Polirom, București, 2000.
- [23]. Popovici, V., Bundă, R. N. - *Economie. Teste grilă*, Editura Ex Ponto, Constanța, 2007.
- [24]. Rittenberg, Libby, Tregarthen, Tim – *Macroeconomic Principles*, 2012.
- [25]. Samuelson, P.A., Nordhaus, W.D. - *Economie politică*, Editura Teora, București, 2000.
- [26]. Skaggs, Neil T., Carlson, J. Lon – *Macroeconomics*, 2nd edition, Blackwell Publishers, 1996.
- [27]. Stiglitz, J.E., Walsh, C.E. – *Economie*, Editura Economică, București, 2005.
- [28]. Witztum A. – *Economics. An Analytical Introduction*, Oxford University Press, 2005.
- [29]. www.bnro.ro

8.2 Seminar	Teaching methods	Mode of achievement / Technical devices	Number of hours
1. The money market	Free discussion, applications	Online teaching/	2
2. The capital market (financial market)		Direct teaching through	2
3. The labour market		videoconferen	2
4. Income, consumption, and investments		ce /	2
5. Macroeconomic results indicators		IT platform	2
6. Inflation			

	Webex Meetings	
7. Unemployment		2
Bibliography: <p>[1]. Andrei, C. Liviu - <i>Economie</i>, Editura Economică, 2019.</p> <p>[2]. Case, Karl E., Fair, Ray C., Oster, Sharon M. – <i>Principles of Macroeconomics</i>, 10th edition, Prentice Hall, 2012.</p> <p>[3]. Clipa, N. - <i>Economie politică</i>, Editura Sedcom Libris, Iași, 1999.</p> <p>[4]. Crețoiu, G., Cornescu, V., Bucur I.- <i>Economie</i>, Editura All Beck, București, 2003.</p> <p>[5]. Dilts, David A. – <i>Introduction to Macroeconomics</i>, course guide, 2006.</p> <p>[6]. Dobrotă, N. - <i>Economie politică</i>, Editura Economică, București, 1997.</p> <p>[7]. Dudian, M., coord. – <i>Economie</i>, ed. a II-a, Editura C.H. Beck, București, 2008.</p> <p>[8]. Frois, G.A. – <i>Economie politică</i>, Editura Humanitas, București, 1994.</p> <p>[9]. Genereux, J. – <i>Economie Politică. Mic, oeconomie</i>, Editura All Beck, București, 2000.</p> <p>[10]. Greenlaw, Steven A., Shapiro, David – <i>Principles of Macroeconomics 2e</i>, OpenStax, 2018.</p> <p>[11]. Greenlaw, Steven A., Shapiro, David, Taylor, Timothy – <i>Principles of Macroeconomics for AP Courses 2e</i>, OpenStax, 2017.</p> <p>[12]. Hardwick, P., Langmead, J., Khan B. – <i>Introducere în economia politică modernă</i>, Editura Polirom, Iași, 2002.</p> <p>[13]. Hayek, Friedrich A. von - <i>Drumul către servitute</i>, Editura Humanitas, București, 1997.</p> <p>[14]. Hazlitt, Henry - <i>Economia într-o lecție</i>, Editura Libertas Publishing, București,</p> <p>[15]. Heilbroner, Robert - <i>Filosofii lucrurilor pământești</i>, Editura Humanitas, București, 1993.</p> <p>[16]. Ignat, I., Pohoată, I., Clipa, N., Luțac, G. - <i>Economie politică</i>, Editura Economică, București, 1998.</p> <p>[17]. Mankiw, N. Gregory – <i>Macroeconomics</i>, 7th edition, Worth Publishers, 2009.</p> <p>[18]. Marinescu, Cosmin (coord.) - <i>Economia de piață. Fundamentele instituționale ale prosperității</i>, Editura ASE, București, 2007</p> <p>[19]. Ploae, V. - <i>Economie politică. Microeconomie</i>, Editura Ex Ponto, Constanța, 1999.</p> <p>[20]. Ploae, V. Popovici, V., Bundă, R. N. – <i>Economie politică (Microeconomie). Aplicații</i>, Editura Muntenia, Constanța, 2004.</p> <p>[21]. Ploae, V. Popovici, V., Bundă, R. N. - <i>Economie. Teste grilă</i>, Editura Ex Ponto, Constanța, 2006.</p> <p>[22]. Pohoata, Ion - <i>Capitalismul. Itinerare economice</i>, Editura Polirom, București, 2000.</p> <p>[23]. Popovici, V., Bundă, R. N. - <i>Economie. Teste grilă</i>, Editura Ex Ponto, Constanța, 2007.</p> <p>[24]. Rittenberg, Libby, Tregarthen, Tim – <i>Macroeconomic Principles</i>, 2012.</p> <p>[25]. Samuelson, P.A., Nordhaus, W.D. - <i>Economie politică</i>, Editura Teora, București, 2000.</p> <p>[26]. Skaggs, Neil T., Carlson, J. Lon – <i>Macroeconomics</i>, 2nd edition, Blackwell Publishers, 1996.</p> <p>[27]. Stiglitz, J.E., Walsh, C.E. – <i>Economie</i>, Editura Economică, București, 2005.</p> <p>[28]. Witztum A. – <i>Economics. An Analytical Introduction</i>, Oxford University Press, 2005.</p> <p>[29]. www.bnro.ro</p>		

9. Correlation between the content of the course and the needs/expectations of the epistemic community, professional associations and/or significant employers relevant for the program

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10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<ul style="list-style-type: none"> • Completeness and correctness of accumulated knowledge • Ability to analyse and interpret accumulated knowledge • Ability to operate with discipline-specific deductive reasoning • Frequency to classes 	Online exam (multiple choice quiz) on Webex platform and Microsoft Forms	80%
10.5 Seminar	<ul style="list-style-type: none"> • Completeness and correctness of accumulated knowledge • Active participation in seminars • Creativity • Conscientiousness • Interest for individual study • Originality • Frequency to classes 	Systemic observation, free discussion, studies, frequency to classes	20%
10.6 Minimum standard of achievement for the acquisition of the ECTS credits			
Minimum requirements for grade 5 (minimum for a pass): <ul style="list-style-type: none"> • Minimum grade 5 on the online exam • Minimum 2 active interventions in course/seminar (answering min. 2 questions/solving applications in seminars) • Frequency to classes (30% of courses and seminars) Minimum requirements for grade 10 (maximum): <ul style="list-style-type: none"> • Minimum grade 5 on the online exam • Active participation in courses (answering to questions from the course chapters) • Active participation in seminars (support offered to Teaching Assistant in solving applications) • Frequency to classes (100% of courses and seminars) 			

Date of completion

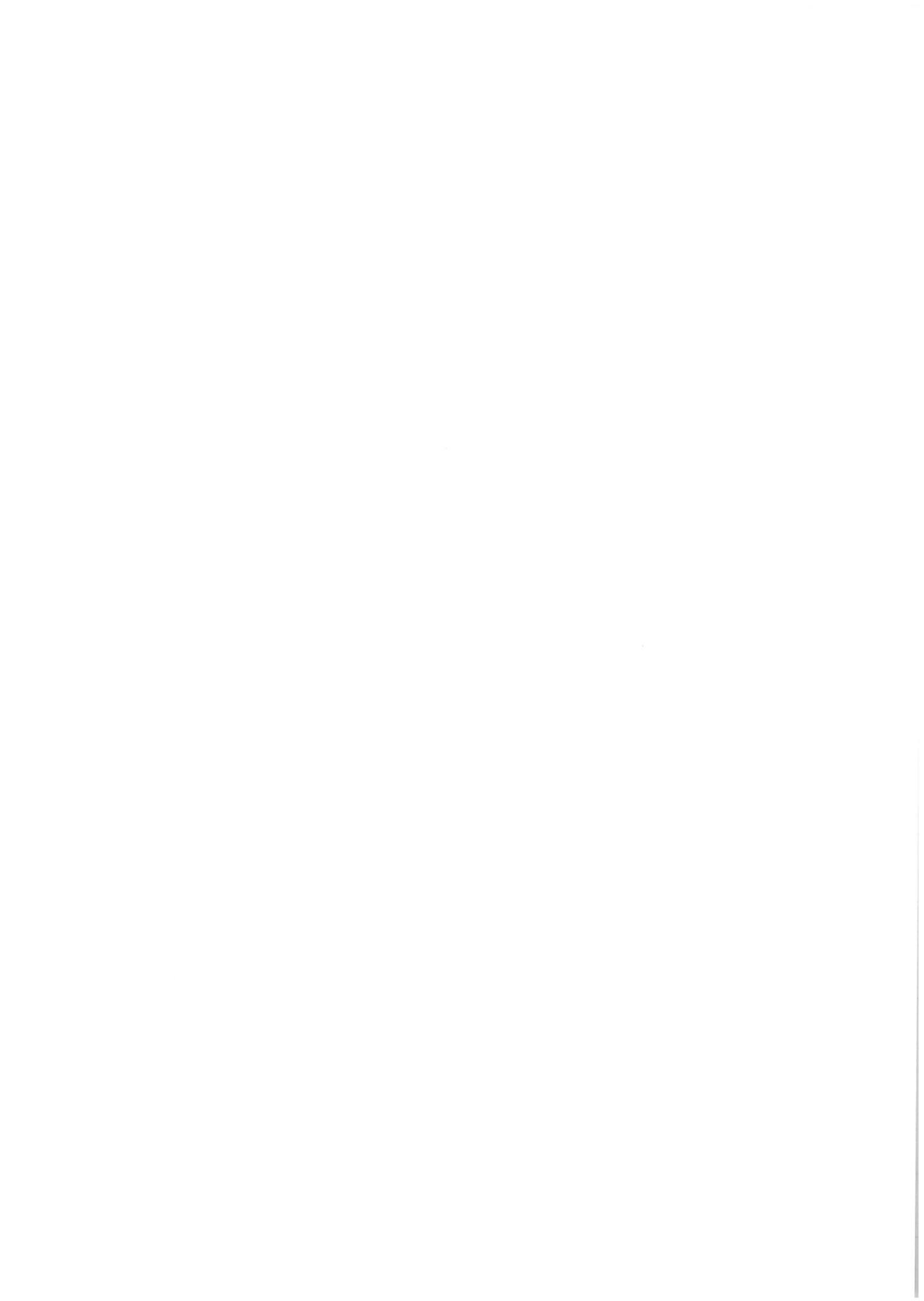
11.10.2021

Course Instructor,
Ec.dr. Lipară DanielTeaching Assistant,
Ec.dr. Lipară Daniel

Date of approval in the Department

18.10.2021

Head of Department,
Conf.univ.dr.  Sorinel



COURSE SYLLABUS (Business Ethics)

1. Program identification details

1.1 Higher education institution	„OVIDIUS” UNIVERSITY OF CONSTANTA
1.2 Faculty	ECONOMIC STUDIES
1.3 Department	GENERAL ECONOMY
1.4 Field of studies	ECONOMY AND INTERNATIONAL AFFAIRS
1.5 Cycle of studies (degree)	BACHELOR’S DEGREE
1.6 Degree program/qualification	BUSINESS ADMINISTRATION
1.7 Academic year	2021-2022

2. Course identification details

2.1 Course title	BUSINESS ETHICS					
2.2 Course code	BA1208					
2.3 Instructor	PROF. UNIV. DR. NICODIM LILIANA					
2.4 Teaching assistant	PROF. UNIV. DR. NICODIM LILIANA					
2.5 Year	I	2.6 Semester	II	2.7. Evaluation type	Ex	2.8 Course type DD/DO

* DF – fundamental course, DD – field course, DS – specialty course, DC – complementary course, DAP – advanced study course, DSI – synthesis course, DCA – advanced knowledge course.

** DI – mandatory course; DO – optional course.

3. Estimated workload (hours per semester)

3.1 Number of teaching hours/week	4	of which: 3.2 course	2	3.3 applications***	2
3.4 Total of teaching hours within the program/semester	56	of which: 3.5 lecture	28	3.6 seminar	28
3.7 Student workload for individual study					69
Distribution of workload					[hours]
Individual study of textbooks, handbooks/reader, bibliography and notes					30
Additional research (library, electronic resources, fieldwork)					20
Homework (preparing seminar presentations, portfolios, critical essays, research papers, etc.)					10
Individual consultations (optional)					6
Evaluations / exams					3
Other activities					
3.8 Total hours per semester	125				
3.9 Number of credits	5				

*** S - seminar; L - laboratory; P - project

4. Prerequisites (if any)

4.1 Curriculum-related	Philosophy, sociology, economics (high school level)
4.2 Skills-related	Analytical capabilities, synthesis, divergent thinking

5. Requirements (if any)

5.1. For running the course	Room equipped with laptop and video projector
5.2. For running the seminar / laboratory /project <i>*The type is to be chosen according to the discipline</i>	Room equipped with laptop and video projector

6. Acquired specific skills

Professional skills	<ul style="list-style-type: none"> • Knowledge and understanding of the concepts of morality and ethics, the role of business ethics, the notion of corporate social responsibility and the need for a code of ethics. • Explaining and interpreting the notions of morality and ethics from an evolutionary perspective, of ethics as an attribute of management and of the links between the performance of companies and the business ethics carried out by them. • Applying the principles and methods learned to develop the ability to make ethical decisions, to understand ethics as a component of business strategy, to develop corporate social responsibility models and to develop and apply codes of ethics in a company. • Developing the skills to think economically and ethically, to analyze the activities of companies from an ethical perspective.
Cross-cutting skills	<ul style="list-style-type: none"> • Assuming responsibility for carrying out a certain project • Ability to work in a team • Active participation in debates and discussions

7. Course goal and objectives

7.1 The general objective of the course	<ul style="list-style-type: none"> • Acquiring and properly using the ethical values that govern global business • Promoting an ethical behavior, in response to the demands of the competitive environment • Elaboration and implementation of ethical codes in companies
7.2 Specific objectives	<ul style="list-style-type: none"> • Arguing the importance of ethical behavior in business as a competitive advantage of performing companies. • Presentation of the most important theories, methods and practices in business ethics. • Connecting theory and practice through case studies. • Convincing students to adopt an ethically responsible attitude in their future careers.

8. Contents

	Teaching methods	Type and mode of achievement / Technical	Number of hours
8.1 Lecture			

		devices	
<p>Chapter 1. Fundamentals of business ethics 1.1. What is business ethics? 1.2. Why is business ethics important today? 1.3. Common sense and media scandals 1.4. The thematic field of business ethics 1.5. Moral norms 1.6. Peculiarities of business ethics</p>	Speech	Online teaching/ Direct teaching through video-conference / IT platform	3
<p>Chapter 2. Ethics in business management 2.1. Ethical approach in management 2.2. Types and principles of managerial ethics 2.3. Obligations of managers to respect ethics in economic affairs 2.4. Types of entrepreneurs and managers taking into account ethics in international business</p>		3	
<p>Chapter 3. Ethics and culture in business 3.1. Implications of business culture in the process of integration and socialization of employees of commercial companies 3.2. The relationship between business culture and business ethics</p>		3	
<p>Chapter 4. Business ethics and social responsibility 4.1. Interdependencies between organizational culture, social responsibility and ethical behavior in business 4.2. Couple social responsibility - business ethics</p>		3	
<p>Chapter 5. Ethics in international business and multinational companies 5.1. Brief presentation of ethics in international business 5.2. Issues specific to ethics in international affairs 5.3. Business ethics and the influence of multinational companies on the international economic environment 5.4. The need for ethics in international business 5.5. Business ethics and cultural differences internationally</p>		3	
<p>Chapter 6. Ethics in international marketing and in international commercial transactions 6.1. Aspects of ethics in international marketing: general considerations, ethics in advertising and its implications 6.2. Aspects of ethics in international commercial transactions: general considerations, moral responsibilities of partners in international contracting</p>		3	

Chapter 7. Corporate social responsibility (CSR) 7.1. General considerations and conceptual framework 7.2. CSR forms 7.3. CSR tools 7.4. CSR operationalization 7.5. CSR and multinational companies 7.6. CSR brings profit			3
Chapter 8. Ethics of business negotiations 5.1. What is ethics and why does it apply in negotiation? 5.2. What motivates unethical behavior? 5.3. Consequences of unethical behavior 5.4. Factors that create a predisposition to choose unethical tactics 5.5. The influence of ethics on business communication and negotiation			3
Chapter 9. Code of ethics 9.1. The need for a code of ethics 9.2. The purposes of the code of ethics 9.3. Elements of substantiation of the ethical code 9.4. How to use the code of ethics.			2
Chapter 10. Business ethics and etiquette			2
Bibliography: [1] Bădescu, V. S., - <i>Etica în afaceri</i> , Editura Pro Universitaria, București, 2014 [2] Cohen, E. – <i>Responsabilitatea sociala corporatista in sprijinul resurselor umane</i> , Editura Curtea Veche, Bucuresti, 2011. [3] Craciun, D. – <i>Etica in afaceri</i> , Editura ASE, Bucuresti, 2007. [4] Iamandi, I.E., Filip, R. - <i>Etica si responsabilitatea sociala corporativa in afacerile internationale</i> , Editura Economică, București, 2008. [5] Iamandi, I.E. - <i>Responsabilitatea sociala corporativa in companiile multinationale</i> , Editura Economică, București, 2010. [6] Morar, V., Crăciun, D., Macovaciuc, V. – <i>Etica în afaceri</i> , Editura Padeida, București, 2017 [7] Nicodim, L. – <i>Etica in afaceri</i> , Editura Universitaria, Craiova, 2009. [8] Pop Cohut, I. - <i>Introducere in etica afacerilor</i> , Editura Universitatii din Oradea, Oradea, 2008. [9] Tigu, G. – <i>Etica afacerilor in turism</i> , Editura Uranus, Bucuresti, 2003.			

8.2 Applications* (seminar / laboratory / project) <i>*The type is to be chosen according to the discipline</i>	Teaching methods	Mode of achievement / Technical devices	Number of hours
1. Ethics - from the philosophical branch to the business world	Case studies, essay topics, examples, questions - topics, discussions	Online teaching/ Direct teaching through video-	2
2. Ethics and management			2
3. The practice of ethics			4
4. Entrepreneurship and entrepreneurial culture in Romania			4

5. Ethics in international business	and debates	conference / IT platform	4
6. Ethics in marketing and marketing research			2
7. Corporate social responsibility on the Romanian market of loans to the population: responsible lending and financial education			4
8. Codes of ethics			4
9. Particular aspects regarding ethics in the field of tourism			2
Bibliography: The same as lecture bibliography.			

9. Correlation between the content of the course and the needs/expectations of the epistemic community, professional associations and/or significant employers relevant for the program

- Correctness and accuracy of the use of concepts and theories acquired at the level of the discipline - will meet the expectations of community representatives
- Procedural and attitudinal skills that will be acquired at the level of the discipline - will meet the expectations of representatives of professional associations and employers in the field of middle and high school education

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	Completeness and correctness of accumulated knowledge; Ability to analyze and interpret knowledge; capacity to operate with assimilated knowledge; Attendance at courses.	Written exam	70%
10.5 Applications* (Seminar/Laboratory / Project) <i>*The type is to be chosen according to the discipline</i>	Completeness and correctness of accumulated knowledge;	Systematic observation, essay topics and questions, case studies, tests	30%

	Active participation in seminars; creativity; conscientiousness; Interest in individual study; Originality.		
10.6 Minimum standard of achievement for the acquisition of the ECTS credits			
Minimum requirements for grade 5 (minimum for a pass): minimum grade 5 for written exam Minimum requirements for grade 10 (maximum): minimum grade 5 for written exam and activity at seminar minimum grade 5 for written exam 3 points.			

Date of completion

Course Instructor,
 Prof. univ. dr. NICODIM LILIANA

Teaching Assistant,
 Prof. univ. dr. NICODIM LILIANA

.....11 10 2021.....

Date of approval in the Department

Head of Department,
 Conf. univ. dr. Cosma Sorinel

.....18 10 2021.....

COURSE SYLLABUS

(Title of discipline)

1. Program identification details

1.1 Higher education institution	„OVIDIUS” UNIVERSITY OF CONSTANTA
1.2 Faculty	Faculty of Economic Sciences
1.3 Department	General Economy
1.4 Field of studies	Business Administration
1.5 Cycle of studies (degree)	Bachelor
1.6 Degree program/qualification	Business Administration (in English)
1.7 Academic year	2021-2022

2. Course identification details

2.1 Course title		Marketing					
2.2 Course code		BA1209					
2.3 Instructor		Professor Andreea Moraru					
2.4 Teaching assistant		Ec. Popa Alexandra					
2.5 Year	I	2.6 Semester	2	2.7. Evaluation type	E X	2.8 Course type */**	DF/DI

* DF – fundamental course, DD – field course, DS – specialty course, DC – complementary course, DAP – advanced study course, DSI – synthesis course, DCA – advanced knowledge course.

** DI – mandatory course; DO – optional course.

3. Estimated workload (hours per semester)

3.1 Number of teaching hours/week	3	of which: 3.2 course	2	3.3 applications***	1
3.4 Total of teaching hours within the program/semester	42	of which: 3.5 lecture	28	3.6 seminar	14
3.7 Student workload for individual study					83
Distribution of workload					[hours]
Individual study of textbooks, handbooks/reader, bibliography and notes					30
Additional research (library, electronic resources, fieldwork)					25
Homework (preparing seminar presentations, portfolios, critical essays, research papers, etc.)					26
Individual consultations (optional)					
Evaluations / exams					2
Other activities					0
3.8 Total hours per semester	3.4. + 3.7				
3.9 Number of credits	5				

*** S - seminar; L - laboratory; P - project

4. Prerequisites (if any)

4.1 Curriculum-related	NA
4.2 Skills-related	NA

5. Requirements (if any)

5.1. For running the course	NA
5.2. For running the seminar / laboratory /project <i>*The type is to be chosen according to the discipline</i>	NA

6. Acquired specific skills

Professional skills	<ul style="list-style-type: none"> • knowledge of fundamental concepts in marketing • knowledge of tools and strategies applied in marketing • in-depth understanding of specific marketing practices • ability to analyze the marketing environment • fixing and deepening the knowledge about the marketing activity of an organization and the ways of its implementation, using specific concepts and tools
Cross-cutting skills	<ul style="list-style-type: none"> • application of theory in practice through simulations and case studies • active participation in debates • ability to work in a team • the ability to understand the national and international context, under the concrete aspects of the marketing activity • the ability to formulate a problem, to offer alternative solutions and to evaluate them

7. Course goal and objectives

7.1 The general objective of the course	The course aims to provide students with the knowledge necessary to use specific marketing concepts in economic reality.
7.2 Specific objectives	<ul style="list-style-type: none"> • knowledge of specific marketing concepts, tools and strategies • understanding the national and international context and the concrete conditions for carrying out the marketing activity

8. Contents

8.1 Lecture	Teaching methods	Type and mode of achievement / Technical devices	Number of hours
1. The concept of marketing		Online teaching/	2
2. Fundamentals in marketing - need, desire, demand,		Direct teaching	2

3. Products, services, experiences	through video- conference / IT platform	2	
4. Value, satisfaction, quality, exchange, transactions and relationships		2	
5. Market		2	
6. Functions and role of marketing		2	
7. The evolution of marketing theory and practice. Marketing management philosophies		2	
8. The external environment of the organization		2	
9. The Marketing mix		2	
10. Product		2	
11. Price		2	
12. Place		2	
13. Communication		2	
14. The Marketing plan		2	
Bibliography:			
<p>[1]. Balaure, V. (coord.), Marketing, 2nd Edition, Uranus Publishing House, Bucharest, 2002.</p> <p>[2]. Cravens, D.W.; Piercy, N.F., Strategic marketing, 8th Edition, McGraw-Hill International Edition, 2006.</p> <p>[3]. Ioncică, M., Economia serviciilor. Teorie și practică, 3rd Edition, Uranus Publishing House, Bucharest, 2003.</p> <p>[4]. Jobber, D., Principles and Practice of Marketing, 2nd Edition, McGraw-Hill Publishing Company, Londra, 1998.</p> <p>[5]. Jackson, R.W.; Hisrich, R.D., Sales and Sales Management, Prentice-Hall, New Jersey, 1996.</p> <p>[6]. Jugănar, M., Marketing, Expert Publishing House, București, 2000.</p> <p>[7]. Kotler, P.; Armstrong, G., Principles of marketing, 16th Edition, Pearson Education Limited, 2015.</p> <p>[8]. Kotler, P., Keller, K.L., Marketing management, 3rd Edition, 2016, Pearson.</p> <p>[9]. McDonald, M; Morris, P., The Marketing Plan – A Pictorial Guide for Managers, Butterworth-Heinemann, Oxford, 2002.</p> <p>[10]. Perreault, W.D.; McCarthy, E.J., Essentials of Marketing – A Global-Managerial Approach, ediția a 8-a, McGraw-Hill, 2000.</p> <p>[11]. Thomas, M.J., Manual de marketing, Codex Publishing House, Bucharest, 1998.</p>			

8.2 Applications* (seminar / laboratory / project) <i>*The type is to be chosen according to the discipline</i>	Teaching methods	Mode of achievement / Technical devices	Number of hours
1. The evolution of marketing theory and practice. The dimensions of marketing		Online teaching/	2
2. Marketing management philosophies		Direct teaching	2
3. The relationship with micro and macroenvironment		through video-	2
4. Product life cycle. New product development			2

5. Pricing strategies		conference / IT platform	2
6. Logistics			2
7. Promotional mix. Integrated marketing communication			2
Bibliography:			
[12]. Balaure, V. (coord.), Marketing, 2nd Edition, Uranus Publishing House, Bucharest, 2002.			
[13]. Cravens, D.W.; Piercy, N.F., Strategic marketing, 8th Edition, McGraw-Hill International Edition, 2006.			
[14]. Ionciță, M., Economia serviciilor. Teorie și practică, 3rd Edition, Uranus Publishing House, Bucharest, 2003.			
[15]. Jobber, D., Principles and Practice of Marketing, 2nd Edition, McGraw-Hill Publishing Company, Londra, 1998.			
[16]. Jackson, R.W.; Hisrich, R.D., Sales and Sales Management, Prentice-Hall, New Jersey, 1996.			
[17]. Jugănar, M., Marketing, Expert Publishing House, București, 2000.			
[18]. Kotler, P.; Armstrong, G., Principles of marketing, 16th Edition, Pearson Education Limited, 2015.			
[19]. Kotler, P., Keller, K.L., Marketing management, 3rd Edition, 2016, Pearson.			
[20]. McDonald, M; Morris, P., The Marketing Plan – A Pictorial Guide for Managers, Butterworth-Heinemann, Oxford, 2002.			
[21]. Perreault, W.D.; McCarthy, E.J., Essentials of Marketing – A Global-Managerial Approach, ediția a 8-a, McGraw-Hill, 2000.			
Thomas, M.J., Manual de marketing, Codecs Publishing House, Bucharest, 1998.			

9. Correlation between the content of the course and the needs/expectations of the epistemic community, professional associations and/or significant employers relevant for the program

The content of the discipline is in accordance with the content of the discipline from other university centers in the country and abroad. The adaptation to the requirements of the labor market of the content of the discipline is made on the basis of discussions with employers in the field, with which there are confirmed permanent links.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	Completeness and correctness of accumulated knowledge; - Ability to analyze and interpret knowledge;	Exam	75%

	- Ability to use assimilated knowledge; -Frequency to courses.		
10.5 Applications* (Seminar/Laboratory / Project) <i>*The type is to be chosen according to the discipline</i>	- The completeness and correctness of the accumulated knowledge; - Active participation in seminars; - Creativity; - Conscientiousness; - Interest in individual study; - Originality.	Observation, case studies, projects	25%
10.6 Minimum standard of achievement for the acquisition of the ECTS credits			
Minimum requirements for grade 5 (minimum for a pass) min 4.5 cumulative points from the test (weighted score) and seminar activity (weighted score)			
Minimum requirements for grade 10 (maximum) min 9.5 cumulative points from the test (weighted score) and seminar activity (weighted score)			

Date of completion

Course Instructor,
Name, Surname, Signature

Teaching Assistant,
Name, Surname, Signature

.....11 10 2021..

conf. Univ. Dr. Andreea Moraru

ec.Popa Alexandra

Date of approval in the Department

Head of Department
Name, Surname, Signature

.....18 10 2021.....

conf. Univ. Dr. Cosma Sorinel

COURSE SYLLABUS

1. Program identification details

1.1 Higher education institution	„OVIDIUS” UNIVERSITY OF CONSTANTA
1.2 Faculty	Economics Sciences
1.3 Department	General Economy
1.4 Field of studies	Business Administration
1.5 Cycle of studies (degree)	Bachelor
1.6 Degree program/qualification	Business Administration
1.7 Academic year	2021-2022

2. Course identification details

2.1 Course title	Business Law						
2.2 Course code	BA1210						
2.3 Instructor	Conf.univ.dr. Flavia Ghencea						
2.4 Teaching assistant	Conf.univ.dr. Flavia Ghencea						
2.5 Year	I	2.6 Semester	II	2.7. Evaluation type	E	2.8 Course type */**	DF/DO

* DF – fundamental course, DD – field course, DS – specialty course, DC – complementary course, DAP – advanced study course, DSI – synthesis course, DCA – advanced knowledge course.

** DI – mandatory course; DO – optional course.

3. Estimated workload (hours per semester)

3.1 Number of teaching hours/week	3	of which: 3.2 course	2	3.3 applications***	1
3.4 Total of teaching hours within the program/semester	42	of which: 3.5 lecture	28	3.6 seminar	14
3.7 Student workload for individual study					83
Distribution of workload					[hours]
Individual study of textbooks, handbooks/reader, bibliography and notes					30
Additional research (library, electronic resources, fieldwork)					30
Homework (preparing seminar presentations, portfolios, critical essays, research papers, etc.)					15
Individual consultations (optional)					
Evaluations / exams					8
Other activities					
3.8 Total hours per semester	125				
3.9 Number of credits	5				

*** S - seminar; L - laboratory; P - project

4. Prerequisites (if any)

4.1 Curriculum-related	•
4.2 Skills-related	•

5. Requirements (if any)

5.1. For running the course	<ul style="list-style-type: none"> Classrooms equipped with projector, laptop or online platform
5.2. For running the seminar / laboratory /project <i>*The type is to be chosen according to the discipline</i>	<ul style="list-style-type: none"> appropriate laboratory equipment or online platform

6. Acquired specific skills

Professional skills	<ul style="list-style-type: none"> appropriate use of legal concepts; the use of legal language in the analysis of state institutions, and of legal regulations in the economic field; application of legal regulations in the economic framework of public and private organizations;
Cross-cutting skills	<ul style="list-style-type: none"> the ability to solve problems and make decisions in conditions of professional autonomy; the capacity for self-analysis of the professional activity; ability to communicate orally and in writing; formation of learning autonomy; the use of information technology applied in a specialized field

7. Course goal and objectives

7.1 The general objective of the course	<ul style="list-style-type: none"> developing the skills of understanding, interpreting and implementing the notions and legal language in the field of business as well as the application of theoretical knowledge in practice
7.2 Specific objectives	<ul style="list-style-type: none"> knowledge and understanding of legal and business law institutions; understanding the system of normative acts existing in the rule of law; developing the capacity to understand commercial contracts; developing the capacity to effectively apply commercial contracts; developing the capacity to analyze the content of a commercial contract;

8. Contents

8.1 Lecture	Teaching methods	Type and mode of achievement / Technical devices	Number of hours
General notions about law. The rule of law. Political and administrative organization of the state	Lecture Case studies	Online teaching through video-conference / IT platform	4
Legal norm, legal report. Hierarchy of legal norms. The legal force of the normative act			4
Natural person and legal person. Notion, civil capacity and identification attributes			4
Civil legal act / legal act of Business Law. General contract theory			4
Introductory notions on Business Law. Object of regulation, correlation with the other branches of law			4
Professional traders. Notion and categories			4

Trading companies. General notions, regulation. Establishment of companies according to their type		4
Bibliography:		
[1]. Nicolae Popa, Teoria generală a dreptului, ediția a VI-a, editura C.H.Beck, București, 2020;		
[2]. Gabriel Boroj, Carla Alexandra Angelescu, Curs de drept civil, ediția a III-a, Partea generală, Editura Hamangiu, București, 2021;		
[3]. Flavia Ghencea, Drept administrativ, Editura Prouniversitaria, București, 2021;		
[4]. Stanciu Cărpenaru, tratat de drept comercial român, ediția a VI-a, Editura Univesul Juridic, București, 2018;		
[5]. Romanian Constitution, revised and republished in Official Gazette no. 767 din 31.10.2003;		
[6]. Law no 31/1990 on companies, republished in Official Gazette no 1066 from 17.11.2004;		
[7]. OUG 109 on corporate governance of public institutions, published Official Gazette no. 883 from 14.12.2011		

8.2 Applications* (seminar / laboratory / project) <i>*The type is to be chosen according to the discipline</i>	Teaching methods	Mode of achievement / Technical devices	Number of hours
General notions about law. The rule of law. Political and administrative organization of the state	Interactive thematic debate; examples, case studies	Online teaching through video-conference / IT platform	2
Legal norm, legal report. Hierarchy of legal norms. The legal force of the normative act			2
Natural person and legal person. Notion, civil capacity and identification attributes			2
Civil legal act / legal act of Business Law. General contract theory			2
Introductory notions on Business Law. Object of regulation, correlation with the other branches of law			2
Professional traders. Notion and categories			2
Trading companies. General notions, regulation. Establishment of companies according to their type			2
Bibliografie			
[1]. Nicolae Popa, Teoria generală a dreptului, ediția a VI-a, editura C.H.Beck, București, 2020;			
[2]. Gabriel Boroj, Carla Alexandra Angelescu, Curs de drept civil, ediția a III-a, Partea generală, Editura Hamangiu, București, 2021;			
[3]. Flavia Ghencea, Drept administrativ, Editura Prouniversitaria, București, 2021;			
[4]. Stanciu Cărpenaru, Tratat de drept comercial român, ediția a VI-a, Editura Univesul Juridic, București, 2018;			
[5]. Romanian Constitution, revized and republished in Official Gazette no. 767 din 31.10.2003;			
[6]. Law no 31/1990 on companies, republished in Official Gazette no 1066 from 17.11.2004;			

[7]. OUG 109 on corporate governance of public institutions, published Official Gazette no. 883 from 14.12.2011

9. Correlation between the content of the course and the needs/expectations of the epistemic community, professional associations and/or significant employers relevant for the program

•

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	Knowledge of state regulations and institutions and Business Law institutions	Grid test exam, online, on the Webex and Microsoft Forms platform	90%
10.5 Applications* (Seminar/Laboratory / Project) <i>*The type is to be chosen according to the discipline</i>	Active participation during the semester	Systematic observation in online meetings or studies sent by e-mail)	10%
10.6 Minimum standard of achievement for the acquisition of the ECTS credits			
Minimum knowledge of specific regulations and institutions			

Date of completion

Course Instructor,
associate professor Flavia Ghencea

Teaching Assistant,
associate professor Flavia Ghencea

.....11 10 2021.....

Date of approval in the Department

Head of Department
Name, Surname, Signature

.....18 10 2021.....

conf. Univ. Dr. Cosma Sorinel

COURSE SYLLABUS

Quality Management

1. Program identification details

1.1 Higher education institution	Universitatea „OVIDIUS” DIN CONSTANTA
1.2 Faculty	Economic Sciences
1.3 Department	General Economy
1.4 Field of studies	Business Administration
1.5 Cycle of studies (degree)	Bachelor
1.6 Degree program/qualification	Business Administration (English)
1.7 Academic year	2021-2022

2. Course identification details

2.1 Course title	Quality Management						
2.2 Course code	BA1211						
2.3 Instructor	Ph.D.Professor Anca Cristina Stanciu						
2.4 Teaching assistant	Ph.D.Professor Anca Cristina Stanciu						
2.5 Year	I	2.6 Semester	II	2.7. Evaluation type	E	2.8 Course type */**	DD/DO

* DF – fundamental course, DD – field course, DS – specialty course, DC – complementary course, DAP – advanced study course, DSI – synthesis course, DCA – advanced knowledge course.

** DI – mandatory course; DO – optional course.

3. Estimated workload (hours per semester)

3.1 Number of teaching hours/week	4	of which: 3.2 course	2	3.3 applications***	2
3.4 Total of teaching hours within the program/semester	56	of which: 3.5 lecture	28	3.6 seminar	28
3.7 Student workload for individual study					
Distribution of workload					94
Individual study of textbooks, handbooks/reader, bibliography and notes					30
Additional research (library, electronic resources, fieldwork)					40
Homework (preparing seminar presentations, portfolios, critical essays, research papers, etc.)					15
Individual consultations (optional)					4
Evaluations / exams					3
Other activities					2
3.8 Total hours per semester	150				
3.9 Number of credits	6				

*** S - seminar; L - laboratory; P - project

4. Prerequisites (if any)

4.1 Curriculum-related	It's not necessary
4.2 Skills-related	It's not necessary

5. Requirements (if any)

5.1. For running the course	It's not necessary
5.2. For running the seminar / laboratory /project <i>*The type is to be chosen according to the discipline</i>	It's not necessary

6. Acquired specific skills

Professional skills	<ul style="list-style-type: none"> • Knowledge and understanding of the fundamental notions and methods of quality management theory • Knowledge of approaches, policies and working methods specific to the field of quality management • Understanding the notions of quality, quality management system and familiarization with the specific terms in the field of quality assurance • Knowledge of the contribution of great calitologists to the elaboration of the theory of quality management • Understanding the principles underlying the management systems of quality • Acquiring knowledge regarding integrated quality-environment-occupational safety management systems • Acquiring the skill of using tools and techniques aimed at implementing quality management systems
Cross-cutting skills	<ul style="list-style-type: none"> • Applying the principles, norms and values of professional ethics within one's own rigorous, efficient and responsible work strategy. • Identifying roles and responsibilities in a multi-specialized team and applying effective relationship and work techniques within the team. • Identifying opportunities for continuous training and efficient use of learning resources and techniques for their own development

7. Course goal and objectives

7.1 The general objective of the course	Adopting a knowledge-based attitude towards the implementation of quality management systems
7.2 Specific objectives	Acquiring the skills and competences of using knowledge to participate in the activities of implementation and / or application of integrated MS at the level of companies

8. Contents

8.1 Lecture	Teaching methods	Type and mode of	Number of hours
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		achievement / Technical devices	
1. Elements of quality theory	Lecture	Online teaching/ Direct teaching through video- conference / webex meetings	4
2.Total quality management			4
3.TQM principles			2
4.Quality assurance systems			2
5. Traditional methods, techniques, tools used in quality management			4
6. Modern methods, techniques, tools used in quality management			4
7. Documents used in the quality management system			2
8. Quality manual-concept and applicability			2
9. Quality audit-concept and typology			2
10. Quality certification-theoretical and typological considerations			2
Bibliography:			
[1]Condrea,E., Stanciu,A. - Managementul Calității, Colecția Lumina, Editura Libertatea Panciova - Novi Sad, Serbia, Tipărit la SC INFCON SA Constanța, 2008			
[2]Drăgulănescu, N., Drăgulănescu, M.- Managementul calității serviciilor, Ed.Agir, 2003			
[3]Ghiță, E. – Asigurarea și certificarea calității, Ed.Fundației Universitare "Dunărea de Jos" Galați, 2004			
[4]Juran, J.M. – Planificarea calității, Editura Teora, București, 2000			
[5]Olaru, M. – Managementul calității, Ed.Economică, 2001			
[6]Olaru, M., Isaic-Maniu, Al., Lefter, V., Pop, A.N., Popescu, S., Drăgulănescu, N., Roncea, L., Roncea, C. – Tehnici și instrumente utilizate în managementul calității, Ed.Economică, 2000			
[7]Stanciu,A.– Managementul calității serviciilor, Ovidius University Press, Constanța, 2003			
[8]SR EN ISO 9001:2015 – Sisteme de management al calității. Principii fundamentale și vocabular			

8.2 Applications* (seminar / project) <i>*The type is to be chosen according to the discipline</i>	Teaching methods	Mode of achievement / Technical devices	Number of hours
1.Organizations involved in quality assurance	Interactive thematic syntheses Papers and discussions Case studies	Online teaching/ Direct teaching through video- conference / webex meetings	2
2. Quality policy and objectives at the level of a company			2
3. Steps in the application of quality assurance systems			4
4.Use of methods, techniques and tools used in modern quality management-examples on graphical methods, QFD, benchmarking			4
5. The main documents used in the field of quality assurance at the level of companies			4

6. Quality manual-format, structure, purpose, advantages			4
7. Quality audit-typology and main stages			4
8. Certification of integrated quality-environment-occupational safety management systems			4
Bibliography:			
[1] Condrea, E., Stanciu, A. - Managementul Calității, Colecția Lumina, Editura Libertatea Panciova - Novi Sad, Serbia, Tipărit la SC INFCON SA Constanța, 2008			
[2] Drăgulănescu, N., Drăgulănescu, M.- Managementul calității serviciilor, Ed. Agir, 2003			
[3] Ghiță, E. – Asigurarea și certificarea calității, Ed. Fundației Universitare "Dunărea de Jos" Galați, 2004			
[4] Juran, J.M. – Planificarea calității, Editura Teora, București, 2000			
[5] Olaru, M. – Managementul calității, Ed. Economică, 2001			
[6] Olaru, M., Isaic-Maniu, Al., Lefter, V., Pop, A.N., Popescu, S., Drăgulănescu, N., Roncea, L., Roncea, C. – Tehnici și instrumente utilizate în managementul calității, Ed. Economică, 2000			
[7] Stanciu, A. – Managementul calității serviciilor, Ovidius University Press, Constanța, 2003			
[8] SR EN ISO 9001:2015 – Sisteme de management al calității. Principii fundamentale și vocabular			

9. Correlation between the content of the course and the needs/expectations of the epistemic community, professional associations and/or significant employers relevant for the program

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10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	-The level of theoretical knowledge -Ability to analyse and interpret knowledge -Frequency to courses	Oral exam	40%
10.5 Applications* (Seminar/ Project) <i>*The type is to be chosen according to the discipline</i>	-Quality of practical application of theoretical knowledge -Active participation in seminars	Project	60%

10.6 Minimum standard of achievement for the acquisition of the ECTS credits
Minimum requirements for grade 5 (minimum for a pass) Min. 5 at the oral exam
Minimum requirements for grade 10 (maximum) 10 at both project and exam

Date of completion

Course Instructor,

Teaching Assistant,

11.10.2021

Anca Cristina Ștanciu
Signature

Anca Cristina Ștanciu
Signature

Date of approval in the Department

Head of Department
Conf.univ. dr Cosma

Sorinel

Signature

.....18 10 2021.....

.....

COURSE SYLLABUS

1. Program identification details

1.1 Higher education institution	„OVIDIUS” UNIVERSITY OF CONSTANTA
1.2 Faculty	Economic Sciences
1.3 Department	General Economy
1.4 Field of studies	Business Administration
1.5 Cycle of studies (degree)	Bachelor’s
1.6 Degree program/qualification	Business Administration (in English)
1.7 Academic year	2021-2022

2. Course identification details

2.1 Course title	Communication and commercial correspondence in English						
2.2 Course code	BA1212						
2.3 Instructor	Eleonora Băcă						
2.4 Teaching assistant	Costel Coroban						
2.5 Year	I	2.6 Semester	2	2.7. Evaluation type	C	2.8 Course type */**	DC/DO

* DF – fundamental course, DD – field course, DS – specialty course, DC – complementary course, DAP – advanced study course, DSI – synthesis course, DCA – advanced knowledge course.

** DI – mandatory course; DO – optional course.

3. Estimated workload (hours per semester)

3.1 Number of teaching hours/week	4	of which: 3.2 course	2	3.3 applications***	2
3.4 Total of teaching hours within the program/semester	56	of which: 3.5 lecture	28	3.6 seminar	28
3.7 Student workload for individual study					19
Distribution of workload					[hours]
Individual study of texbooks, handbooks/reader, bibliography and notes					10
Additional research (library, electronic resources, fieldwork)					5
Homework (preparing seminar presentations, portfolios, critical essays, research papers, etc.)					2
Individual consultations (optional)					-
Evaluations / exams					2
Other activities					-
3.8 Total hours per semester	75				
3.9 Number of credits	3				

*** S - seminar; L - laboratory; P - project

4. Prerequisites (if any)

4.1 Curriculum-related	-
4.2 Skills-related	English Language- Pre-Intermediate Level

5. Requirements (if any)

5.1. For running the course	-
5.2. For running the seminar / laboratory /project <i>*The type is to be chosen according to the discipline</i>	-

6. Acquired specific skills

Professional skills	-developing the communication skills in oral and written English needed to succeed in the world of business -acquiring the necessary vocabulary and grammar structures most commonly used in business communication.
Cross-cutting skills	-enlarging the student’s knowledge of the business world Completing in an adequate manner the professional tasks involved, with a restrained autonomy and qualified assistance.☐ Familiarization and basic training with the activities specific to team work and task distribution for subordinate levels.☐ Building awareness of continuous learning need, efficient use of resources and learning techniques for personal and professional purposes

7. Course goal and objectives

7.1 The general objective of the course	-to help students acquire an intermediate level in written and spoken business English
7.2 Specific objectives	Acquiring the following notions and skills: <ul style="list-style-type: none"> • Grammar: Present Simple and Continuous, Future, Noun combinations, Present Perfect, Articles, Modals, Indirect speech, Conditionals, Infinitives and Gerund, Relative Clauses, Passives. • Writing: e-mails, reports, action minutes, summaries, letters, short articles, press releases. • Oral communication skills, discussing ideas, debating, making arrangements, introductions and networking, presentations, managing meetings, negotiating, problem-solving, decision-making.

8. Contents

8.1 Lecture	Teaching methods	On-line platform	Number of hours
Brands	Practical exercises Writing Discussing ideas Listening/Case studies analysis	Webex	2
Travel			2
Organisation			2
Change			2
Money			2
Advertising			2
Cultures			2

Employment		2
Trade		2
Quality		2
Ethics		2
Leadership		2
Innovation		2
Competition		2
Bibliography: [1]. David Cotton, David Falvey, Simon Kent, New Edition Market Leader Student’s Book, Longman Pearson, 2013. [2]. Virginia Evans, Successful Writing Proficiency Student’s Book, Express Publishing, 2000. [3]. Guffey, M.E. (2008). Business English (9th ed.). Thomson South-Western. ISBN-10: 032436606X , ISBN-13: 978-0324366068 [4]. Dignen, B. (2003). Communicating in business English. Tokyo: Compass Publishing ISBN-10: 1932222170, ISBN-13: 978-1932222173 [5]. Emmerson, P., & Hamilton, N. (2005). Five-minute activities for business English. New York: Cambridge University Press. ISBN-10: 0521547415, ISBN-13: 978-0521547413		

8.2 Applications* (seminar / laboratory / project) <i>*The type is to be chosen according to the discipline</i>	Teaching methods	On-line platform	Number of hours
Brands	Practical exercises Writing Discussing ideas Listening	MS Teams	2
Travel			2
Organisation			2
Change			2
Money			2
Advertising			2
Cultures			2
Employment			2
Trade			2
Quality			2
Ethics			2
Leadership			2
Innovation			2
Competition			2
Bibliography: [1]. David Cotton, David Falvey, Simon Kent, New Edition Market Leader Workbook, Longman Pearson, 2013. [2]. Virginia Evans, Successful Writing Proficiency Student’s Book, Express Publishing, 2000. [3]. Guffey, M.E. (2008). Business English (9th ed.). Thomson South-Western. ISBN-10: 032436606X , ISBN-13: 978-0324366068 [4]. Dignen, B. (2003). Communicating in business English. Tokyo: Compass Publishing ISBN-10: 1932222170, ISBN-13: 978-1932222173			

[5]. Emmerson, P., & Hamilton, N. (2005). Five-minute activities for business English. New York: Cambridge University Press. ISBN-10: 0521547415, ISBN-13: 978-0521547413

9. Correlation between the content of the course and the needs/expectations of the epistemic community, professional associations and/or significant employers relevant for the program

The contents are correlated to meet the needs of an employee in an international company/multinational company.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	Project work on a case analysis.	Written exam	75%
10.5 Applications* (Seminar/Laboratory / Project) <i>*The type is to be chosen according to the discipline</i>	Each student presents a project on a previously agreed topic.	Colloquy	25%
10.6 Minimum standard of achievement for the acquisition of the ECTS credits			
Achieving an intermediate level in business English vocabulary and writing skills.			

Date of completion

Course Instructor,
Name, Surname, SignatureTeaching Assistant,
Name, Surname, Signature

11.010.2021

Eleonora Băcă

 Costel Coroban

Date of approval in the Department

Head of Department
Name, Surname, Signature

.....18 10 2021.....

conf., univ. dr.  Cosma Sorinel

COURSE SYLLABUS

Physical Education

1. Program identification details

1.1 Higher education institution	„OVIDIUS” UNIVERSITY OF CONSTANTA
1.2 Faculty	Economic Sciences Faculty
1.3 Department	General economy
1.4 Field of studies	Business Administration
1.5 Cycle of studies (degree)	License
1.6 Degree program/qualification	Bachelor Degree
1.7 Academic year	2021-2022

2. Course identification details

2.1 Course title	Physical Education						
2.2 Course code	BA 1113						
2.3 Instructor	University assistant dr. Trancă Sorin Cătălin						
2.4 Teaching assistant							
2.5 Year	I	2.6 Semester	2	2.7. Evaluation type	C	2.8 Course type */**	DC/DO

* DF – fundamental course, DD – field course, DS – specialty course, DC – complementary course, DAP – advanced study course, DSI – synthesis course, DCA – advanced knowledge course.

** DI – mandatory course; DO – optional course.

3. Estimated workload (hours per semester)

3.1 Number of teaching hours/week	1	of which:		3.3 applications***	1
3.2 course					
3.4 Total of teaching hours within the program/semester	14	of which:		3.6 seminar	14
3.5 lecture					
3.7 Student workload for individual study					11
Distribution of workload					[hours]
Individual study of textbooks, handbooks/reader, bibliography and notes					
Additional research (library, electronic resources, fieldwork)					
Homework (preparing seminar presentations, portfolios, critical essays, research papers, etc.)					9
Individual consultations (optional)					
Evaluations / exams					2
Other activities					
3.8 Total hours per semester	14				
3.9 Number of credits	1				

*** S - seminar; L - laboratory; P - project

4. Prerequisites (if any)

4.1 Curriculum-related	•
4.2 Skills-related	•

5. Requirements (if any)

5.1. For running the course	<ul style="list-style-type: none"> • Online platform • Address: https://meetingsemea9.webex.com/meet/jand_ct
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5.2. For running the seminar / laboratory /project <i>*The type is to be chosen according to the discipline</i>	•
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6. Acquired specific skills

Professional skills	<ul style="list-style-type: none"> • Knowledge, understanding of basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication • Ensuring the compensatory effects on intellectual activity, treatment on sedentary lifestyle, stress and fatigue. • Formation of instrumental - applied skills so that students • to recognize / distinguish / identify the specific elements of physical education, the main types of sports, the characteristics of practicing physical exercises, individually and in groups / teams; • to design, plan, propose and evaluate the effective means of physical education, depending on the theme, audience and context.
Cross-cutting skills	<ul style="list-style-type: none"> • Applying the principles, norms and values of professional ethics within one's own rigorous, efficient and responsible work strategy • Identifying roles and responsibilities in the team and applying effective relationship and work techniques within the team • Identifying opportunities for continuous training and efficient use of learning resources and techniques for their own development

7. Course goal and objectives

7.1 The general objective of the course	<ul style="list-style-type: none"> • Acquiring of theoretical and applied knowledge on the object of study
7.2 Specific objectives	<ul style="list-style-type: none"> • Carrying out an individual practical and methodical training in order to improve the possibilities of practical demonstration of all tasks and means in the school of running, jumping and throwing; • • Formation of beliefs and skills for independent practice of physical exercises and favorite sports, for hygienic, disconnecting and sports education of students (permanent physical education and sports); • Raising the level of physical and sports training of students in order to improve their physical condition and increase their performance in the tests included in the study program.

8. Contents

8.2 Applications* (seminar / laboratory / project) <i>*The type is to be chosen according to the discipline</i>	Teaching methods	Type and mode of achievement / Technical devices	Number of hours

<p>Practical lesson 1. Harmonious physical development</p> <ul style="list-style-type: none"> - preparing the body for effort - general muscle toning - mobility and stretching exercises 		<p>Online teaching/ Direct teaching through video-conference / IT platform</p>	2
<p>Practical lesson 2. Harmonious physical development</p> <ul style="list-style-type: none"> - preparing the body for effort - development of the upper train muscles - mobility and stretching exercises 			2
<p>Practical lesson 3. Harmonious physical development</p> <ul style="list-style-type: none"> - preparing the body for effort - development of the upper train muscles - mobility and stretching exercises 			2
<p>Practical lesson 4. Harmonious physical development</p> <ul style="list-style-type: none"> - preparing the body for effort - development of the lower train muscles - mobility and stretching exercises 			2
<p>Practical lesson 5. Harmonious physical development</p> <ul style="list-style-type: none"> - preparing the body for effort - development of the lower train muscles - mobility and stretching exercises 			2
<p>Practical lesson 6. Harmonious physical development</p> <ul style="list-style-type: none"> - preparing the body for effort - development of muscle strength by isometric means - mobility and stretching exercises 			2
<p>Practical lesson 7. Control tests. Assessment of physical condition</p> <ol style="list-style-type: none"> 1. Maximum number of knee bends - boys minimum 30; girls at least 20; 2. Maximum number of floats - boys minimum 20; girls at least 10- with knee support; <p>(Girls will perform push-ups on the knees (knees bent and touching the ground), hands on the floor and off the shoulders and back straight. Boys will perform the push-ups, hands on the floor and off the shoulders and back and legs straight (stretched) without touching the ground. For both sexes, the arms will bend at about 90 degrees and the chest will almost touch the ground.)</p>			2
<p>Bibliography:</p> <ol style="list-style-type: none"> 1. Benoist, C., <i>Stretching pour le sportif</i>, Ed. Amphora, Paris, 2002 2. Bompa T., Di Pasquale M., Cornacchia L., <i>Serious Strength Training</i>, HumanKinetics, 2nd edition , Champaign, IL – USA, 2003 3. Damian, M., <i>Aerobic gymnastics for students</i>, Ed. Ovidius Univerity Press, Constanța, 2005 			

4. Ene-Voiculescu, C., Physical education in higher education, Ed. Ovidius University Press, Constanța, 2007
 5. Gevat, C., Larion, A., Popa, C., Theory and practice of athletics, Ed. Ovidius University Press, Constanța, 2003
 6. Gidu, D.V., Animation games - methods and techniques, Ed. Universitaria, Craiova, 2018.
 7. Melenco, I., Bodybuilding - individual study book, Ed. Ovidius University Press, Constanța, 2011
 8. Menkhin, Yu.V., Gymnastics that improves health: theory and methodology: manual, Rostov-on-Don, 2002, 384 p.
 9. Teodor, D., Fitness, Ed. Ovidius University Press, Constanța, 2017
 10. Vader, S. Pilates from A to Z, Rostov-on-Don, 2007, 320 p.
 Voinea, F., Optimizing muscle training in performance volleyball, Ed. Universitaria, Craiova, 2020.

9. Correlation between the content of the course and the needs/expectations of the epistemic community, professional associations and/or significant employers relevant for the program

- The content of the discipline is in accordance with the content of the discipline from other university centers in the country and abroad. The content of the discipline was developed in accordance with the requirements of state or private economic units, education and research units that aim to increase the quality of services provided. Through the theoretical information and practical applications it provides, the discipline of Physical Education and Sports, develops the student's ability to improve his physical condition and to develop a healthy lifestyle, focused on generating performance at work.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.5 Applications* (Seminar/Laboratory / Project) <i>*The type is to be chosen according to the discipline</i>	Promoting outdoor and indoor tests and control rules aimed at motor skills, motor skills b. participation in at least one sports competition organized within the university	face to face or online, on the Webex platform	90%
	- Active participation in practical works; - Creativity; - Conscientiousness; Originality.	Systematic observation, projects, studies, topics (held at face-to-face / online meetings or sent by e-mail)	10%
10.6 Minimum standard of achievement for the acquisition of the ECTS credits			
Fulfillment of the regular frequency at classes (80% compulsory attendance). • Presentation during the semester of a tutorial / video on a topic given by the head teacher: or EX. - present a film / tutorial containing exercises for developing abdominal muscles.			

Date of completion

Course Instructor,
Name, Surname, Signature
Tranța Sorin

Teaching Assistant,
Name, Surname, Signature
Tranța Sorin

..11 10 2021.....

Date of approval in the Department

Head of Department
Name, Surname, Signature
Conf. Univ. Dr. Cosma Sorinel

.....18 10 2021.....

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