

COURSE SYLLABUS MANAGERIAL ACCOUNTING

1. Program identification details

1.1 Higher education institution	„OVIDIUS” UNIVERSITY OF CONSTANTA
1.2 Faculty	Economics
1.3 Department	General Economy
1.4 Field of studies	Business Administration
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	Managerial Accounting						
2.2 Course code	BA3101						
2.3 Instructor	Assoc.Prof.phd. Georgescu Cristina Elena						
2.4 Teaching assistant	Assoc.Prof.phd. Georgescu Cristina Elena						
2.5 Year	III	2.6 Semester	I	2.7. Evaluation type	C.	2.8 Course type */**	DD/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	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 texbooks, handbooks/reader, bibliography and notes					27
Additional research (library, electronic resources, fieldwork)					20
Homework (preparing seminar presentations, portfolios, critical essays, research papers, etc.)					20
Individual consultations (optional)					-
Evaluations / exams					2
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	<ul style="list-style-type: none"> To study before the disciplines Accounting Basics, Financial Accounting
4.2 Skills-related	<ul style="list-style-type: none"> The student must have knowledge of the accounting-

	specific procedures, and basic notions regarding the functionality of the accounts, studied in Financial Accounting.
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5. Requirements (if any)

5.1. For running the course	<ul style="list-style-type: none"> Use of an electronic device that allows participation in online training activities
5.2. For running the seminar	<ul style="list-style-type: none"> Use of an electronic device that allows participation in online training activities

6. Acquired specific skills

Professional skills	<ul style="list-style-type: none"> Appropriate use of specific concepts, theories, methods and tools; Explaining and interpreting concepts related to cost; Prepare income statements for manufacturing and service organizations
Cross-cutting skills	<ul style="list-style-type: none"> Applying the principles, norms and values of professional ethics in achieving their attributions, in order to identify, based on the economic-financial documentation, the available resources, the patrimonial situation of the entity, in order to make the best decisions.

7. Course goal and objectives

7.1 The general objective of the course	<ul style="list-style-type: none"> Providing knowledge theoretical and methodological information aimed at understanding the management accounting topics, research, and issues from the perspective of a business manager.
7.2 Specific objectives	<ul style="list-style-type: none"> Explaining the meaning of cost and how costs are assigned to products and services. Understanding the cost behavior Understanding the role of budgeting in planning, control, and decision making.

8. Contents

8.1 Lecture	Teaching methods	Type and mode of achievement / Technical devices	Number of hours
Chapter 1 Introduction to Management Accounting	Lecture Case studies	Online teaching/ Direct teaching through video-conference / IT platform	2
Chapter 2 Basic Management Accounting Concepts			2
Chapter 3 Specific order costing: job, batch and contract costing			2
Chapter 4 Joint cost and by-product cost			2
Chapter 5			4

Cost – volum – profit relationship		
Chapter 6 The master budget		2
Chapter 7 Standard costing		4
Chapter 8 Activity – based Costing		4
Chapter 9 Statement of Cash Flows		2
Chapter 10 Financial Statement Analysis		4
Bibliography:		
[1].Atkinson.A., Kaplan.R., Young.M., Management accounting, Fourth Edition, Pearson Prentice Hall, 2004		
[2]. Briciu.S., Contabilitate managerială, Editura Economică, București, 2006		
[3]. Diaconu.P, Contabilate managerială & Planuri de afaceri, Editura Economică, București, 2006		
[4]. Mowen M., Hansen D., Management Accounting – The Cornerstone for Business Decisions, Thomson South-Western, 2006		

8.2 Applications (seminar)	Teaching methods	Mode of achievement / Technical devices	Number of hours
1. Cost and cost classification	Interactive thematic debate Examples, case studies	Online teaching/	2
2. Job, batch and contract costing		Direct teaching	4
3. Joint cost and by-product cost		through video -	4
4. Cost – volum – profit relationship		conference /	4
5. Standard costing		IT platform	4
6. Activity – based Costing			6
7. Statement of Cash Flows			4
Bibliography:			
[1].Atkinson.A., Kaplan.R., Young.M., Management accounting, Fourth Edition, Pearson Prentice Hall, 2004			
[2]. Briciu.S., Contabilitate managerială, Editura Economică, București, 2006			
[3]. Diaconu.P, Contabilate managerială & Planuri de afaceri, Editura Economică, București, 2006			
[4]. Mowen M., Hansen D., Management Accounting – The Cornerstone for Business Decisions, Thomson South-Western, 2006			

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	- Completeness and correctness of accumulated knowledge; - Ability to analyze and interpret knowledge; - Capacity to operate with the assimilated knowledge;	Test exam, on the Webex and Microsoft Foms platform	60%
10.5 Applications (Seminar)	- Active participation in seminars; - Conscientiousness; - Interest for individual study;	Systematic observation, projects, studies, topics (held at online meetings or sent by e-mail)	40%
10.6 Minimum standard of achievement for the acquisition of the ECTS credits			
Minimum requirements for grade 5 (or how grade 5 is awarded): <ul style="list-style-type: none"> • Participation in the written examination • Knowledge and understanding of a minimum of basic knowledge of the course • Elaboration and presentation of a case study Minimum requirements for grade 10 (or how grade 10 is awarded): <ul style="list-style-type: none"> • Participation in the written examination • Full knowledge and understanding of the course content • Elaboration and presentation of a case study • Complete and correct approach to all subjects in the written exam 			

Date of completion
 ...11 10 2021.....

Course Instructor,
 Assoc.Prof. Georgescu Cristina

Teaching Assistant,
 Assoc.Prof. Georgescu Cristina

Date of approval in the Department
18 10 2021.....

Head of Department
 Assoc.Prof. Cosma Sorinel

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
1.6 Degree program/qualification	Business Administration
1.7 Academic year	2021-2022

2. Course identification details

2.1 Course title	Monetary and financial economics						
2.2 Course code	BA3102						
2.3 Instructor	Conf. univ. Dr. Cristina Duhnea						
2.4 Teaching assistant	Assist Loredana Schipor						
2.5 Year	III	2.6 Semester	I	2.7. Evaluation type	C	2.8 Course type */**	D0/DS

* 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:	2	3.3 applications***	2
3.4 Total of teaching hours within the program/semester	56	of which:	28	3.6 seminar	28
3.7 Student workload for individual study					69
Distribution of workload					[ore]
Individual study of textbooks, handbooks/reader, bibliography and notes					30
Additional research (library, electronic resources, fieldwork)					17
Homework (preparing seminar presentations, portfolios, critical essays, research papers, etc.)					20
Individual consultations (optional)					2
Evaluations / exams					2
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	• Basic accounting and finance knowledge
4.2 Skills-related	• Ability to discuss and debate

5. Requirements (if any)

5.1. For running the course	• Basic accounting and finance
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	knowledge
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"> Ability to discuss and debate

6. Acquired specific skills

Professional skills	<ul style="list-style-type: none"> Ability to explain and use monetary and banking terms; Ability to identify financial-monetary institutions and work with them; Ability to develop a correct attitude towards financial and banking system; Awareness of Romanian financial and banking system structure.
Cross-cutting skills	<ul style="list-style-type: none"> Ability to corroborate information from various disciplines; Ability to adapt, analyze and synthesize; Ability to work within inter-disciplinary teams; Ability to work within European context.

7. Course goal and objectives

7.1 The general objective of the course	<ul style="list-style-type: none"> Acquiring theoretical and practical knowledge regarding structure and operating mode of monetary and financial systems
7.2 Specific objectives	<ul style="list-style-type: none"> Awareness of importance of monetary systems; Knowledge and interpretation of current financial context; Separation between central banks and commercial banks; Awareness of the importance of central banks and their role within financial system; Ability to adapt acquired information to Romanian financial reality.

8. Contents

8.1 Lecture	Teaching methods	Type and mode of achievement / Technical devices	Number of hours
1. Money - concept, functions	Lecture Case studies	Online teaching/ Direct teaching through video-conference / IT platform	2
2. National monetary systems			2
3. International monetary system			2
4. International Monetary Fund			2
5. European monetary system - Eurosystem			2
6. Romanian monetary system			2
7. National Bank of Romania			2
8. The role of central banks within financial systems			2
9. Credit institutions and their			2
10. Commercial banks			2
11. The activity of commercial banks - active and capital			2

operations		
12. Credit and interest		2
13. Some modern financing instruments - Leasing, forfaiting, factoring		2
14. Banking risks		2
Bibliography:		
Bibliography		
<ul style="list-style-type: none"> Bistriceanu Gabriel, Noțiuni bancare fundamentale, Economica, Bucharest, 2014 Brezeanu Petre, Finanțe europene, C.H.Beck, Bucharest 2007 Dima Alina Mihaela (coord.), Banking in business administration: theory, cases and applications, ASE, Bucharest, 2012 Edited by Berger Allen N., Molyneux Philip, Wilson John O.S, The Oxford Handbook of Banking, Oxford University Press, 2012 Mishkin, F.S., K. Matthews, and M.Giuliodori, The Economics of Money, Banking, and Financial Markets - European Edition, Pearson Education Limited 2013 Munteanu Irena, Monedă și operațiunile instituțiilor de credit, Ex Ponto, Constanța, 2008 		

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. Free minting	Interactive thematic debate Examples, case studies	Online teaching/ Direct teaching through video-conference / IT platform	4
2. Calculation of the economic course			2
3. Determination of the exchange rate - fixing method			2
4. Special Drawing Rights - calculation of exchange rate			2
5. Nominal interest rate, inflation and effective interest rate			2
6. Bank earnings - an overview			2
7. Bank risks: credit scoring model			4
8. Monetary policy instruments used on the Romanian economy			2
9. NBR activity analysis - based on annual reports and financial statements			4
10. Analysis of the functions of central banks in different countries: USA, Great Britain			4
Bibliography:			
Idem with the course			

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

- Ability to synthesize and correlate the activity of monetary institutions and financial system;

COURSE SYLLABUS

INVESTMENTS VALUATION AND FINANCING

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
1.6 Degree program/qualification	BUSINESS ADMINISTRATION
1.7 Academic year	2021-2022

2. Course identification details

2.1 Course title	INVESTMENTS VALUATION AND FINANCING						
2.2 Course code	BA3103						
2.3 Instructor	Assoc. Prof. Ghiță-Mitrescu Silvia, PhD.						
2.4 Teaching assistant	Assoc. Prof. Ghiță-Mitrescu Silvia, PhD.						
2.5 Year	III	2.6 Semester	I	2.7. Evaluation type	E	2.8 Course type */**	DD/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	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					[hours]
Individual study of textbooks, handbooks/reader, bibliography and notes					30
Additional research (library, electronic resources, fieldwork)					10
Homework (preparing seminar presentations, portfolios, critical essays, research papers, etc.)					27
Individual consultations (optional)					
Evaluations / exams					2
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	<ul style="list-style-type: none"> Accounting, Financial accounting, Finance
4.2 Skills-related	<ul style="list-style-type: none"> Financial statements data interpretation

5. Requirements (if any)

5.1. For running the course	<ul style="list-style-type: none"> • Online video conference 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"> • Online collaborative work platform

6. Acquired specific skills

Professional skills	<ul style="list-style-type: none"> • Understanding the concepts related to the financing activities of a firm and the valuation of its investments; • Making use of the theoretical knowledge in the valuation of an investment project and in identifying its funding sources; • Using calculation tools to determine the efficiency of investment projects; • The ability to make decisions about the selection and financing of investment projects; • The ability to develop investment projects using accumulated knowledge.
Cross-cutting skills	<ul style="list-style-type: none"> • Developing the ability to make decisions in the context of complex situations; • Developing the abilities necessary for team work; • Developing a systematic and analytical thinking on the complex aspects of the investment projects carried out at firm level

7. Course goal and objectives

7.1 The general objective of the course	<ul style="list-style-type: none"> • The discipline aims to present students with some of the most important aspects regarding the decision making for the selection and financing of investments in real assets and monetary assets, as well as on how to identify and value the investment opportunities
7.2 Specific objectives	<ul style="list-style-type: none"> • Understanding the concepts and theories specific to the processes of valuation and financing of investments; • Gaining the ability to value an investment project and identify specific sources of funding; • Developing systematic and analytical thinking on investment projects.

8. Contents

8.1 Lecture	Teaching methods	Type and mode of achievement / Technical devices	Number of hours
1. Definition and classification of investments	Lecture Case studies	Online teaching/ Direct teaching through video-conference / IT platform	2
2. Investment decisions and financing decisions			2
3. Sources of investment financing			2
4. The role of valuation in identifying investment and financing opportunities			2
5. Stages of valuation of an investment project			2
6. Financial elements of an investment project			4
7. Criteria for valuating investment projects			4

8. Methodology of business valuation		2
9. Influence of the time factor on the investment process		2
10. Time value of money – key element of the investment decision		2
11. Specific methods for assessing investment projects		2
12. Methods of selection of investment projects		2
Bibliography:		
[1] Aswath Damodara, Investment Valuation: Tools and Techniques for Determining the Value of any Asset, University Edition, 3rd Edition, Wiley, 2012		
[2] Stefano Gatti, Project Finance in Theory and Practice, Second Edition: Designing, Structuring, and Financing Private and Public Projects 2nd Edition, Elsevier, 2008		
[3] E. R. Yescombe, Principles of Project Finance, 2nd Edition, Elsevier, 2017.....		
[4] Ghiță-Mitrescu Silvia – Investments valuation and financing – course notes in electronic format		

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. Criteria for valuing an investment project	Interactive thematic debate Examples, case studies	Online teaching/ Direct teaching through video-conference / IT platform	6
2. Cash flows of an investment project			4
3. Methods of selecting an investment project			6
4. Choosing an investment idea and starting an investment project			2
5. Investment project presentation			2
6. Analysis of company performance			2
7. Investment valuation and conclusions			2
Bibliography:			
[1] Aswath Damodara, Investment Valuation: Tools and Techniques for Determining the Value of any Asset, University Edition, 3rd Edition, Wiley, 2012			
[2] Stefano Gatti, Project Finance in Theory and Practice, Second Edition: Designing, Structuring, and Financing Private and Public Projects 2nd Edition, Elsevier, 2008			
[3] E. R. Yescombe, Principles of Project Finance, 2nd Edition, Elsevier, 2017.....			
[4] Ghiță-Mitrescu Silvia – Investments valuation and financing – course notes in electronic format			

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	- Completeness and correctness of accumulated knowledge;	Grid test exam,	70%

	- Ability to analyze and interpret knowledge; - Capacity to operate with the assimilated knowledge.	face to face or online, on Zoom and Microsoft Forms platform	
10.5 Applications* (Seminar/Laboratory / Project) <i>*The type is to be chosen according to the discipline</i>	- Active participation in seminars; - Conscientiousness; - Interest for individual study.	Systematic observation, projects, studies, topics (held at face-to-face / online meetings or sent by e-mail)	30%
10.6 Minimum standard of achievement for the acquisition of the ECTS credits			
<ul style="list-style-type: none"> - The knowledge and correct application of the methods of assessing and selecting an investment project, the knowledge of the stages required to elaborate and select an investment project; - Minimum grade in the final exam – 5 (five) 			

Date of completion

Course Instructor,
Assoc. prof. Ghiță-Mitrescu Silvia, PhD.Teaching Assistant,
Assoc. prof. Ghiță-Mitrescu
Silvia, PhD.

.11 10 2021.....

Date of approval in the Department

Head of Department
Assoc. prof. Cosma Sorinel, PhD.

...18 10 2021.....

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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
1.6 Degree program/qualification	Business Administration
1.7 Academic year	2021-2022

2. Course identification details

2.1 Course title	Human Resources Management						
2.2 Course code	BA3104						
2.3 Instructor	Professor, PhD. Micu Angela-Eliza						
2.4 Teaching assistant	Professor, PhD. Micu Angela-Eliza						
2.5 Year	III	2.6 Semester	5	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					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.)					17
Individual consultations (optional)					
Evaluations / exams					2
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	• it's not necessary
4.2 Skills-related	• it's not necessary

5. Requirements (if any)

5.1. For running the course	<ul style="list-style-type: none"> • Projector • Laptop
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"> • Projector • Laptop

6. Acquired specific skills

Professional skills	<ul style="list-style-type: none"> • Application of the basic principles and methods for improving the managerial system and its subsystems • Description of the basic concepts and methods related to the management system and its subsystems • Critically-constructive assessment of the management system and its subsystems way of functioning • Development of studies / works regarding the functioning of the management system and its subsystems • Application of the basic principles and methods for forecasting, organization, coordination, training and control-evaluation in the organizations • Assessment of the application of forecasting, organization, coordination, training and control methods • Interpretation of organizational phenomena, situations and processes from the perspective of managerial functions • Conducting studies related to forecasting, organizing, coordinating, training and control-evaluation functions in organizations
Cross-cutting skills	<ul style="list-style-type: none"> • Application of the principles, norms and values of professional ethics in rigorous, effective and responsible work strategy • Identification of roles and responsibilities in a multi-specialized team and application of effective relationship and work techniques within the team • Identification of opportunities for continuous training and efficient use of resources and learning techniques for the development purposes

7. Course goal and objectives

7.1 The general objective of the course	<ul style="list-style-type: none"> • Students' acknowledgement with language specific to human resource management and their skill development in order to design a human resources plan and to know the stages an employee goes through in an organization.
7.2 Specific objectives	<ul style="list-style-type: none"> • Developing an overview of human resources management as a component within the organization's management system; • Providing a knowledge base on the efficient use of human resources; • Knowing the methods of planning, recruiting, selecting and evaluating human resources; • Knowing the methods of analysing and evaluating the job positions;

	<ul style="list-style-type: none"> • Developing the ability to understand human motivations; • Developing the capacity to design and implement a reward system; • Developing the capacity to create and implement a performance appraisal system.
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8. Contents

8.1 Lecture	Teaching methods	Type and mode of achievement / Technical devices	Number of hours
1. Human resources planning 1.1. Analysis of the human resources within an organization 1.2. The strategic planning process of the requirements for human resources	Lecture Case studies	Online teaching/ Direct teaching through video-conference / IT platform	4
2. Recruitment and selection of human resources 2.1. Definition of the recruitment activity and specific strategies and policies 2.2. The need to recruit and recruitment stages 2.3. Recruitment sources and recruitment methods 2.4. The process of staff selection 2.5. Selection interview 2.6. Fundamental investigations			4
3. Integration, training and development of human resources 3.1. The meaning and purpose of integration 3.2. Methods of training and development 3.3. Understanding poor performances			4
4. Evaluation of the professional performance 4.1. Definition of the performance evaluation 4.2. Content and areas of use of performance appraisal 4.3. Evaluation objectives and methods			4
5. Motivational issues in human resources management 5.1. The concept of motivation 5.2. Functions, principles and sources of motivation 5.3. Relational motivation system			4
6. Rewards management 6.1. Defining the reward system 6.2. Motivational issues of reward system 6.3. Reward policy			4
7. Career management 7.1. The notion of career 7.2. Terms of career management 7.3. Career path and attitudes			4
<p>Bibliography:</p> <p>[[1]. Arthur Diane - “Recruiting, Interviewing, Selecting & Orienting New Employees”, fifth edition, American Management Association, 2012</p> <p>[2]. Dressler Gary - „Human Resource Management”, 11th edition, Prentice Hall, 2008</p> <p>[3]. Price Alan - “Human Resource Management” fourth edition, Cengage Learning EMEA, 2011</p> <p>[4]. Mathis Robert, Jackson John, Valentine Sean - “Human Resource Management”</p>			

fourteenth edition, Cengage Learning, 2014

[5]. Garner Eric - “Recruitment & Selection: Hiring the People You Want”, 2012, www.bookboon.com

[6]. Sweetman James - “How to Excel at Interviews”, 1st edition, 2013, www.bookboon.com

[7]. MTD Training & bookboon.com - “Coaching & Mentoring”, 1st edition, 2013, www.bookboon.com

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. Job position analysis and design 1.1. Components of the job position 1.2. Methods and techniques for job position analysis 1.3. Job description 1.4. Designing posts using the job features model	Interactive thematic debate, Examples, Case studies	Online teaching/ Direct teaching through video-conference / IT platform	2
2. Job position evaluation 2.1. Non-analytical methods of job evaluation 2.2. Analytical methods for job evaluation			2
3. Human resources Planning 3.1. Planning human resources using the diagnostic model 3.2. Methods used to determine the need for human resources			2
4. Recruitment and selection of human resources 4.1. The recruitment file 4.2. Budget recruitment and selection 4.3. Tools and methods used in the selection activity 4.4. Forms created during the selection process			4
5. Entering an organization 5.1. Entry, induction and socialization 5.2. Roles in induction and socialization process			2
6. Motivating human resources 6.1. Motivational sources 6.2. Employee motivation methods 6.3. Individual motivation and motivation at the organization level			2
7. Areas of communication and targets 7.1. Communication strategy 7.2. Communication systems			2
8. Developing employees' skills 8.1. Determining the effectiveness of the training process 8.2. Training instruments 8.3. Methods of evaluating employee training			2

8.4. Steps of the training process			
9. Performance appraisal			
9.1. Performance evaluation tools and models			4
9.2. Performance evaluation methods			
10. Rewards management			
10.1. Base salary			
10.2. Payroll systems			
10.3. Calculation of wages			2
10.4. Salary incomes, salary obligations and taxes on monthly earnings			
10.5. Reward management system and diagnosis indicators system			
11. Career management			
11.1. SWOT analysis of career			
11.2. Indicator system of career management diagnosis			2
11.3. Individual Career Development Plan			
11.4. Employee replacement plan			
12. Employee relations policies			
12.1. Strategies on employee relations			2
12.2. Climate of relations with employees			
Bibliography:			
[1]. Arthur Diane - "Recruiting, Interviewing, Selecting & Orienting New Employees", fifth edition, American Management Association, 2012			
[2]. Dressler Gary - „Human Resource Management", 11th edition, Prentice Hall, 2008			
[3]. Price Alan - "Human Resource Management" fourth edition, Cengage Learning EMEA, 2011			
[4]. Mathis Robert, Jackson John, Valentine Sean - "Human Resource Management" fourteenth edition, Cengage Learning, 2014			
[5]. Garner Eric - "Recruitment & Selection: Hiring the People You Want", 2012, www.bookboon.com			
[6]. Sweetman Jmes - "How to Excel at Interviews", 1st edition, 2013, www.bookboon.com			
[7]. MTD Training & bookboon.com - "Coaching & Mentoring", 1st edition, 2013, www.bookboon.com			

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	- Completeness and correctness of the accumulated knowledge; - Ability to analyze and interpret knowledge;	Grid test exam, face to face or online, on the	70%

	- Capacity to operate with assimilated knowledge; -Frequency to classes.	Webex and Microsoft Forms platform	
10.5 Applications* (Seminar/Laboratory / Project) <i>*The type is to be chosen according to the discipline</i>	- Completeness and correctness of the accumulated knowledge; - Active participation in seminars; - Creativity; -Consciousness; - Interest in individual study; - Originality.	Systematic observation, projects, studies, topics (held at face-to-face / online meetings or sent by e-mail)	30%
10.6 Minimum standard of achievement for the acquisition of the ECTS credits			
<ul style="list-style-type: none"> • Minimum grade 5 at the final assessment 			

Date of completion

11.10.2021

Course Instructor,
Professor, PhD, Micu Angela-Eliza

Teaching Assistant,
Professor, PhD. Micu Angela-Eliza

Date of approval in the Department

...18 10 2021.....

Head of Department
Associate Professor, PhD. Cosma Sorinel

COURSE SYLLABUS

INTERNATIONAL MANAGEMENT

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’s Degree
1.6 Degree program/qualification	Business Administration in English
1.7 Academic year	2021-2022

2. Course identification details

2.1 Course title	International Management						
2.2 Course code	BA 3105						
2.3 Instructor	Horga Maria-Gabriela						
2.4 Teaching assistant	Horga Maria-Gabriela						
2.5 Year	III	2.6 Semester	I	2.7. Evaluation type	Ex	2.8 Course type */**	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	36	of which: 3.5 lecture	24	3.6 seminar	12
3.7 Student workload for individual study					89
Distribution of workload					[hours]
Individual study of textbooks, handbooks/reader, bibliography and notes					40
Additional research (library, electronic resources, fieldwork)					10
Homework (preparing seminar presentations, portfolios, critical essays, research papers, etc.)					37
Individual consultations (optional)					
Evaluations / exams					2
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	• It is not the case
4.2 Skills-related	• It is not the case

5. Requirements (if any)

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

6. Acquired specific skills

Professional skills	<ul style="list-style-type: none"> • Understanding and operationalizing issues related to management in an international marketplace; • Understanding the international business implications; • Providing a better understanding of the international environment challenges; • Developing the essential skills to do business in the challenging globalizing environment; • Analyzing and understanding the opportunities and challenges that companies face when expanding their activities internationally and when dealing with international competitors; • Getting to know the specialized managerial roles when competing internationally; • Understanding global organizational forms and international strategies; • Getting to know international management operations, planning, organizing, coordinating and controlling in international management; covering an array of organizational issues such as human resource staffing and motivating a multicultural workforce, global marketing, design of global products and services, global R&D, and financing and accountability.
Cross-cutting skills	<ul style="list-style-type: none"> • Active participation in debates and discussions; • Application of theory in practice through simulations and case studies; • Ability to design and run projects; • Taking responsibility for a particular project; • Teamwork; • Ability to collaborate with specialists / experts from other fields.

7. Course goal and objectives

7.1 The general objective of the course	<ul style="list-style-type: none"> • The International Management course focuses on opportunities and challenges created by globalization. It examines cross-cultural and management issues related to management in an international marketplace. The aim of this course is to enable students to better analyze and understand the opportunities and challenges that companies face when expanding their activities internationally and when dealing with international competitors in their home markets.
7.2 Specific objectives	<ul style="list-style-type: none"> • Learning different techniques and tools for analyzing the international business environment in order to identify the company's development options at international level; • Developing the capacity to identify and understand the global

	<p>trends that influence the company's development options at international level;</p> <ul style="list-style-type: none"> • Offering the students a rich collection of case studies in international management, considered from different perspectives, in order to develop their critical approach and independent thought; • Stimulating the students' curiosity for the specific of Romanian business environment and their ability to realize both the similarities and differences between local and international business.
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8. Contents

8.1 Lecture	Teaching methods	Type and mode of achievement / Technical devices	Number of hours
1. About International Management. Introduction to the international business environment: the actors of the international business environment	Lecture Case studies	Online teaching/ Direct teaching through video-conference / IT platform Zoom	2
2. Globalization and the business environment			1
3. Business Internationalization: motivations to internationalize company activities and internationalization strategy, the concrete steps of this process			2
4. National culture and cultural differences			2
5. Corporate culture			2
6. The economic, political, socio-demographic environment and its impact on the international business			2
7. Planning in multinational companies. International competitive business strategies. The planning mechanism at the strategic, tactic and operational level in a multinational company.			2
8. Organizing activities in multinational companies. Different forms of organizing activities of multinationals, taking into account the degree and complexity of their international activities			2
9. Human Resource Policies in multinational companies			2
10. Decisional system in multinational companies			2
11. Managerial Communication: the internal communication process, forms of communication and specific barriers inside the multinational companies			2
12. Controlling in multinational companies			2
13. Ethics and Corporate Social Responsibility in International Management			1

Bibliography:

- [1]. [Mead, Richard; Andrews, Tim G, International Management, 4th Edition, John Willey and Sons, 2009, Great Britain
- [2]. Deresky, Helen, International Management: Managing Across Borders and Cultures, Pearson Education International, 2006, Great Britain
- [3]. Fatehi, Kamal, Managing Internationally: Succeeding in a Culturally Diverse World, Sage Publication (CA), 2007, Great Britain
- [4]. Morrison Janet, International Business: Challenges in a Changing World, Palgrave Macmillan, 2009
- [5]. Conklin, David, The Global Environment of Business: New Paradigms for International Management, Sage Publication, 2011, USA

Harrison, Andrew, Business Environment in a Global Context, Oxford University Press, 2010, Great Britain.

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. Introduction. Presentation of the seminar structures and the grading method. Training of student teams to solve case studies and final projects.	Interactive thematic debate Examples, case studies	Online teaching/ Direct teaching through video-conference / IT platform	1
2. Internationalization strategies. Multinational alliances			1
3. Multicultural business environment. Case study: Cultural differences			1
4. Case study: Cultural differences (national and corporate) in the case of a merge			1
5. Planning in multinational companies			1
6. Organizing activities in a multinational company			1
7. Managerial and political communication of human resources in a multinational company			1
8. Final project presentations			5

Bibliography

- [1]. Mead, Richard; Andrews, Tim G, International Management, 4th Edition, John Willey and Sons, 2009, Great Britain
- [2]. Deresky, Helen, International Management: Managing Across Borders and Cultures, Pearson Education International, 2006, Great Britain
- [3]. Fatehi, Kamal, Managing Internationally: Succeeding in a Culturally Diverse World, Sage Publication (CA), 2007, Great Britain
- [4]. Morrison Janet, International Business: Challenges in a Changing World, Palgrave Macmillan, 2009
- [5]. Conklin, David, The Global Environment of Business: New Paradigms for International Management, Sage Publication, 2011, USA

Harrison, Andrew, Business Environment in a Global Context, Oxford University Press, 2010, Great Britain.

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"> • Proper understanding of the correlation between economic success and internationalizing; • Ability to operate properly with the conceptual frame of international management; Correct and argumented answer for a concrete international management situation.	Written exam.	70%
10.5 Applications* (Seminar/Laboratory / Project) <i>*The type is to be chosen according to the discipline</i>	<ul style="list-style-type: none"> • Proper understanding of lectures and bibliographical support. • Ability to engage a constructive dialogue with the professor and the fellow students • Answers for study case questions. Ability to analyze a international management situation; Ability to present the final project, work as a team.	Systematic observation, projects, studies, topics (held at face-to-face / online meetings or sent by e-mail) Keeping records of: <ul style="list-style-type: none"> • Valuable interventions in debates • Case studies participation • Team projects presentation Seminar attendance	30%
10.6 Minimum standard of achievement for the acquisition of the ECTS credits			
Minimum grade 5 at the written exam and minium 5 at the final grade.			

Date of completion

Course Instructor,
Name, Surname, Signature

Teaching Assistant,
Name, Surname, Signature

..11 10 2021.....

Lect. Maria Gabriela Horga.

Lect.Maria Gabriela Horga

Date of approval in the Department

..18 10 2021.....

Head of Department

Name, Surname, Signature

Teaching Assist.  Cosma Sorinel

COURSE SYLLABUS

1. Program identification details

1.1 Higher education institution	„OVIDIUS” UNIVERSITY OF CONSTANTA
1.2 Faculty	Economics
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	Business project management						
2.2 Course code	BA3111						
2.3 Instructor	Lecturer Sorici Costin Octavian						
2.4 Teaching assistant	Lecturer Sorici Costin Octavian						
2.5 Year	3	2.6 Semester	1	2.7. Evaluation type	C	2.8 Course type */**	DD/DA

* 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	48	of which: 3.5 lecture	24	3.6 seminar	24
3.7 Student workload for individual study					77
Distribution of workload					[hours]
Individual study of texbooks, handbooks/reader, bibliography and notes					25
Additional research (library, electronic resources, fieldwork)					20
Homework (preparing seminar presentations, portfolios, critical essays, research papers, etc.)					30
Individual consultations (optional)					
Evaluations / exams					2
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	• Management Fundamentals
4.2 Skills-related	• Not the case

5. Requirements (if any)

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

6. Acquired specific skills

Professional skills	<ul style="list-style-type: none"> • Developing basic skills to identify and structure business projects; • Developing theoretical and practical skills to build a viable business project; • Acquiring knowledge and skills to use the business project management tools; • Building analyses and prognosis based on a set of available information
Cross-cutting skills	<ul style="list-style-type: none"> • Capacity to elaborate and implement a business project; • Capacity to work within a team; • Proactiveness and positive answering to changes; • Creativity, communication, critical thinking and problem solving skills;

7. Course goal and objectives

7.1 The general objective of the course	<ul style="list-style-type: none"> • Acquiring basic knowledge related to market context analyses, opportunities identification, and using all the necessary skills to take profit from those opportunities through business projects creation and implementation
7.2 Specific objectives	<ul style="list-style-type: none"> • Developing the competencies to operate with basic project management principles and concepts; • Presenting the steps to build a business project; • Presenting main analyses tools and prognosis used to build and implement a project; • Creating a business project around an innovative idea, with a team with diverse skills and competencies; • Presenting a structured business project in front of a panel of experts from various fields;

8. Contents

8.1 Lecture	Teaching methods	Type and mode of achievement / Technical devices	Number of hours
1. Chapter 1. Basic project Management definitions and concepts	Lecture Case studies	Online teaching/ Direct teaching	2
2. Chapter 2. Examining the project life cycle and the organization			2
3. Chapter 3. Adapting the project management			2

processes		
4. Chapter 4. Managing the project Scope	through video-conference / IT platform	2
5. Chapter 5. Introducing project time management		2
6. Chapter 6. Introducing project cost management		2
7. Chapter 7. Introducing project quality management		2
8. Chapter 8. Introducing project team management		2
9. Chapter 9. Introducing project communication management		2
10. Chapter 10. Introducing project risk management		2
11. Chapter 11. introducing [project procurement management		2
		2

Bibliography:

1. Conway, Kieron – Software project management. From concept to development, CORIOLIS Technology Press, USA, 2000
2. Lock, Denis – Project Management (6th edition), A Gover, University Press, Cambridge, 1997
3. Mocanu, Mariana, Schuster, Carmen – Managementul proiectelor, Cale spre cresterea competitivitatii, Editura ALL Beck, Bucuresti, 2000
4. Nicolescu, Ovidiu, Verbopncu, Ion – Managementul pe baza centrelor de profit, Editura Tribuna Economica, Bucuresti, 1998
5. Opran, Constantin – Managementul proiectelor, Editura comunicare.ro, Bucuresti, 2002
6. Philips, Joseph – Project Management Professional study guide, 2nd edition, Osbourne Press, 2006
7. Sorici, Costin – Octavian – Proiecte cu finantare inyernationala, Editura Universitaria, Craiova, 2012
- 8.

8.2 Seminar /project	Teaching methods	Mode of achievement / Technical devices	Number of hours
1. Project management definitions, constraintes and main roles	Interactive thematic debate Examples, case studies	Online teaching/ Direct teaching through video-conference / IT platform	4
2. Project Cycle management		2	
3. Initiating, planning, implementing and closing a project		2	
4. Planning, creating and verifying the project scope		2	
5. Developing projectr schedule		2	
6. Developing project budget		2	
7. Creating and monitoring quality indicators		2	
8. Leading project teams		2	
9. Managng project risks		2	

10. Stakeholders communication and interactions		2
11. Procurement evaluation criteria		2

Bibliography:

1. Conway, Kieron – Software project management. From concept to development, CORIOLIS Techology Press, USA, 2000
2. Lock, Denis – Project Management (6th edition), A Gover, UniversityPress, Cambridge, 1997
3. Mocanu, Mariana, Schuster, Carmen – Managementul proiectelor, Cale spre cresterea competitivitatii, Editura ALL Beck, Bucuresti, 2000
4. Nicolescu, Ovidiu, Verbopncu, Ion – Managementul pe baza centrelor de profit, Editura Tribuna Economica, Bucuresti, 1998
5. Opran, Constantin – Managementul proiectelor, Editura comunicare.ro, Bucuresti, 2002
6. Philips, Joseph – Project Management Professional study guide, 2nd edition, Osbourne Press, 2006
7. Sorici, Costin –Octavian – Proiecte cu finantare inyternationala, Editura Universitaria, Craiova, 2012
- 8.

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

- Capacity to use the acquired knowledge to initiate development projects in companies;
- Capacity to use the communication and connection skills to identify the best funding sources for projects;

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 the acquired knowledge; - Capacity to analyze and interpret the knowledge; - Capacity to use the acquired knowledge;	Written exam	30%
10.5 Seminar/ Project	- Completeness and correctness of the acquired knowledge; - active participation to seminars; - Thoroughfullness; - Interest to individual study;	Buiding a group private business project (group of 4 students)	70%

10.6 Minimum standard of achievement for the acquisition of the ECTS credits

Minimum requirements for 5: Acquiring basic knowledge related to project management
 Minimum requirements for 10: Capacity to build and present a business model structured around Project Cycle Management model

Date of completion

Course Instructor,
Lect. Sorici Costin Octavian

Teaching Assistant,
Lect. Sorici Costin

Octavian

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

Date of approval in the Department

Head of Department

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

Teaching. Assist. Cosma Sorinel

COURSE SYLLABUS

1. Program identification details

1.1 Higher education institution	„OVIDIUS” UNIVERSITY OF CONSTANTA
1.2 Faculty	Economics
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	Entrepreneurship projects and business game						
2.2 Course code	BA3112						
2.3 Instructor	Lecturer Sorici Costin Octavian						
2.4 Teaching assistant	Lecturer Sorici Costin Octavian						
2.5 Year	3	2.6 Semester	1	2.7. Evaluation type	C	2.8 Course type */**	DD/DA

* 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	48	of which: 3.5 lecture	24	3.6 seminar	24
3.7 Student workload for individual study					77
Distribution of workload					<i>[hours]</i>
Individual study of texbooks, handbooks/reader, bibliography and notes					20
Additional research (library, electronic resources, fieldwork)					25
Homework (preparing seminar presentations, portfolios, critical essays, research papers, etc.)					20
Individual consultations (optional)					
Evaluations / exams					2
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	• Not the case
4.2 Skills-related	• Not the case

5. Requirements (if any)

5.1. For running the course	<ul style="list-style-type: none"> • Not the case
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"> • Not the case

6. Acquired specific skills

Professional skills	<ul style="list-style-type: none"> • Developing basic skills to identify and structure business projects; • Developing theoretical and practical skills to build a viable business project; • Acquiring knowledge and skills to use the business project management tools; • Building analyses and prognosis based on a set of available information
Cross-cutting skills	<ul style="list-style-type: none"> • Capacity to elaborate and implement a business project; • Capacity to work within a team; • Proactiveness and positive answering to changes; • Creativity, communication, critical thinking and problem solving skills;

7. Course goal and objectives

7.1 The general objective of the course	<ul style="list-style-type: none"> • Acquiring basic knowledge related to market context analyses, opportunities identification, and using all the necessary skills to take profit from those opportunities through business creation or product launch
7.2 Specific objectives	<ul style="list-style-type: none"> • Developing the competencies to operate with basic entrepreneurship principles and concepts; • Presenting the steps to build a business model; • Presenting main analyses tools and prognosis used to model the business; • Creating a business model around an idea, with a team with diverse skills and competencies; • Presenting a structured business plan/model in front of a panel of experts from various fields;

8. Contents

8.1 Lecture	Teaching methods	Type and mode of achievement / Technical devices	Number of hours
1. Chapter I. Business plan/model – what it is and how do we use it?	Lecture Case studies	Online teaching/ Direct teaching through	2
2. Chapter II Generating, scanning and validating business ideas;			2
3. Chapter III. Customer discovery and creating the value proposition			4

4. Chapter IV. Gathering relevant information to structure the product/service to offer;	video-conference / IT platform	2
5. Chapter V. Competitive advantage, creating the business model and piloting it;		2
6. Chapter VI. Building trust and credibility		2
7. Chapter VII. Securing resources to initiate and develop business;		4
8. Chapter VIII. Creating systems and procedures to manage the business;		2
9. Capitolul IX. Assuring the balance and living the entrepreneurial life		2
10.		
11.		

Bibliography:

1. Blanc, Steve – Customer Discovery, self-published, Amazon press, 2013
2. Blanc, Steve – The four steps to epiphany, self-published, cafePress.com 2005
3. Deming, W. Edwards – The new economics, The MIT Press, 2015
4. Burgstone, Jon – Breakthrough Entrepreneurship, Farallon Publishing, San Francisco, 2012
5. Fenleb, David – Why startups fail and how yours can succeed, Apress, 2012
6. Hoffman Reid – The start-up of you, Crown Buisness Publishing, 2012
7. Maxwell, John – Dezvolta liderul din tine, Editura Amaltea, 2004

8.2 Seminar /project	Teaching methods	Mode of achievement / Technical devices	Number of hours
1. Entrepreneur’s fundamental skills	Interactive thematic debate Examples, case studies	Online teaching/ Direct teaching through video-conference / IT platform	4
2. Generating and scanning business ideas			4
3.Customer discovery			6
4. Building value proposition			4
5. Building business model CANVAS and business plan			4
6.Testing and validating the business model			2

Bibliography:

1. Blanc, Steve – Customer Discovery, self-published, Amazon press, 2013
2. Blanc, Steve – The four steps to epiphany, self-published, cafePress.com 2005
3. Deming, W. Edwards – The new economics, The MIT Press, 2015
4. Burgstone, Jon – Breakthrough Entrepreneurship, Farallon Publishing, San Francisco, 2012
5. Fenleb, David – Why startups fail and how yours can succeed, Apress, 2012
6. Hoffman Reid – The start-up of you, Crown Buisness Publishing, 2012

7. Maxwell, John – Dezvolta liderul din tine, Editura Amaltea, 2004

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

- Capacity to use the acquired knowledge to initiate development projects or innovative products launches in companies or to initiate and manage own business;
- Capacity to use the communication and connection skills to identify the best funding sources for projects;

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 the acquired knowledge; - Capacity to analyze and interpret the knowledge; - Capacity to use the acquired knowledge;	Written exam	30%
10.5 Seminar/ Project	- Completeness and correctness of the acquired knowledge; - active participation to seminars; - Thoroughfulness; - Interest to individual study;	Buiding a group private business project (group of 4 students)	70%
10.6 Minimum standard of achievement for the acquisition of the ECTS credits			
Minimum requirements for 5: Acquiring basic knowledge related to entrepreneurship			
Minimum requirements for 10: Capacity to build and present a business model structured around CANVAS			

Date of completion

Course Instructor,
Lect. Sorici Costin Octavian

Teaching Assistant,
lect. Sorici Costin Octavian

.11 10 2021.....

Date of approval in the Department

Head of Department

Teaching assist. Cosma Sorinel

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

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