

PLAN DE ÎNVĂȚĂMÂNT

valabil începând cu anul universitar 2026-2027

UNIVERSITATEA DIN ORADEA

FACULTATEA DE ȘTIINȚE ECONOMICE

Programul de studii universitare de licență: **ADMINISTRAREA AFACERILOR (ÎN LIMBA ENGLEZĂ)**

Domeniul fundamental: **ȘTIINȚE SOCIALE/ȘTIINȚE ECONOMICE**

Domeniul de licență: **ADMINISTRAREA AFACERILOR**

Durata studiilor / nr. de credite: **3 ani/180 credite**

Forma de învățământ: **Învățământ cu frecvență (IF)**



1. MISIUNEA PROGRAMULUI DE STUDIU / SPECIALIZĂRII ADMINISTRAREA AFACERILOR (ÎN LIMBA ENGLEZĂ)

The mission of the Business Administration program is the formation, by means of education and scientific research activities, appropriate for the contemporary business environment, of specialists in the field of business administration, being able to answer to the development necessities of all companies in Romania, to work as manager/entrepreneur in small businesses, but also to act as team members in multidisciplinary teams in large multinational corporations or other organizations based in Romania or in European based branches of multinational corporations. Within them, the students having a degree in Economic sciences specialists in the field of the Business Administration are able to perform tasks specific to the possible jobs in the field of Business

2. OBIECTIVELE PROGRAMULUI DE STUDIU / SPECIALIZĂRII ADMINISTRAREA AFACERILOR (ÎN LIMBA ENGLEZĂ)

The objectives of the Bachelors Degree Program in Business Administration are to be found in the objectives established in the managerial and operational plans of the Economics Department, the department that manages this program of studies in the Faculty of Economic Sciences, University of Oradea, in the field of Business Administration. The Department of Economics, Faculty of Economic Sciences, University of Oradea establishes its goals and carries out its activities based on the annual Operational Plan and on the Managerial Plan, as a strategic plan of the Faculty of Economic Sciences for the next 4 years.

The general objective of the Business Administration Bachelors Degree program of studies consist in the information and knowledge transmission to the student in an elevated, attractive and professional way, so as to ensure the acquiring of special competences associated to this field of studies in order to develop specific activities, as well as of the fundamental and specialization knowledge in the field of International Business, according to the National Qualifications Framework in Higher Education (CNCIS). The formation at bachelors degree level is based on an educational plan that combines the fundamental disciplines of the economic sciences with that of the specialization, ensuring the development of abilities, transversal and professional competences, and of specific abilities in the field of International businesses.

Specific objectives are as follows:

- ensuring the training of specialists in the initiation, management and business administration, in keeping with the current and future economic, theory and practice of curriculum, information technology and communications, design and assessment in terms of quality and efficiency of the educational process;
- making a formative education, modern, student-centered and pragmatic oriented towards the real needs of Romanian school in the context of an enlarged European Union;
- organizing training courses in scope and continuing career for the initiation, management and business administration, according to the requirements of a modern and efficient;
- connecting education with scientific research, training students in preparation of studies on topical issues in the field of initiation, management and business administration;
- implementation of research programs in the initiation, management and business administration-oriented fundamental issues and current priorities for development and economic systems and processes of European integration training programs and careers.

3. COMPETENȚE CARE SE VOR DOBÂNDI DE ABSOLVENȚI LA FINALIZAREA STUDIILOR

Professional competences:

- Collection, processing and analysis of the information regarding the interaction between business environment firm / organization
- Assistance for administration of the assembly activity of the firm/organization
- Administration of the activity of a subdivision of the structure of the firm/organization
- Assistance in human resources management
- Operating with the databases specific for business administration
- Managing the relations with clients and suppliers

Transversal competences:

- Applying professional ethic principles, norms and values in their own rigorous, efficient, and responsible work strategy;
- Identifying the roles and responsibilities in a multi-specialized team and applying relation and efficient work techniques within a team;
- Identifying the opportunities of continuous training and efficient capitalization of learning resources and techniques for their own development.

4. REZULTATE AȘTEPTATE ALE INVĂȚĂRII

Nr. crt.	Cunoștințe	Aptitudini	Responsabilitate și autonomie
1	The Student/Graduate demonstrates solid and integrated knowledge in business administration, finance, accounting, and organizational economics, enabling a comprehensive understanding of business operations.	The Student/Graduate analyzes financial and economic data, interprets organizational performance, and substantiates managerial decisions using relevant analytical tools.	The Student/Graduate assumes responsibility for managerial decisions, demonstrating accountability and sound judgment in organizational contexts.
2	The Student/Graduate applies managerial concepts, models, and analytical frameworks to support the planning, organization, and coordination of business activities.	The Student/Graduate plans, implements, monitors, and optimizes managerial and operational processes to enhance organizational efficiency and effectiveness.	The Student/Graduate responsibly manages organizational resources, contributes to performance improvement, and supports sustainable business practices.
3	The Student/Graduate demonstrates knowledge of marketing principles, competitive strategy, customer relationship management, and commercial relations in dynamic business environments.	The Student/Graduate designs and implements marketing strategies, develops evidence-based commercial decisions, and supports market positioning and brand development.	The Student/Graduate demonstrates ethical, responsible, and professional behavior in business interactions and strategic decision-making processes.
4	The Student/Graduate applies statistical, mathematical, econometric, and digital tools to evaluate organizational performance and support data-driven decision-making.	The Student/Graduate uses quantitative methods, business analytics, digital instruments, and forecasting techniques to model scenarios and improve managerial outcomes.	The Student/Graduate ensures data accuracy, maintains analytical rigor, and demonstrates autonomy in data interpretation, reporting, and performance evaluation.
5	The Student/Graduate demonstrates knowledge in entrepreneurship, leadership, innovation management, and organizational development within competitive business environments.	The Student/Graduate coordinates teams, manages complex managerial challenges, develops business initiatives, and contributes to organizational growth and competitiveness.	The Student/Graduate demonstrates initiative, leadership, adaptability, and responsibility, supporting organizational success in dynamic and uncertain business contexts.

5. FINALITĂȚI

Graduation Title: Bachelor's Degree in Economic Sciences
Qualification Title: Business Administration

Qualification Code: RO/06/0413/052

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

242102 Specialist improving processes, 242103 Specialist industrial strategy, 242104 Responsible process, 242106 Manager of Innovation, 242107 Expert in management and organization of maintenance activities, 242108 Manager improvement processes, 242109 Specialist plan progress, 242110 Specialist in planning, control and performance reporting economic activities (university studies), 242112 Project Manager in public private partnership, 242117 Manager of facilities, 243102 organizer tourism activities (university studies), 243103 Specialist marketing, 243104 Product Manager, 243201 public relations specialist, 243203 marketing officer,

243205 camera Consultant, 243207 Brand Manager, 243209 relationships organiser, 243210 fairs and exhibitions organizer, 243211 exhibitions Presenter, 243213 Expert in External Relations, 243216 Customer Service Analyst, 243217 Assistant director / operation manager (university studies), manager - owner (endorser) in sport,

PLAN DE ÎNVĂȚĂMÂNT**
 Anul de studiu I

Cod	Discipline*	Tip	Sem. I [ore / săptămână]				Total ore / sem.	Felul verif.	Cre- dite	SI [ore / sem.]	Condi- ționări
			C	S	L	P					
	OBLIGATORII										
FSTE-0614	Microeconomics	DF	2	2	-	-	56	Ex	5	69	
FSTE-0615	Basics of Accounting	DF	2	2	-	-	56	Ex	5	69	
FSTE-0616	Economic Statistics	DF	2	1	-	-	42	Ex	5	83	
FSTE-0617	Economic Informatics	DF	2	-	1	-	42	Ex	5	83	
FSTE-0618	Mathematics Applied in Economics	DF	1	1	-	-	28	Cv	3	47	
FSTE-0836	Economics of the firm	DS	2	2	-	-	56	Cv	5	69	
FSTE-0620	Foreign Language for Business II.1	DF	1	1	-	-	28	Cv	2	22	
	TOTAL		12	9	1	-	308		30	442	
	FACULTATIVE										
FSTE-0732	Physical Education I.1	DC	-	-	-	1	14	Vp	1	11	

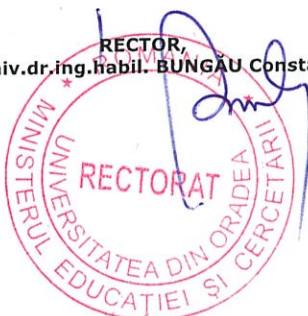
Cod	Discipline*	Tip	Sem. II [ore / săptămână]				Total ore / sem.	Felul verif.	Cre- dite	SI [ore / sem.]	Condi- ționări
			C	S	L	P					
	OBLIGATORII										
FSTE-0622	Macroeconomics	DF	2	2	-	-	56	Ex	5	69	
FSTE-0623	Management	DF	2	1	-	-	42	Ex	5	83	
FSTE-0624	Marketing	DF	2	1	-	-	42	Ex	5	83	
FSTE-0625	Law	DF	1	1	-	-	28	Cv	3	47	
FSTE-0626	Contemporary Economic Doctrines	DF	2	2	-	-	56	Ex	5	69	
FSTE-1190	Digital Statistics and Artificial Intelligence	DS	1	2	-	-	42	Cv	5	83	
FSTE-0628	Foreign Language for Business II.2	DC	1	2	-	-	42	Cv	2	8	
	TOTAL		11	11	-	-	308		30	442	
	FACULTATIVE										
FSTE-0733	Physical Education I.2	DC	-	-	-	1	14	Vp	1	11	

Legendă: C - Curs (pentru IFR - Coordonare studiu individual); S - Seminar; L - Lucrări practice (laborator); P - Proiect; SI - Studiu Individual;
 DF - Disciplină fundamentală; DS - Disciplină de specializare; DC - Disciplină complementară
 Felul verificării/forma de verificare: Ex. - examen; Cv. - colocviu; Vp. - verificare pe parcurs; Pr. - proiect; A/R- Admis/Respins; Credite - număr credite
 ECTS; SI - Studiu individual.

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PLAN DE ÎNVĂȚĂMÂNT**
 Anul de studiu II

Cod	Discipline*	Tip	Sem. III [ore / săptămână]				Total ore / sem.	Felul verif.	Cre- dite	SI [ore / sem.]	Condi- ționări
			C	S	L	P					
	OBLIGATORII										
FSTE-1188	European Economy and Sustainable Development	DF	2	1	-	-	42	Ex	5	83	
FSTE-0793	Company Finances	DF	2	2	-	-	56	Ex	5	69	
FSTE-0631	Public Finances	DF	2	1	-	-	42	Ex	5	83	
FSTE-0838	Investments and EU Economy	DS	2	1	-	-	42	Ex	5	83	
FSTE-0839	European business environment	DS	2	2	-	-	56	Cv	5	69	
FSTE-0635	Foreign Language for Business II.3	DC	-	2	-	-	28	Cv	2	22	
	TOTAL		10	9	-	-	266		27	409	
	OPȚIONALE										
FSTE-0650	Human Resources Management	DS	2	1	-	-	42	Cv	3	33	
FSTE-0840	Strategic Management	DS	2	1	-	-	42	Cv	3	33	
FSTE-0841	International Management	DS	2	1	-	-	42	Cv	3	33	
FSTE-0842	Firm Management	DS	2	1	-	-	42	Cv	3	33	
FSTE-0843	Quality Management	DS	2	1	-	-	42	Cv	3	33	
	TOTAL		2	1	-	-	42		3	33	
	FACULTATIVE										
FSTE-0630	Accounting	DS	2	2	-	-	56	Ex	5	69	
FSTE-0844	Entrepreneurial Culture	DS	1	2	-	-	42	Cv	4	58	

Cod	Discipline*	Tip	Sem. IV [ore / săptămână]				Total ore / sem.	Felul verif.	Cre- dite	SI [ore / sem.]	Condi- ționări
			C	S	L	P					
	OBLIGATORII										
FSTE-0643	World Economy	DC	2	1	-	-	42	Ex	5	83	
FSTE-1195	International Economic Relations	DF	2	1	-	-	42	Ex	5	83	
FSTE-0845	Entrepreneurship	DS	2	2	-	-	56	Ex	5	69	
FSTE-0647	Foreign Language for Business II.4	DC	-	2	-	-	28	Cv	5	97	
FSTE-0846	Practice	DS	-	-	-	-	90	Cv	5	35	
	TOTAL		6	6	-	-	258		25	367	
	OPȚIONALE										
FSTE-0661	International Marketing	DS	2	2	-	-	56	Cv	5	69	
FSTE-0847	Commercial techniques	DS	2	2	-	-	56	Cv	5	69	
FSTE-0848	Electronic Trade	DS	2	2	-	-	56	Cv	5	69	
FSTE-0849	Merchandising	DS	2	2	-	-	56	Cv	5	69	
FSTE-0850	Logistics	DS	2	2	-	-	56	Cv	5	69	
FSTE-0998	Academic Ethics and Integrity	DS	2	2	-	-	56	Cv	5	69	
	TOTAL		2	2	-	-	56		5	69	
	FACULTATIVE										
FSTE-0777	Multimedia	DS	1	-	2	-	42	Vp	3	33	

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 Anul de studiu III

Cod	Discipline*	Tip	Sem. V [ore / săptămână]				Total ore / sem.	Felul verif.	Cre- dite	SI [ore / sem.]	Condi- ționări
			C	S	L	P					
	OBLIGATORII										
FSTE-0851	Starting a business	DS	2	2	-	-	56	Ex	5	69	
FSTE-1085	Business investment strategies	DS	2	2	-	-	56	Ex	5	69	
FSTE-0853	Promotional techniques	DS	2	2	-	-	56	Ex	5	69	
FSTE-0854	Sustainable development and businesses	DS	2	1	-	-	42	Cv	5	83	
FSTE-0972	Product projecting and design	DS	2	1	-	-	42	Cv	5	83	
	TOTAL		10	8	-	-	252		25	373	
	OPȚIONALE										
FSTE-1086	Business projects and simulations	DS	2	2	-	-	56	Cv	5	69	
FSTE-0857	Commercial Law	DS	2	2	-	-	56	Cv	5	69	
FSTE-0858	Business negotiations technique	DS	2	2	-	-	56	Cv	5	69	
	TOTAL		2	2	-	-	56		5	69	
	FACULTATIVE										
FSTE-0737	International Corporate Finances	DS	1	1	-	-	28	Cv	3	47	
FSTE-0865	Compared Management	DS	1	2	-	-	42	Cv	4	58	

Cod	Discipline*	Tip	Sem. VI [ore / săptămână]				Total ore / sem.	Felul verif.	Cre- dite	SI [ore / sem.]	Condi- ționări
			C	S	L	P					
	OBLIGATORII										
FSTE-0638	Business Ethics	DS	2	1	-	-	42	Ex	5	83	
FSTE-0859	Communication and public relations in business	DS	2	2	-	-	56	Ex	5	69	
FSTE-1087	Banking for business	DS	2	2	-	-	56	Ex	5	69	
FSTE-0866	Customer Relationship Management	DS	2	2	-	-	56	Ex	5	69	
FSTE-0861	Researches on Bachelor's Thesis Writing	DS	-	2	-	2	56	Vp	5	69	
	TOTAL		8	9	-	2	266		25	359	
	OPȚIONALE										
FSTE-0862	Supplier Relationship Management	DS	2	1	-	-	42	Cv	5	83	
FSTE-0863	Community Law	DS	2	1	-	-	42	Cv	5	83	
FSTE-0864	Transports	DS	2	1	-	-	42	Cv	5	83	
	TOTAL		2	1	-	-	42		5	83	
	FACULTATIVE										
FSTE-0738	Tourism Planning Technique	DC	1	1	-	-	28	Cv	3	47	
FSTE-0677	Multinational Corporations	DC	1	2	-	-	42	Cv	4	58	

Legendă: C - Curs (pentru IFR - Coordonare studiu individual); S - Seminar; L - Lucrări practice (laborator); P - Proiect; SI - Studiu Individual;
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I. CERINȚE PENTRU OBTINEREA DIPLOMEI DE LICENȚĂ

Număr credite alocate, conform legislației: 180

- 162 credite pentru disciplinele obligatorii ;
- 18 credite pentru disciplinele opționale;
- 5 credite la practică incluse în numărul celor alocate disciplinelor obligatorii și opționale de la pct.1 și pct.2;
- 5 credite pentru elaborarea lucrării de LICENȚĂ (Incluse în numărul celor alocate disciplinelor obligatorii de la pct.1) - stabilite conform standardelor ARACIS;
- 10 credite pentru susținerea examenului de LICENȚĂ, suplimentare celor alocate disciplinelor obligatorii și opționale de la pct. 1 și pct. 2, repartizate astfel:
 - 5 credite pentru proba "Cunoștințe fundamentale și de specialitate".
 - 5 credite pentru proba "Susținerea lucrării de LICENȚĂ".

II. STRUCTURA ANULUI UNIVERSITAR (în număr de săptămâni)

Anul	Activități didactice		Sesiuni de examene					Practică*	Vacanță		
	sem. I	sem. II	Iarnă	Restanțe Iarnă	Vară	Restanțe Vară	Restanțe Toamnă		Iarnă	Primăvară	Vară
Anul I	14	14	3	1	3	1	2	-	3	1	10
Anul II	14	14	3	1	3	1	2	3	3	1	10
Anul III	14	14	3	1	2	2	1	-	3	1	-

The Practice is organized on the basis of syllabi developed by the department and approved by the Faculty Council. The practice takes place in university laboratories and economic units in the field, based on practice conventions. The duration of semesters of study: 14 weeks of Teaching Activities for all semesters. The 2nd year, 2nd semester includes three weeks of practice (included in the 14 weeks of Didactic/Teaching Activities), respectively 90 hours that can take place merged or during the semester.

III. PONDEREA DISCIPLINELOR PE CATEGORII ȘI TIPURI DE DISCIPLINE

Numărul orelor la disciplinele obligatorii (impuse și opționale): 1854

ANUL	SEMESTRUL I	SEMESTRUL II
Anul I	22	22
Anul II	22	16
Anul III	22	22

No	Disciplines	Number of hours			Total		RAQAHE/ARACIS Standard [min / max. %]
		year I	year II	year III	Hours	%	
1.	Mandatory/Compulsory - MD	616	518	518	1652	89,00	80 - 90
2.	Optional/Elective - OD	0	98	98	196	11,00	20 - 10
TOTAL		616	616	616	1848	100,00	100
3	Physical Education I./1,2,3,4	28	28	0	56		
4	Facultative - DF	0	140	140	280		

No	Disciplines	Number of hours			Total		RAQAHE/ARACIS Standard [min / max. %]
		year I	year II	year III	Hours	%	
1.	Fundamental - DF	476	182	0	658	0,35 (35%)	25 - 30
2.	In the field / specialty DS,	98	342	616	1056	0,57 (57%)	70 - 60
3.	Complementary - DC	42	98	0	140	0,08(8%)	5 - 10
TOTAL		616	622	616	1854	100%	100

IV. FLEXIBILITATEA PROCESULUI EDUCAȚIONAL

Flexibilitatea programului de studii este asigurată prin includerea disciplinelor opționale și facultative. Disciplinele opționale sunt propuse pentru semestrele 3 -6, și sunt organizate în discipline opționale sau pachete opționale. În cazul pachetelor opționale, studentul selectează o singură disciplină din pachet, care devine disciplină obligatorie pentru parcursul său educațional. Alegerea disciplinelor opționale se desfășoară înainte de începerea anului universitar din care fac parte semestrele care conțin disciplinele sau pachetele de discipline opționale

V. EXAMENUL DE FINALIZARE STUDII (LICENȚĂ)

1. Comunicarea temei lucrării de LICENȚĂ: semestrul IV;
2. Elaborarea lucrării de LICENȚĂ: semestrul VI;
3. Susținerea lucrării de LICENȚĂ: luna iulie/septembrie.

VI. UN PUNCT DE CREDIT NECESITĂ UN TOTAL DE 25 ORE/SEMESTRU DE ACTIVITATE DIDACTICĂ ȘI INDIVIDUALĂ

VII. DISTRIBUIREA CREDITELOR PE COMPETENȚE

Nr. crt.	Disciplina **	Sem.	Număr credite	Competențe profesionale						Competențe transversale		
				C1	C2	C3	C4	C5	C6	CT1	CT2	CT3
1.	Microeconomics	I	5	1	1	1	1			0,5	0,5	
2.	Basics of Accounting	I	5	2			3					
3.	Economic Statistics	I	5	1		1	1	1	1			
4.	Economic Informatics	I	5	2		1	1	1				
5.	Mathematics Applied in Economics	I	3	1		0,5	0,5		1			
6.	Economics of the firm	I	5	1,5	1		1,5		1			
7.	Foreign Language for Business II.1	I	2							0,5	0,5	1
8.	Physical Education I.1	I	1							1		
9.	Macroeconomics	II	5	2		2	1					
10.	Management	II	5	2					3			
11.	Marketing	II	5	2	1	2						
12.	Law	II	3	1						0,5	0,5	1
13.	Contemporary Economic Doctrines	II	5	2		1			0,5	0,5	0,5	0,5
14.	Digital Statistics and Artificial Intelligence	II	5	1		2	2					
15.	Foreign Language for Business II.2	II	2							1	0,5	0,5
16.	Physical Education I.2	II	1							1		
17.	European Economy and Sustainable Development	III	5	1,5		1	1			0,5	0,5	0,5
18.	Company Finances	III	5	1		2	1		1			
19.	Public Finances	III	5	1	1	1	1		1			
20.	Investments and EU Economy	III	5	1	1	1	1		1			
21.	European business environment	III	5	1	1,5	1,5					0,5	0,5
22.	Foreign Language for Business II.3	III	2									
23.	Human Resources Management	III	3				3					
24.	Strategic Management	III	3				3					
25.	International Management	III	3				3					
26.	Firm Management	III	3				3					
27.	Quality Management	III	3				3					
28.	Accounting	III	5	2			3					
29.	Entrepreneurial Culture	III	4	1	1	1			1			
30.	World Economy	IV	5	1	0,5	0,5		1	1	0,5	0,5	
31.	International Economic Relations	IV	5	1	2	1		1				
32.	Entrepreneurship	IV	5	1	1	1		1	1			
33.	Foreign Language for Business II.4	IV	5							2	2	1
34.	Practice	IV	5	0,5	0,5	0,5	0,5	0,5	0,5	1	0,5	0,5
35.	International Marketing	IV	5	1	1	1				1	0,5	0,5
36.	Commercial techniques	IV	5	1	0,5	0,5				1	1	1
37.	Electronic Trade	IV	5	1	0,5	0,5				1	1	1
38.	Merchandising	IV	5	1	0,5	0,5				1	1	1
39.	Logistics	IV	5	1	0,5	0,5				1	1	1
40.	Academic Ethics and Integrity	IV	5	1	0,5	0,5				1	1	1
41.	Multimedia	IV	3						1	1		1
42.	Starting a business	V	5	1	1	1	1			0,5	0,5	
43.	Business investment strategies	V	5	2	2	1						
44.	Promotional techniques	V	5	1	2	2						
45.	Sustainable development and businesses	V	5	2	2	1						
46.	Product projecting and design	V	5	1	1	1	2					
47.	Business projects and simulations	V	5	2	1	1						1
48.	Commercial Law	V	5	2	1	1						1
49.	Business negotiations technique	V	5	2	1	1						1
50.	International Corporate Finances	V	3	1	1	1						
51.	Compared Management	V	4				4					
52.	Business Ethics	VI	5	1	1	0,5				1	1	0,5
53.	Communication and public relations in business	VI	5	1	1	1	0,5			0,5	0,5	0,5
54.	Banking for business	VI	5	2	1	2		1				
55.	Customer Relationship Management	VI	5	1	1	2		1				
56.	Researches on Bachelor's Thesis Writing	VI	5	1	1	0,5	0,5	0,5		0,5	0,5	0,5
57.	Supplier Relationship Management	VI	5	1	1	1	1	1				
58.	Community Law	VI	5	1	1	1	1	1				
59.	Transports	VI	5	1	1	1	1	1				
60.	Tourism Planning Technique	VI	3	1		1				0,5		0,5
61.	Multinational Corporations	VI	4	1	1			1		0,5		0,5

Director departament,
Prof.univ.dr.habil. Dorin-Paul Băc



RECTOR,
Prof.univ.dr.ing.habil. BUNGĂU Constantin



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