

SUBJECTS FOR INTERNATIONAL MODULE – Autumn semester

No.	Name of subject	Description	
		Credits	
1.	Strategic Management in Tourism Organizations USV.FEAA.PLANET.DSI.01.01	7	Tourism environment and economic development; Integrated management in tourism organizations; Strategic management in tourism organizations, strategy and strategic objectives for tourism organizations, internal and external analysis, SWOT analyses; Strategic decision making in tourism organizations; Strategic choices for tourism organizations; Strategic implementation for tourism organizations; Strategic innovation in tourism business; Strategic vision and management in tourism organizations
2.	Consumer Markets Analysis USV.FEAA.PLANET.DSI.02.02	7	
3.	Planning of New Tourism Products for Culinary Tourism USV.FEAA.PLANET.DSI.01.03	7	General approach on services provided by gastronomic units; The menu of gastronomic units; Food security and food safety in a gastronomic unit; Organization of gastronomic tourism, gastronomic routes; European scheme of certification for traditional foods; Trends in gastronomic tourism
4.	Communication in English USV.FEAA.PLANET.DAP.01.04	5	
5.	Communication in Spanish USV.FEAA.PLANET.DAP.02.10.	4	
6.	Marketing USV.FEAA.IM.01.01	6	Introduction to Marketing; Customer Satisfaction; Market Segmentation; Marketing Environment; Marketing Research; The Marketing Mix; Product; Price; Placement; Promotion; Online Marketing; Personal Marketing; Marketing and Selling; Brand and branding
7.	Insurance management USV.FEAA.IM.01.02	6	The main objective of the course is to help students to develop their ability for analysing insurance industry as a sector of a growing importance in nowadays economies. The topics of this course are: the role and the functions of insurance, the contribution of insurance sector to economic growth, insurance market, the concept of risk, the main principles of insurance, the practice of life-insurance and non-life insurance.
8.	Geopolitics USV.FEAA.IM.01.03	6	The subject of Geopolitics is crucial for policymakers, analysts, and scholars to comprehend the complex interplay of geography, power, and interests in the international arena. By integrating geopolitical perspectives into decision-making

			<p>processes, countries can navigate global affairs more effectively and adapt to an ever-changing world.</p> <p>Course structure:</p> <p>The geography of international relations; Geopolitical risks; Geopolitics and its implications on international relations; Expansion trend of states and phenomena generated by this expansion; The phenomenon of terrorism and its global implications; The behaviour of international actors in the context of increasing international tensions</p>
9.	<p>Statistics USV.FEAA.IM.01.04</p>	6	<p>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</p>
10.	<p>Microeconomics USV.FEAA.IM.01.05</p>	6	<p>Scope and methods of economics; microeconomics; production resources and factors; labour; natural resources; capital; ownership; various types of ownership; natural economy and market economy; market definition and role; demand and supply; competition; types of competition; money; brief history of money; price policies; enterprises and entrepreneurs; types of business organization; production costs; profitability; long term costs; payments and benefits; salary; interests and interest rates; evolution and types of interest.</p>
11.	<p>E-Commerce USV.FEAA.IM.01.06</p>	6	<p>Fundamentals of E-commerce; impact of E-commerce on society; activities in E-commerce; technologies, infrastructure and security in E-commerce; E-commerce in Romania and on international markets; comparative analysis of E-commerce websites; practical applications: client-server models; Web interface design; scripting server-side PHP, ASP languages; Web (MySQL, SQL Server etc.) data bases; sending SQL queries to data bases; collecting and processing data; designing and implementing a Web application.</p>
12.	<p>Environmental management USV.FEAA.IM.01.07</p>	6	<p>Economic and ecologic problems associated to the degradation of the environment; interdependence economy – environment; Pollution of the environment; Means and techniques for reducing the pollution and for environmental protection; eco-technologies, sustainable consumption of the resources, reuse, recycle of the materials; Environmental management, definition and aims, ISO 14000 standards,</p>

			EMAS standards, Environmental management systems; Tools for environmental management
13	The Management of European Projects / The Management of Projects USV.FEAA.IM.01.08	7	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;
14	European Economy USV.FEAA.IM.01.09	6	The European Union: Premises, Genesis and Evolution; The institutions of the European Union and their functionality; European treaties; Common Market and Community policies; Free circulation; Main internal community policies; Sectoral internal community Policies; External politics; Regional Development at European level; Romania and the European Union; Conclusions and estimates on the evolution of the European economy.
15	Human Resources Management USV.FEAA.IM.01.10	6	Key aspects: considerations of human resources and their role in the success of organizations, human resources, human capital, intellectual capital, theories and approaches to human resource management, strategic human resource management, strategic human resource planning, training and development, staff recruitment, staff selection process, career and its development, the influence of an organization on an individual's career, factors that influence human resource management; Activities and responsibilities in human resources management (Duties and responsibilities).
16	International Capital Markets USV.FEAA.IM.01.11	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),

			<p>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 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>
17.	International Logistics USV.FEAA.IM.01.13	6	<p>In the global economy as a whole, the success of a company is obviously built on modern principles, in which an important role belongs to those of a managerial and logistical nature. Only in this way, a company can hope to enter and stay in the national or international market.</p> <p>The most common meaning of logistics is that logistics aims to make the seven matches: the right product, in the right quantity, in the right conditions, in the right place, at the right time, to the right customer, at the right cost.</p>
18.	Regional and Local Development USV.FEAA.IM.01.14	6	<p>Regional and local development is a concept that aims to boost and diversify economic activities, stimulate investment, reduce unemployment and not ultimately lead to an improvement in living standards.</p> <p>Regional development policy is a set of measures planned and promoted by local and central public administration authorities, in partnership with various actors (private, public, voluntary), in order to ensure economic growth, dynamic and sustainable, by effectively exploiting regional potential. and locally, in order to improve living conditions.</p>
19.	International Economics USV.FEAA.IM.01.15	6	<p>World economy system; role of national governments, multinationals and international economic organizations; internationalization-globalization in world economics; stages, forces, theories, effects and development of globalization; external balance of payments; analyses and research based on the balance of payments; theory and development of international trade; commercial policies after the 2nd World War; the role of the World Trade Organisation; globalization and integration; winners and losers of regional vs. global integration; the integration of Romania in the EU; foreign direct investments and multinational companies; international monetary and financial policies; macroeconomic policies; financial markets.</p>
20.	Principles of Economic Communication USV.FEAA.IM.01.16	6	<p>This course structure aims to equip students with the skills and knowledge needed to effectively communicate economic ideas and analysis in various professional settings. By emphasizing clarity, audience engagement, and ethical considerations,</p>

			<p>students can become proficient communicators capable of translating complex economic concepts into accessible and impactful messages.</p> <p>Course structure: Introduction to Economic Communication, Audience Analysis, Visual Communication in Economics, Storytelling with Economic Data, Ethical Considerations in Economic Communication, Communicating and Uncertainty and Risk, Media and Public Engagement, Communicating Policy Recommendations, International and Cross – Cultural Communication, Crisis Communication in Economics</p>
21.	Corporate Governance USV.FEAA.IM.01.17	6	<p>Corporate governance refers to the system of rules, practices and processes by which a company is managed and controlled. The course structure is relevant for several reasons: stakeholder protection, risk management, improving corporate performance, complying with laws and regulations, creating long-term value, increasing reputation and brand value.</p> <p>Course structure: 1. Principles of corporate governance. 2. The importance of corporate governance 3. Corporate governance models 4. Implementation of risk management in an organization 5. Internal control as a risk management strategy 6. Internal control components 7. Case studies - role play for participants.</p>
22.	Financial Accounting USV.FEAA.IM.01.18	6	<p>1. Introduction to financial accounting; 2. Recording business transactions; Economic events and the accounting process; Analyzing and recording transactions; Transactions and their effects on accounting equation; The presentation of the main accounts used in the 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</p>
23.	Communication in English for Business USV.FEAA. IM 01.19	4	<p>The subject deals with using the specific vocabulary for the business environment and the elaboration of different documents used in practice in economic entities.</p>
24.	Blockchain Programming USV.FEAA. IM 01.20	6	<p>1. Organization. 2. Blockchain 2.1. Introduction. 2.2. Concept.</p>

			<ul style="list-style-type: none"> 2.3. Platforms. 2.4. Applications. 3. Bitcoin 4. Ethereum 5. Smart Contracts 6. Decentralized Applications (DApps) 7. Other Topics
25.	International Trade USV.FEAA.IM.01.21	6	<p>This course is aimed to prepare students from undergraduate programs to be able to define and construe the conceptual framework of international trade, as well as to develop their ability to use proper means to resolve certain situations/problems. The main topics covered by this course are: international trade in the postwar period, trade policy (definition, objectives, types), instruments and measures of trade policy, institutional framework of international economic relations, legal framework of international trade, methods of payment in international business transactions, international transactions, financing, risks in international trade, direct exports and imports, indirect exports and imports, special business transactions, mechanism of an international transaction, efficiency of international trade.</p>