

SUBJECTS FOR INTERNATIONAL MODULE – spring semester

| No. | Name of subject | Description | |
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| | | Credits | |
| 1. | Planning of New Tourism Products for Cultural Tourism USV.FEAA.PLANET.DSI.02.06 | 6 | International dimension of the management; Globalisation. Globalisation stages, steps, influences. Global culture; The organizational structures of Multinational Companies (MNCs). The impact of MNCs on globalization process; The strategy and structure of international business; Differences in national cultures. Impact of national culture; Organisational culture. Multicultural environments; Design and management of global products and services; International Manager Profile. Decision making process in multicultural context; Transnational organisations and the problems related to organisational culture interference; Communication in multicultural context; Global human resource management. Workforce diversity; Ethics in international context. |
| 2. | Human Resources in Tourism Organizations USV.FEAA.PLANET.DSI.02.07 | 6 | Considerations regarding human resources and their role in tourism sector; Theoretical foundations of Human resources management; Human resources management and personnel management; Human resources management – organizations and responsibilities; Strategic management of human resources in tourism; Planning human resources. Job analysis and types of jobs in tourism sector; Human resources recruitment and selection; Career management and personnel development in tourism |
| 3. | Financing in Tourism USV.FEAA.PLANET.DSI.02.08 | 5 | The tourism – conceptual restraints and dynamics of flows; International specialization in tourism – financial approach; Viewpoints over the tourism financing, as part within the economy competitiveness; Financing the tourism by means of the European funds; The system of financial public resources and the analysis of resources derived from the tourism activity; Public expenditures carried on the economic objectives and motions, on the environment protection and tourism, as well as research and development |
| 4. | Communication in English USV.FEAA.PLANET.DAP.02.05. | 4 | |
| 5. | Communication in Spanish USV.FEAA.PLANET.02.12 | 4 | |
| 6. | Planning of New Tourism Products for Events USV.FEAA.PLANET.DSI.02.08 | 5 | |
| 7. | Methods and techniques of research in tourism: Qualitative techniques USV.FEAA.PLANET.DSI.04.10 | 8 | Introduction to participant observation; The strategy of observation; Registration and observation of a given process; Details for observation or mystery shopper; Trouble and methodological problem in the observation process; Observation process apply to tourism activities; Direct interview; Aims and particularities; Selection approach; Starting, |

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| | | | developing and data recording during an direct interview; Specific details for an interview in tourism area; The group of experts; The survey used for qualitative researches |
| 8. | Marketing USV.FEAA.IM.02.01 | 6 | I. Introduction to Marketing; key marketing concepts role of marketing in companies; customer satisfaction; market segmentation; II. Eco-Marketing; III. Marketing research; IV. The marketing mix / marketing policies or the Four Ps of marketing; V. On-line marketing; VI. Personal marketing; VII. Marketing and selling. Merchandising; VIII. Brand and branding |
| 9. | Financial Accounting USV.FEAA.IM.02.05 | 6 | 1. Introduction to financial accounting; 2. Recording business transactions; Economic events and the accounting process; Analyzing and recording transaction; Transactions and their effects on accounting equation; The presentation of the main accounts used in accounting process; 3. The presentation of financial reporting; The balance sheet; Income statements; The statement of owners' equity; Statement of cash flows; The explicative notes at financial statements |
| 10. | Communication in Tourism and Services USV.FEAA.IM.02.06 | 6 | Communication processes; channels and networks of communication; communication skills; active listening; feedback; types of communication; verbal, non-verbal, written, oral communication; types of communication structures in organizations; management, vertical and horizontal communication; business communication; external environment; symbols and brands in the business environment; corporate image and corporate identity; meetings, interviews and group communication; mediators and facilitators of group communication. |
| 11. | Financial Audit USV.FEAA.IM.02.07 | 6 | 1. Introduction to financial audit; The differentiation financial audit from other types of auditing (e.g. compliance, fraud); The presentation of the International Standards on Auditing (ISAs) issued by the International Auditing and Assurance Standards Board (IAASB); 2. The audit process, planning and risk analysis; 3. Financial statement auditing; The balance sheet auditing; Income statements auditing; Statement of cash flows auditing |
| 12. | Managerial Accounting USV.FEAA.IM.02.08 | 6 | 1. Introduction to managerial accounting; 2. Cost terminology and types of costs; Product costs versus period costs; The differences between fixed costs and variable costs; Financial statements for manufacturing companies; Presentation of manufacturing and nonmanufacturing costs in financial statements 3. Cost-volume-profit analysis used for decision making; 4. Budget concept and types; Types of budgets; The company's master budget; Cash budget; Zero-based budgeting; Budgeting control |
| 13. | Macroeconomics USV.FEAA.IM.02.09 | 6 | Economic efficiency; efficiency of production factors; labour productivity; financial and banking institutions; types and functions of loans; types and role of banks; Romanian banking system; capital markets; stock exchanges; money markets; currency supply and demand; monetary equilibrium; labour market; demand and supply on the labour market; inflation; fluctuations of business activities; business cycles; unemployment; causes and types of unemployment; macroeconomic policies; role of government structures; state |

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| | | | budgets and fiscal policies; international economic flows; Romania as part of international business activities; economic cooperation on international markets; multinationals; consequences of the expansion of multinationals. |
| 14. | Modelling and Simulation of Economic Processes USV.FEAA.IM.02.10 | 6 | Methods for collecting and processing data used in the economic-mathematical modelling, elements of formal logic, phases of modelling process, descriptive and normative modelling, procedural modelling, modelling of competitive situations, elements of game theory, decision in conditions of risk, decisions under conditions of uncertainty, estimation models and evolution of market demand, modelling of firms supply structure, sales forecasting methods, the sensitivity of optimal solutions, dynamic modelling of economic processes, stochastic models, Monte Carlo method. |
| 15. | The Management of European Projects USV.FEAA.IM.02.11 | 6 | Project management - general concepts; techniques used in project development; the management of project resources; financial management in projects; human resources management in projects, time management; element of quality management in projects; improving and assuring the quality; TQM systems and instruments; total organisational improvement; |
| 16. | Economic Globalisation USV.FEAA.IM.02.12 | 6 | Key aspects: defining globalization; globalization stages; relationship globalization-localization; globalization and regionalization; pillars of globalization; international business and global affairs; international financing; multinational corporations and foreign direct investments; international financial bodies; internal business globalization effects; globalization of trade; financial globalization; globalization of services; contemporary forms of migration; essential concepts of global financial management, globalization and the environment, limits of globalization, negative perceptions of globalization, economic regionalism challenge. |
| 17. | International marketing USV.FEAA.IM.02.13 | 6 | The role and importance of international marketing; The main actors that accelerate the internationalization of markets and competition; The main opportunities that internationalization offers to the firm; The evolution and importance of the international strategic marketing process; Risks of internationalization of markets; The role and importance of the international marketing plan. |
| 18. | Multimedia USV.FEAA.IM.02.14 | 6 | Introduction to multimedia. The world and the way it transmit information today thru text, audio, images, animations, video and interactive content. You will learn the importance of communication and the use of multimedia techniques to expose a product or service as pleasantly and excitingly as possible to the market. Current trends call for the importance of the multimedia area: text, a computerized, audio-video graphic area. The future of the presentation and the market lies in the evolution and understanding of multimedia techniques. Multimedia software resources are countless, giving us the greatest opportunity to expose works and developments in a more enjoyable format. |

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| 19. | Currency and credit USV.FEAA.IM.02.15 | 6 | Currency and monetary mass; The European Monetary System, The International Monetary System; Credit relationship and Interest rate; Credit breaks; Credit instruments; The banking system in market economy; Central banks and monetary policy; Inflation, deflation, disinflation and monetary stabilization |
| 20. | Public Finance USV.FEAA.IM.02.16 | 6 | General aspects regarding public finance; The financial mechanism; The public expenditure system; Public expenditure for social-cultural actions; Social Insurance; The public financial resources system; Direct taxes; Indirect taxes; Public lending and public debt; The budget system |
| 21. | Statistics USV.FEAA.IM.02.17 | 6 | Basic notions used in Statistics; Statistical observation; Primary processing of the statistical data: centralization and grouping; Presentation of statistical data: tables, series, graphs; Statistical distributions of frequencies; Elements of sampling theory; Analysis of variance (ANOVA); Regression and correlation methods; Introduction in the study of time series; Time series trend analysis; Time series seasonal variation analysis; Index number: introduction and criteria of classification; Quantity and value indices. |
| 22. | Business Law USV.FEAA.IM.02.18 | 6 | The course "Business Law" aims to familiarize students in higher economic education with the basic legal notions of organizing and conducting business, learning the legal language and learning the principles of law that govern the business environment. The business-specific elements are subject to analysis, respectively the notion of professional, trader and company, the insolvency of traders, as well as the main features of the obligations in the case of professionals. |
| 23. | International Capital Markets USV.FEAA.IM.02.19 | 6 | In any market economy there is and operates a financial market, more or less developed and this is the place where the supply meets the demand for financial funds. The financial market consists of two major sectors: the banking sector (or the credit market) and the financial securities sector (or the financial market in the narrow sense). Capital markets, the ones we will focus on - are specialized in the field of transactions with medium and long term financial assets. These financial securities are mainly represented by shares and bonds. On the capital market there is a direct relationship between the holder of funds (the investor) and the one who is looking for financial resources and who will issue securities, and in return will receive the funds he needs. The capital market is structured in two different but interdependent segments: the primary market and the secondary market. The primary market ensures the issuance and the first sale-purchase of financial securities (for example, when a company issues shares upon incorporation), allowing the financing of the activity of economic agents by attracting the available financial capitals. The primary market is organized through banks or securities companies that are specialized for this type |

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| | | | <p>of operations and, thus, the securities are distributed by issuers and, respectively, investments by interested investors, in the best conditions.</p> <p>The secondary market is the one on which investors and entrepreneurs buy and sell securities issued and put into circulation on the primary market.</p> |
| 24. | <p>The Accounting of Credit Institutions</p> <p>USV.FEAA.IM.02.20</p> | 6 | <p>The accounting of credit institutions course aims to highlight the accounting of major banking operations, given the existing internal and international regulations, as well as common technical issues and bank records of particular importance, to achieve the combination of theoretical aspects with practical applications specific to the main banking operations.</p> |