

**UNIVERSITY OF CRAIOVA**  
**FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION**  
**Department of Economics, Accounting and International Affairs**  
**Bachelor's degree field: International Business and Economics**  
**Bachelor's degree program (location)**  
**geographical location and language of instruction): International Business and Economics, Craiova, English language**  
**Duration of studies: 3 years**  
**Education form: AE**

**MINISTRY OF EDUCATION AND RESEARCH**  
**Approved starting with the 2025-2026 academic year**

## CURRICULUM

### I. REQUIREMENTS FOR OBTAINING A BACHELOR'S

- 180 credits in compulsory and optional subjects;
- 10 credits for the bachelor's;

### II. STRUCTURE OF THE ACADEMIC YEAR (IN WEEKS)

Year	Teaching activities		Exam session			Practice (hours/week)/ (duration in weeks)	vacations			
	Semester I	Semester II	Winter	Summer	restoration		Winter	Intersemester	Spring	Summer
I	14	14	3	3	2	-	2	1	1	10
II	14	11	3	3	2	30 ore/3 săptămâni	2	1	1	10
III	14	12	3	2	2	30 ore/2 săptămâni	2	1	1	-

### III. NUMBER OF HOURS PER WEEK

YEAR	SEMESTER I	SECOND SEMESTER
I	23	22
II	23	25.29
III	24	23.15

- hours from the Physical Education discipline are not included
- hours from the Specialty Practice and Bachelor's Thesis Practice are included

### IV. LICENSE/DIPLOMA EXAM

1. Period for preparing the bachelor's thesis: Semester 5 and 6
2. Period for completing the bachelor's thesis: Semester 6
3. Period for taking the bachelor's: June-July, September
4. Bachelor's:
  - a. Fundamental and specialized knowledge assessment test: 5 credits
  - b. Presentation and public defense of the bachelor's thesis/diploma project: 5 credits

## V. MISSION OF THE STUDY PROGRAM

*(in accordance with the mission of the University of Craiova and with the requirements identified on the labor market)*

**The mission of the Economics and International Affairs study program falls within the general mission of the Faculty of Economics and Business Administration to provide the highest quality educational services in the field of economics and international business, for the training of economists and their improvement, as well as for the development of scientific research in the field.**

The Economics and International Affairs study program continues the over fifty-year tradition of the Faculty of Economics and Business Administration of the University of Craiova of contributing to the training of specialists through constantly updated educational programs, adapted to the requirements of the European economy, as well as through involvement in partnerships with the economic environment.

The mission of the Economics and International Affairs study program is to train specialists with a high level of professional training, capable of meeting the requirements of the contemporary economy, based on competition, performance, progress, in the context of sustainable development. Our mission is to train specialists with a high level of professional knowledge, as well as to determine their strong involvement and commitment in the development of the business environment. We aim that, through the knowledge acquired and the practice carried out in specialized entities, the graduates of the specialization will easily integrate into economic units and public institutions, having as a labor market the field of international economic relations, namely foreign trade in goods and services, international monetary, foreign exchange, investment financial flows and international labor migration. This field has the highest growth rate among synthetic indicators of development, especially in the era of globalization, training a continuously growing number of specialists with increasingly sophisticated training, in a process of harmonization and standardization on a global scale, with English as the vehicle of communication.

The curriculum structure aims to develop future economists' skills in the field of international business, in order to understand the evolution of economic globalization, the development needs of multinational companies present in Romania, as well as the requirements of Romanian companies, concerned with expanding their activities internationally. Future graduates in "Economics and International Affairs" must meet the needs of the labor market, in terms of job offers, generated by companies, institutions, NGOs, with concerns in the field of international economic relations (import-export operations, international negotiations and contracting, business communications in foreign languages, customs clearance operations, international transport and insurance, etc.).

## VI. COMPETENCES PROVIDED BY THE STUDY PROGRAM

Competencies provided by the study program according to RNCIS:

a. Professional skills.

C1 CONDUCTING STUDIES/ANALYSES ON THE BUSINESS ENVIRONMENT

C1.1 Description of concepts, theories and techniques used in business environment analysis;

C1.2 Explain the concepts, theories and techniques used in business environment analysis;

C1.3 Application of concepts, theories and techniques used in business environment analysis;

C1.4 Use of appropriate criteria and methods for evaluating studies/analyses on the business environment;

C1.5 Designing variants for business environment analysis.

C2 ASSISTANCE IN PREPARING AND CONDUCTING NEGOTIATIONS IN INTERNATIONAL BUSINESS

C2.1 Identifying types of negotiations, strategies, techniques and tactics specific to negotiations in international business;

C2.2 Explaining the types of negotiations, strategies, techniques and tactics specific to negotiations in international business;

C2.3 Assisting in the preparation and conduct of negotiations in international affairs;

C2.4 Evaluation of tactics and techniques appropriate to different levels of negotiation;

C2.5 Designing negotiation options.

### C3 CONDUCTING INTERNATIONAL BUSINESS IN ACCORDANCE WITH CONTRACTUAL CLAUSES

C3.1 Identifying the stages, formalities and techniques specific to contracting and conducting international business in accordance with specific regulations;

C3.2 Explaining the activities specific to contracting and conducting international business, the formalities and techniques related to them;

C3.3 Applying techniques to substantiate the resource requirements for conducting international business;

C3.4 Evaluation of factors, processes and solutions that influence contracting and conducting international business;

C3.5 Designing options for conducting international business.

### C4 ASSISTANCE IN CARRYING OUT SPECIFIC ACTIVITIES FOR INTERNATIONAL PROMOTION

C4.1 Defining the principles of international promotion and concepts regarding the planning and organization of related activities;

C4.2 Explanation of the activities necessary to organize international economic promotional events/demonstrations;

C4.3 Applying techniques specific to the preparation and organization of international economic promotional events/demonstrations;

C4.4 Comparative analysis of the options for organizing international economic promotional events/demonstrations;

C4.5 Designing the stages of carrying out an international economic promotion event/event.

### C5 ASSISTANCE IN PROMOTING ACTIONS/INITIATIVES WITHIN INTERNATIONAL ECONOMIC ORGANIZATIONS

C5.1 Description of the creation and functioning of international economic organizations;

C5.2 Explain the activities carried out by international economic organizations;

C5.3 Applying specific principles for developing and promoting a proposal/initiative within international economic organizations;

C5.4 Evaluation of actions/initiatives undertaken within international economic organizations; C5.5 Development of action/initiative projects within international economic organizations.

#### b. Transversal skills.

CT1 Applying the principles, norms and values of professional ethics within one's own rigorous, efficient and responsible work strategy;

CT2 Identifying roles and responsibilities in a multidisciplinary team and applying effective communication and work techniques within the team;

CT3 Identifying continuing education opportunities and effectively utilizing learning resources and techniques for one's own development.

## VII. LEARNING OUTCOMES

No.	Knowledge	Skills	Responsibility and autonomy	Disciplines that contribute to achieving learning outcomes
1.	Student/Graduate Recognize the relevance of the fundamental principles of microeconomics, economic models, notions of applied economics. Student/Graduate recognize the relevance of fundamental theories of microeconomics, understanding the mechanisms of economic activity, the way of making decisions, the individual behaviors of economic agents, understanding the market mechanism,	The student/graduate analyzes and interprets economic phenomena. The student/graduate analyzes the causes of economic problems and implements appropriate solutions. The student/graduate applies and interprets economic data: using statistical and econometric tools to interpret data. The student/graduate scientifically substantiates economic decisions at the	The student/graduate demonstrates a proactive and responsible attitude in the scientific substantiation and adoption of economic decisions. The student/graduate acts coherently in order to develop economic analysis papers and interpretations regarding the functioning of the organization. The student/graduate responsibly carries out studies/work on the functioning of the economic system. The student/graduate acts coherently	Microeconomics

	<p>the formation of equilibria in different competitive situations.</p> <p>Student/Graduate identifies theoretical constructs that allow for the synthetic, analytical and critical understanding of the interactions and correlations that form between economic agents at the aggregate level as well as of the indicators that evaluate the effects of these interactions.</p>	microeconomic level.	in order to develop projects that involve measuring the evolution of economic phenomena at an aggregate level based on scientific foundations.	
2	<p>The student/graduate also identifies analyzes the theories, concepts and tools necessary for managerial processes in correlation with the organization's environment.</p> <p>The student/graduate operates with theoretical constructs and recognizes the relevance of the management system and its subsystems.</p> <p>Student/Graduate identifies, differentiates and uses concepts pertinently and the methods necessary in the decision-making process within organizations.</p>	<p>The student/graduate also analyzes interprets organizational phenomena, situations and processes from the perspective of managerial functions.</p> <p>The student/graduate applies management systems, methods and techniques to solve complex economic-managerial problems in practice organizations.</p> <p>The student/graduate scientifically substantiates managerial decisions.</p>	<p>The student/graduate demonstrates a Proactive and responsible attitude in exercising management functions and assuming responsibilities specific to the position of manager at different hierarchical levels within organizations.</p> <p>The student/graduate acts coherently in the process of adopting scientifically based managerial decisions.</p> <p>The student/graduate uses the concepts coherently and autonomously in order to develop analysis and diagnostic works regarding the functioning of the organization.</p> <p>The student/graduate acts coherently in the development of studies/papers on the functioning of the management system and its subsystems.</p>	Management
3	<p>Student/Graduate:</p> <ul style="list-style-type: none"> <li>- identifies and explains the fundamental concepts of accounting and their applications in the economic environment.</li> <li>- identifies the underlying transactions and events of a reporting entity.</li> <li>- develops practices regarding the application of the double entry principle for recording transactions and events of a reporting entity.</li> </ul>	<p>The student/graduate acquires skills regarding:</p> <ul style="list-style-type: none"> <li>- correct recording of economic transactions in accounting accounts, using the double-entry principle.</li> <li>- using the chart of accounts and the correspondence of accounts in various operations (sales, purchases, salaries, VAT, etc.).</li> <li>- logical analysis of economic transactions and determining their impact on the financial situation.</li> </ul>	<p>Student/Graduate:</p> <ul style="list-style-type: none"> <li>- takes responsibility for the accuracy of basic accounting records</li> <li>- demonstrates the ability to apply, autonomously, the fundamental concepts of accounting in concrete contexts, respecting ethical principles and regulations in force</li> </ul>	Basic Accounting

		<ul style="list-style-type: none"> <li>- interpreting the relationships between balance sheet items(asset-liability) and the structure of income and expenses.</li> <li>comparison and evaluationsimple economic and financial results.</li> </ul>		
4	<p>The student/graduate operates with concepts, indicators, models, tools and mathematical methods for analyzing and optimizing managerial processes in correlation with the organization's environment.</p> <p>The student/graduate uses elements of financial mathematics, optimization of multi-variable functions, forecasting the evolution of economic indicators over time, probabilistic modeling of economic phenomena that occur under conditions of risk and uncertainty, evaluating statistical indicators that characterize an economic phenomenon, estimating the parameters of a model.</p> <p>Student/Graduate identifies, differentiates and analyzes coherently in terms of defining concepts, modelsand</p>	<p>The student/graduate models a process economic and its determinants using functions of multiple variables.</p> <p>The student/graduate uses mathematical algorithms to determine the optimal solution to a problem of maximizing or minimizing a function that models a result indicator.</p> <p>The student/graduate probabilistically models the evolution scenarios of an economic phenomenon, evaluates the outcome associated with each scenario and estimates the expected outcome based on the identified scenarios, using numerical characteristics of random variables (mean value, dispersion, correlation coefficient).</p>	<p>The student/graduate uses autonomously quantitative analysis methods and advanced calculation techniques for evaluating the result and impact of determining factors in complex economic-managerial problems in organizational practice.</p> <p>The student/graduate applies responsibly mathematical forecasting methods and decision optimization algorithms regardingthe functioning of the organization.</p> <p>Student/Graduate scientifically substantiates managerial decisions, based on the use of probabilistic modeling tools, statistical analysis,</p>	Applied mathematics in economics
5	<p>Student / Graduate:</p> <ul style="list-style-type: none"> <li>- describes the fundamental concepts of information technology, including hardware, software, networks, and computer security.</li> <li>- explains computer architecture and how components interact (cpu, memory, storage devices, peripherals);</li> <li>- classify types of software: operating system, applications and programming software;</li> <li>- explains the role and main functions of an operating system (resource management, user interface, security).</li> </ul>	<p>Student / Graduate:</p> <ul style="list-style-type: none"> <li>- applies notions related to information theory, identifies and describes the hardware and software elements of a computing system.</li> <li>- operates with various types of software to install and configure operating systems and essential applications;</li> <li>- resolves simple technical problems related to hardware and software through diagnostics and troubleshooting;</li> </ul>	<p>Student / Graduate:</p> <ul style="list-style-type: none"> <li>- manages the file system and hardware and software resources of a computing system, monitors processes in the system, resolves security issues related to a computing system</li> <li>- demonstrates the ability to exploit technological and economic opportunities generated by the information environment in the context of smart development.</li> </ul>	Information Technology Basics

	- describes the basic concepts in the field of emerging technologies specific to the knowledge-based information society (Internet, IoT, AI, Cloud/Fog/Edge Computing, Blockchain, etc.).	- manages access rights and file security for data protection; - uses open source tools to exploit the main features offered by emerging technologies.		
6	Student/Graduate USED theoretical constructs regarding: the concept of sustainable development and its dimensions; the sustainable development goals of the 2030 Agenda; the ways of applying the sustainable development goals at local, national and global levels, as well as the interdependence relationships between them; the main indicators used to measure sustainable development.	The student/graduate also analyzes assesses the impact of economic, social and environmental activities on sustainability; identifies environmentally friendly technologies and use of sustainable development indicators; uses tools and platforms to collect and analyze data to measure sustainable development.	Student/Graduate Understand the impact of their own actions on the environment, design and manage sustainability projects; develop new solutions to address sustainability challenges and improve organizations' sustainability reports; conduct analyses of sustainable development policies.	Sustainable development
7	The student/graduate uses concepts basic legal requirements for organizing and running a business. The student/graduate identifies and recognizes the relevance of the rules and principles of law applicable in the business environment. The student/graduate identifies and recognizes the relevance of legal regulations applicable to participants in legal business law relationships, as well as in the field of contracts, as the main instruments in business relationships.	The student/graduate applies analysis methods and interpretation of regulations and legal mechanisms applicable in business relationships. The student/graduate applies legal regulations in the field to solve practical problems of a legal and economic nature faced by participants in legal business law relationships. The student/graduate has advanced skills in understanding and analyzing contractual clauses, applicable rules in the negotiation, conclusion and execution of contracts, including litigious aspects. revealed in business practice.	The student/graduate demonstrates responsibility in applying the studied legal regulations to solve practical situations faced by participants in the business environment. The student/graduate coherently adapts the basic legal concepts necessary for organizing and running a business in a practical context. The student/graduate interprets contractual clauses, as well as analyzes their validity, in the context of the main contractual instruments used in the business environment.	Business law
8	The student/graduate has advanced knowledge of specific linguistic registers and variants of oral and written communication in a foreign language adapted to various professional contexts. The student/graduate uses pertinent theories, concepts and tools necessary	The student/graduate critically analyzes and interprets complex economic texts. The student/graduate applies specific linguistic registers and variants of oral and written communication in a foreign language in order to	The student/graduate effectively uses the linguistic register to adapt to various communication situations (presentations, debates, negotiations, mediation, etc.). The student/graduate carries out complex studies/papers/projects in a foreign	Foreign language 1 Foreign language 2 Foreign language 3

	for the analysis and detailed understanding of cultural and intercultural environments.	build a complex argumentative approach. The student/graduate analyzes and interprets intercultural differences based on theoretical foundations.	language. The student/graduate coherently implements intercultural negotiation and mediation strategies.	
9	The student/graduate knows the benefits of physical activity on physical and mental health. The student/graduate understands the principles of physical training and proper movement.	The student/graduate applies specific physical exercises to develop endurance, strength and flexibility. The student/graduate actively and correctly participates in the proposed sports activities. The student/graduate adapts his/her physical effort according to his/her own capabilities.	The Student/Graduate assumes responsibility for maintaining an active and healthy lifestyle. The Student/Graduate respects the rules of the game and the spirit of fair play. The student/graduate collaborates effectively in team activities and demonstrates autonomy in organizing personal physical activities.	Physical education 1 Physical education 3 Physical education 3 Physical education 4
10	Student/Graduate Recognize the relevance of fundamental principles of macroeconomics, economic models, notions of applied economics. Student/Graduate identify theoretical constructs that allow for the synthetic, analytical and critical understanding of the interactions and correlations that form between economic agents at the aggregate level as well as of the indicators that evaluates the effects of these interactions. The Student/Graduate recognizes the relevance of theories, concepts and tools necessary for analyzing the forms of manifestation of macroeconomic imbalances, as well as effective prevention methods.	The student/graduate also analyzes interprets economic phenomena. The student/graduate analyzes the causes of economic problems and implements appropriate solutions. The student/graduate applies and interprets economic data: using statistical and econometric tools to interpret data. The student/graduate scientifically substantiates economic decisions at the macroeconomic level. The student/graduate uses macroeconomic theories and indicators to analyze the overall evolution of an economy and develop scenarios regarding its future evolution. The student/graduate applies macroeconomic theories to analyze the causes and effects of specific macroeconomic imbalances (such as inflation, unemployment, deficits) and evaluates the economic policies that contribute to the emergence or resolution of these phenomena.	The student/graduate demonstrates a proactive and responsible attitude in the scientific substantiation and adoption of economic decisions. The student/graduate responsibly carries out studies/work on the functioning of the economic system. Student/Graduate responsibly underpins, develops and implements economic strategies and policies for organizations or at the macroeconomic level.  The student/graduate acts coherently in order to develop projects that involve measuring the evolution of economic phenomena at an aggregate level based on scientific foundations. The student/graduate demonstrates a proactive and responsible attitude regarding the scientific substantiation and development of tools for evaluating the potential effects of economic policies at a global level in the medium and long term.	Macroeconomics

11	<p>The student/graduate: adopts conceptsspecific to ethics in international business basic concepts about professional ethics, the process of evolution of ethics in international economic activity; the principles underlying ethics in international economic relations.</p>	<ul style="list-style-type: none"> <li>- Determines in a rigorous manner the forms of the moral and psychological climate in the company;</li> <li>- compares various models of motivation and stimulation of effective work;</li> <li>- establishes various criteria for evaluating staff activity; establishes the functional correlation between the level of business relations and the company's activity</li> </ul>	<p>The student/graduate:</p> <ul style="list-style-type: none"> <li>- assesses the place of ethics within practical economic activities;</li> <li>- appreciates the importance of respecting the ethics of business relations in economic activity at various levels of functionality of the economic system;</li> <li>- estimates the role and place of the individual and groups in shaping the moral and psychological climate within the company;</li> <li>- develops strategies and models for creating corporate ethics in international economic relations.</li> </ul>	Business ethics
12	<p>The student/graduate operates with theoretical constructs regarding fundamental financial concepts. The student/graduate demonstrates knowledge of the banking and financial sector. The student/graduate demonstrates knowledge of financial policies at the public and economic entity levels. The student/graduate has knowledge about the ethical, social and global aspects of financial decisions.</p>	<p>The student/graduate recognizes the data relevant financial. The student/graduate uses financial analysis tools specific to the financial-banking field. Student/Graduateanalyzes complex financial phenomena and activities specific to the financial-banking field. The student/graduate formulates effective strategies specific to financial and banking activities.</p>	<p>The student/graduate also identifies collects relevant financial data for conducting studies, analyses, reports, etc. The student/graduate acts coherently in terms of developing studies, analyses, and reports using financial analysis tools. The student/graduate demonstrates a proactive and responsible attitude in making decisions and providing advice in the financial-banking field. The student/graduate demonstrates ethical behavior in decision-making.</p>	Finance
13	<p>The student/graduate develops practices regarding the preparation of statements financial statements of an entity REPORTING Student / Graduate:</p> <ul style="list-style-type: none"> <li>- identifies users of financial and accounting information and their information needs.</li> <li>- describes the financial reports of economic entities</li> <li>- identifies the elements in the financial statements of an economic entity</li> </ul>	<p>Student / Graduate:</p> <ul style="list-style-type: none"> <li>- prepares information from financial reports to support economic decisions.</li> <li>- judges specific situations regarding the recognition of elements in financial reports based on accounting regulations.</li> <li>- interprets the financial statements of reporting entities</li> </ul> <p>REPORTS uSERS financial information andnon-financial.</p>	<p>Student / Graduate:</p> <ul style="list-style-type: none"> <li>- prepares financial reports according to national or international accounting regulations</li> <li>- demonstrates autonomy in assessment and recognition transactions and events in accountancy</li> </ul> <p>manages the application of accounting options</p>	Financial Accounting (1)



	<ul style="list-style-type: none"> <li>– analyzes the transactions and events that must be recognized in accounting. identifies the accounting options permitted by the rules</li> </ul>			
14	<p>The student/graduate identifies the role statistics in the analysis of economic and social phenomena, applies quantitative techniques for optimal decisions in economic and social systems, applies statistical methods in the analysis of economic and social phenomena. The student/graduate develops practices regarding the application of economic techniques and tools for carrying out economic and financial analyses and predictions, and regarding the application of quantitative methods for data analysis by testing and interpreting econometric models.</p>	<p>The student/graduate recognizes and applies the main statistical methods for the analysis of economic and social phenomena, applies statistical methods in the measurement and analysis of economic and social processes at the macroeconomic level, analyzes the concepts, models and methods of forecasting socio-economic phenomena, recognizes the concepts, principles, methods and techniques for organizing a partial statistical observation, indicates the way to provide the necessary tools for the quantitative and qualitative analysis of economic phenomena/.</p> <p>The student/graduate effectively uses software packages for data analysis through statistical and econometric methods, applying concepts, theories, principles and tools to investigate economic and social phenomena and processes.</p>	<p>The student/graduate demonstrates responsibility in ensuring the accuracy and integrity of statistical data, applying validation and verification techniques, works autonomously in interpreting and analyzing statistical data, contributing to informed decision-making within the organization, organizes, documents and archives the collected data, ensuring their accessibility and accuracy for subsequent use, demonstrates autonomy in analyzing the role of statistics in studying economic phenomena and its use in micro and macroeconomic decisions, applies statistical methods at the macroeconomic level, being able to deepen and autonomously apply relevant concepts and analyses in</p>	Statistics
15	<p>Student/Graduate:</p> <ul style="list-style-type: none"> <li>- identifies the advanced functionalities of office applications and how they are used in the economic field (complex spreadsheet calculation through functions, validation, querying, data synthesis and their graphical representation).</li> <li>- identifies the fundamental principles of information security, including the</li> </ul>	<p>Student/Graduate:</p> <ul style="list-style-type: none"> <li>- uses office applications in the economic field.</li> <li>- recognizes and evaluates the security risks associated with information management in the economic field.</li> <li>- uses automation tools to automate repetitive tasks in economic activities.</li> </ul>	<p>Student/Graduate:</p> <ul style="list-style-type: none"> <li>- ensures the accuracy and clarity of information in documents managed with office applications.</li> <li>- operates in compliance with measures preventive measures to protect data.</li> <li>- verifies and monitors the correctness of automated processes, ensuring data accuracy and compliance with regulations in force.</li> </ul>	Economic informatics

	<p>confidentiality, integrity and availability of data in the economic field.</p> <p>- identifies and analyzes concepts and technologies for automating business processes and managing databases specific to the economic field.</p>	<p>- identifies business processes that can be automated.</p>		
16	<p>The student/graduate also identifies recognizes the relevance of theories, concepts and analytical tools necessary to understand and explain international economic relations.</p> <p>Student/Graduate identifies, analyzes the business context from the perspective of international economic relations.</p>	<p>The student/graduate also analyzes interprets international economic relations, through the prism of components, actors involved and specific processes, as well as applying theories in the field of international economic relations in the analysis of different economic systems, international trade and financial flows and policies, including international cooperation.</p> <p>The student/graduate identifies, analyzes critically analyzes and interprets the involvement of local, regional and global actors in international economic relations and substantiates and proposes efficient and innovative solutions for optimizing international business in the context of globalization and digitalization.</p>	<p>The student/graduate contributes to developing and implementing complex international projects, studies and analyses regarding the international economy, the international business environment and the sustainable international activity of a company.</p> <p>The student/graduate assumes specific responsibilities and roles in international projects, regarding the identification and critical analysis of strategic options and ethical decision-making related to internationalization and operation in foreign markets, in the context of digitalization. The student/graduate has the ability to work in teams, including multicultural ones, to actively contribute to debates and decisions, and to provide substantiated solutions to international economic problems, including the creation of business plans, in a volatile, complex and uncertain global context.</p>	International economic relations
17	<p>Student/Graduate recognize the content and relevance of marketing concepts and their integrated use, including the marketing environment, market research, marketing functions, product, price, promotion and distribution strategies, in an organizational context.</p> <p>The student/graduate identifies and differentiates detailed and specific</p>	<p>The student/graduate uses the approach integrated conceptual and methodological framework, to solve new theoretical and practical problems. The student/graduate develops decisions scientifically based marketing.</p> <p>The student/graduate develops professional and/or research projects, innovatively using a wide</p>	<p>The student/graduate achieves complex analyses of the organization's internal and external environment, identifies and formulates marketing strategies and demonstrates the ability to assume and exercise the execution function/functions in the marketing field.</p> <p>The student/graduate demonstrates a proactive and responsible attitude in</p>	Marketing

	elements related to the concepts and tools associated with the marketing field and demonstrates the ability to use them. Student/Graduate explain, interpret and implements in an integrated manner, the concepts and methods specific to the marketing field.	range of marketing tools. He/she also formulates critical judgments and bases constructive decisions in marketing.	scientific substantiation and decision-making in marketing issues.  The student/graduate carries out studies/papers on the organization's marketing activities.	
18	The student/graduate identifies the elements in the financial reports of a reporting entity. The student/graduate identifies the financial reports of a reporting entity. The student/graduate classifies the elements in the financial reports of a reporting entity (Financial 2).	The student/graduate calculates indicators from the financial reports of a reporting entity. The student/graduate interprets indicators from the financial reports of a reporting entity. The student/graduate differentiates users of financial-accounting information and their information needs. The student/graduate communicates information from financial reports to users.	The student/graduate demonstrates the ability to identify and collect relevant financial data for the preparation of financial statements. The student/graduate verifies the accuracy of the accounting analysis. The student/graduate works independently in interpreting and analyzing financial and accounting data.	Business accounting
19	The student /The graduate: – describes market conditions, government regulations, financial situation, and the objectives and needs of the enterprise's customers. – classify internal and external financial risks and external and internal risk factors. – identifies sources of financial data for evaluating the financial performance of enterprises and for substantiating financial decisions. – indicates factors external to the organization, such as consumers, competitors, market position and political situation. – indicates the internal factors of the organization, including organizational culture, strategic foundation, products, prices, and available resources. – explains financial policies and the development of a financial plan according to regulations and investor profile.	Student / Graduate: – examines financial risks that could affect organizations or individuals. – interprets and verifies compliance with the organization's financial policies, including tax and accounting procedures. – demonstrates compliance of financial policies by applying internal and external rules. – evaluates the strategic foundation in the company's current activity, helping operational decisions. – calculates and interprets the lines and key indicators in the financial statements, namely the balance sheet, income statement and cash flow statement, providing detailed analyses. – develops and plans the strategies and sustainable	The student /The graduate: – builds financial scenarios and proposes measures to improve the economic efficiency of the enterprise or an investment project. – assesses the current level of fulfillment goals economic and financial aspects of the enterprise, identifies and proposes measures to increase the efficiency of the use of material and human resources, taking into account economic opportunities. – manages consultancy on possible financial or capital investments. – prepares financial statements forecasts and proposes appropriate solutions to achieve the company's strategic objectives. – ASSESSING profitability potential of a new acquisition or investment project and proposes concrete actions to increase economic efficiency. initiates solutions regarding	Corporate financial management

	<ul style="list-style-type: none"> <li>– distinguishes the forms of cash flows, absolute and relative indicators of profitability, costs of capital and information synthesis financial.</li> <li>– explains financial risk management, financial consulting, and sustainable business development strategies.</li> <li>– describes the granting and analysis of loans received and granted, the evaluation of solvency reports and fiscal policy.</li> <li>– defines company standards, organizational code of conduct and company management.</li> </ul>	<p>development of the enterprise, regardless of the form of ownership.</p> <ul style="list-style-type: none"> <li>– evaluates the creditworthiness of companies and corporations using information provided by credit rating agencies.</li> </ul> <p>prepares solvency reports to assess financial risks and opportunities.</p>	<p>optimizationfinancial management of current and non-current assets, including by making new investments/disinvestments; designs solutions to increase revenue, as well as generate positive operational cash flow.</p>	
20	<p>The student/graduate identifies the role statistics in the analysis of economic and social phenomena, applies quantitative techniques for optimal decisions in economic and social systems, applies statistical methods in the analysis of economic and social phenomena/.</p> <p>The student/graduate develops practices regarding the application of economic techniques and tools for carrying out economic and financial analyses and predictions, and regarding the application of quantitative methods for data analysis through testing and interpreting econometric models.</p>	<p>The student/graduate recognizes and applies the main statistical methods for the analysis of economic and social phenomena, applies statistical methods in the measurement and analysis of economic and social processes at the macroeconomic level, analyzes the concepts, models and methods of forecasting socio-economic phenomena, recognizes the concepts, principles, methods and techniques for organizing a partial statistical observation, indicates the way to provide the necessary tools for the quantitative and qualitative analysis of economic phenomena/.</p> <p>The student/graduate effectively uses software packages for data analysis through statistical and econometric methods, applying concepts, theories, principles and tools to investigate economic and social phenomena and processes.</p>	<p>The student/graduate demonstrates responsibility for ensuring the accuracy and integrity of statistical data, applying validation and verification techniques, works autonomously in interpreting and analyzing statistical data, contributing to informed decision-making within the organization, organizes, documents and archives the collected data, ensuring their accessibility and accuracy for subsequent use, demonstrates autonomy in analyzing the role of statistics in studying economic phenomena and its use in micro and macro decisionsmacroeconomics, applies statistical methods at the macroeconomic level, being able to deepen and autonomously apply relevant concepts and analyses in economics, correctly formulate statistical issues and explains key indicators of resources and results at the macroeconomic level, demonstrating responsibility in analysis, taking responsibility for designing and conducting complex</p>	Econometrics

			research, ensuring that the results are relevant and accurate	
21	Student / Graduate: identifies the concepts, theories, principles, methods, processes and tools of designing database management information systems, while ensuring information security, including data confidentiality, integrity and availability.	Student / Graduate: <ul style="list-style-type: none"> <li>models a database to design and develop management information systems.</li> <li>assesses the security risks associated with information management.</li> </ul>	Student / Graduate: <ul style="list-style-type: none"> <li>uses analysis and design methods specific to the development of database management information systems.</li> <li>complies with preventive measures to protect data.</li> </ul>	Economic information systems
22	Student/Graduate Accumulate advanced knowledge about the functioning mechanism of operations carried out on international financial markets and about the main trends and developments in financial flows at the international level. The student/graduate acquires advanced knowledge on the functioning, role and evaluation of financial instruments and their use for business management in the international market.	The student/graduate analyzes and interprets phenomena regarding international financial flows, the role of international financial institutions and assesses the consequences on global actors. The student/graduate develops the ability to analyze the ways of using financial instruments, including from the perspective of risk management on the international financial market.	The student/graduate manifests professionalism in evaluating and analyzing the evolution of instruments traded on international financial markets and in developing studies that facilitate decision-making regarding their use by operators on international markets.  Student/Graduate demonstrates willingness to contribute to the evaluation of projects developed by companies operating in the international environment, by reporting on the responsibilities of financial institutions regarding global financial regulation and stability.	International financial markets
23	The student/graduate demonstrates knowledge that facilitates: identifying and understanding the main paradigms and research methods specific to the economy of developing regions in Europe; analysis and understanding of the interactions between economic policies and regional development; understanding and application of development principles, policies and objectives regional. The student/graduate demonstrates Knowledge in the field of regional development financing from European funds	The student/graduate develops skills/ skills: to analyze the main paradigms and apply research methods specific to the economy and regional development; to analyze and interpret economic data to make informed decisions; to evaluate the impact of policies on regional development; to design strategies integrated for the sustainable development of regional communities and to determine regional gaps The student/graduate develops skills/abilities in the field of financing regional development	The student/graduate demonstrates ability: to carry out analyses and studies using research methods specific to the economics of regional development; to analyze regional gaps; to promote ethical and sustainable economic policies; to comply with norms and regulations in the field in the process of reducing economic and social disparities at regional level. The student/graduate demonstrates capacity: to develop projects intended for financing from European funds as a basis for regional economic and social development	Regional development and European funding

		from European funds		
24	<p>Student/Graduate Accumulate advanced knowledge regarding the concept of globalization and international economics: international trade, global markets, foreign investments.</p> <p>Student/Graduate accumulate advanced knowledge regarding flowsinternational trade and understanding trade policies.</p>	<p>The student/graduate develops skills and advanced conceptual understanding skills of globalization and international trade.</p> <p>The student/graduate develops skills and advanced skills related to international trade flows and understanding of trade policies.</p>	<p>The student/graduate demonstrates the ability to substantiate and synthesize the basic concepts of globalization and trade.</p> <p>The student/graduate demonstrates the ability to make estimates of identification, measurement and classification of international trade flows and trade policies.</p>	International economics
25	<p>Student/Graduate accumulate advanced knowledge about the functioning mechanism of the global economy and the main trends and challenges facing it, such as technological development, poverty, sustainability, climate change, economic crises, etc.</p> <p>Student/Graduate Demonstrate acquisition of advanced knowledge on formal (e.g. OECD, WB, IMF, UN, etc.) and informal (e.g. BRICS+, etc.) international organizations, regional trading blocs and their role in the structuring and functioning of the global economy.</p>	<p>The student/graduate develops advanced skills to analyze and interpret phenomena regarding international flows of goods, services, capital, labor, and to evaluate implications at the level of global actors, such as effects on the external balance of payments, on international specialization, etc.</p> <p>The student/graduate critically analyzes the impact of international organizations, chooses and proposes strategies on various global economy topics: membership in formal and informal international organizations, regional integration, international cooperation, etc.</p>	<p>The student/graduate demonstrates professionalism in initiating projects that address global topics, contributing to the development and implementation of studies and analyses specific to the global, volatile, uncertain and multicultural context, and proposing policies that address global challenges.</p> <p>Student/Graduate demonstrates adaptability and flexibility in working in multidisciplinary and multicultural teams that analyze real problems in the global economy such as joining an organization International, association with a regional grouping, etc. and demonstrates reflexivity, through the willingness to critically reflect on the responsibilities of the actors in managing global issues.</p>	Globalization and international organizations
26	<p>Student/Graduate accumulate advanced knowledge of the theories, concepts and analytical tools necessary to understand and explain phenomena related to international trade policies.</p> <p>Student/Graduate demonstrate understanding the international trading system and its subcomponents, including the trade policies of integrationist groupings and</p>	<p>The student/graduate analyzes and interprets phenomena related to international trade policies, both from the perspective of the informed neutral observer and the economic policy maker</p> <p>The student/graduate applies the tools for analyzing international trade flows as well as trade policy tools or related ones, including</p>	<p>The student/graduate proves availability and professionalism in assuming and executing functions and tasks related to participation in decision-making, consultancy, analysis and expertise on public policies (trade and related), activity and diplomacy within international organizations (governmental and non-governmental) in the field, as well as carrying out specific analyses and</p>	Trade policies

	states.	from the perspective of the entrepreneur in the international environment.	<p>studies in the field of trade policy strategies.</p> <p>The student/graduate acts responsible for exercising functions such as the entrepreneurial, executive or consultancy in regional and global trade context and in carrying out studies, works or projects regarding the functioning of the international trade system and its subsystems and components.</p>	
27	<p>The student/graduate knows and understands the fundamental concepts of academic ethics, including honesty, responsibility, fairness, and respect for intellectual rights.</p> <p>The student/graduate identifies and explains institutional norms, codes of conduct, and policies regarding academic integrity, with an emphasis on preventing plagiarism, data falsification, and other forms of intellectual fraud.</p> <p>The student/graduate understands the ethical implications of scientific research and academic education, including compliance with copyright and citation rules.</p>	<p>The student/graduate applies principles of academic ethics in writing scientific papers, seminar projects and university documents, correctly using sources and bibliographical references.</p> <p>The Student/Graduate recognizes and analyzes unethical behaviors in the academic environment, offering constructive solutions to promote integrity.</p> <p>The student/graduate uses self-evaluation and self-control methods to avoid behaviors that are inconsistent with university ethical standards.</p>	<p>The Student/Graduate assumes responsibility for his/her own academic conduct and actively contributes to maintaining a climate based on trust, respect and transparency within the university community.</p> <p>The Student/Graduate demonstrates consistent ethical behavior in the learning, assessment and research process, acting with integrity even under pressure or uncertainty.</p> <p>The student/graduate promotes and supports ethical values within academic and professional activities, becoming a model of good practices for colleagues and collaborators.</p>	Ethics and academic integrity
28	Student/Graduate accumulate advanced knowledge in the field of economic integration. The student/graduate demonstrates knowledge that facilitates: understanding the stages and forms of economic integration on a global scale, theories regarding economic integration, forms of integration found in the practice of international economic relations, as well as the effects generated by economic integration on national economies, respectively on the global economy.	The student/graduate develops advanced skills/abilities to analyze the stages and forms of economic integration on a global scale, the theories related to economic integration, respectively the forms of integration found in the practice of international economic relations. The student/graduate develops advanced skills/abilities that involve the use of theories and concepts in the area of economic integration.	The student/graduate demonstrates the ability to	Economic integration

	The student/graduate demonstrates understanding of economic phenomena interconnected with the evolution of economic integration.			
29	<p>Student/Graduate accumulates advanced knowledge that allows understanding of complex aspects regarding the formation, evolution and interconnection of the main economic trends.</p> <p>Student/Graduate accumulate complex knowledge that allows the analysis of how economic theories have influenced historical events and shaped modern economic thinking, including in terms of the potential for adaptation to new realities socio-economic.</p>	<p>The student/graduate develops advanced critical analysis skills/abilities in order to identify the particularities of a certain way of economic thinking and its impact on the theories that explain the economic phenomenon.</p> <p>The student/graduate develops advanced skills/abilities that involve the use of complex analysis methods to identify the impact of economic principles and theories on specific economic policies.</p>	<p>The student/graduate demonstrates the ability to initiate and manage complex projects that involve the identification, analysis and evaluation of the relationship between the theoretical principles of economics and the practical manifestations of economic activity.</p> <p>The student/graduate demonstrates the ability to substantiate, develop and implement economic strategies appropriate to specific doctrinal principles.</p>	Economic doctrines
30	<p>Student/Graduate accumulate advanced knowledge that allows the understanding, preparation and correct use of international commercial documentation in English.</p> <p>The student/graduate demonstrates understanding of economic and commercial terminology specific to documents in the field of international transactions.</p>	<p>The student/graduate develops advanced skills/abilities in drafting, verifying and understanding international commercial documentation in English, uses advanced scientific methods for correlated analysis of all documents within the framework of an international commercial operation,</p>	<p>The student/graduate demonstrates the ability to initiate and manage different categories of international commercial documents in English, analyzes and applies theoretical principles in international trade practices.</p> <p>The student/graduate demonstrates the ability to substantiate, develop and implement international commercial strategies based on international commercial documentation.</p>	Business correspondence in English
31	<p>The student/graduate demonstrates advanced knowledge of the fundamental concepts, theories and models of entrepreneurship and business administration.</p> <p>The student/graduate knows the stages of the entrepreneurial process, from identifying opportunities to developing and scaling a business.</p> <p>The student/graduate understands the economic, legal and institutional mechanisms that influence the entrepreneurial environment and business decisions.</p>	<p>The student/graduate develops viable and sustainable business plans, using economic, financial and marketing analysis tools.</p> <p>The student/graduate identifies sources of financing (traditional and alternative) and develops proposals to attract investments.</p> <p>The student/graduate uses modern leadership, negotiation and decision-making techniques to coordinate teams and resources in an entrepreneurial context.</p>	<p>The student/graduate demonstrates the ability to initiate and develop innovative businesses, taking calculated risks and making strategic decisions.</p> <p>The student/graduate acts autonomously in formulating and implementing managerial decisions in a competitive and uncertain environment.</p> <p>The student/graduate demonstrates entrepreneurial spirit and initiative in solving complex business problems, demonstrating the ability to adapt and continuously learn.</p>	Entrepreneurship and business administration



32	<p>The student/graduate:</p> <ul style="list-style-type: none"> <li>- knows the regulations relating to international trade, international trade policies, understands the mechanisms of operation of the system of international economic relations and is familiar with the documentation related to international trade relations.</li> <li>- knows the regulations, mechanisms of financing, evaluation, implementation of projects financed from European funds, understands the mechanisms of operation of the institutions that manage the allocation of European funds and is familiar with the documentation in the field</li> </ul>	<p>The student/graduate:</p> <ul style="list-style-type: none"> <li>- practically applies the theoretical concepts acquired within the study program, in the current activity.</li> <li>- develops international commercial documents/in the field of European funds.</li> <li>- uses specific IT applications for international commercial relations, respectively the management and implementation of projects financed from European funds.</li> <li>- analyzes and interprets specialist information in order to evaluate the economic/commercial reality.</li> <li>- identifies and solves practical problems regarding the field and interprets commercial/financial/technical data in a strategic context, exercises critical thinking and the ability to provide optimal recommendations.</li> </ul>	<p>The student/graduate:</p> <ul style="list-style-type: none"> <li>- exercises professional autonomy in carrying out tasks specific to the field of economics and international affairs in a real organizational setting.</li> <li>- respects the norms of professional ethics and deontology in carrying out the activities of the professional field.</li> <li>- collaborates effectively within teams in existing organizational structures in the real economy.</li> <li>- reflects critically on his/her own activity and the results obtained, with the aim of continuous improvement;</li> <li>- adapts to the requirements of the professional environment and integrates into the organizational culture of the entity.</li> </ul>	Specialized practice (90 hours)
33	<p>Student/Graduate accumulates advanced knowledge that allows understanding of phenomena and concepts related to economic globalization, theories of economic globalization, globalization of markets or the role of multinational companies in the globalization process. The student/graduate demonstrates understanding of the mechanisms in the sphere of economic globalization, respectively of the evolution of national economies in the context of globalization</p>	<p>The student/graduate analyzes and interprets the various aspects of the process of market globalization, respectively the effects of economic globalization. The student/graduate develops advanced skills/abilities that allow him/her to use advanced methods of analyzing the phenomenon of globalization and its effects, including economic crises.</p>	<p>The student/graduate demonstrates the ability to substantiate, develop and implement in-depth economic analyses on the globalization of markets, but also on the economic transformations generated by this process at the level of national economies, the business environment and even on companies, respectively different categories of markets.</p>	Economic globalization
34	<p>Student/Graduate accumulates advanced knowledge that allows understanding of complex aspects regarding the characteristics, assessment</p>	<p>The student/graduate analyzes and interprets the different situations that generate risk in international transactions, the categories of risks</p>	<p>The student/graduate demonstrates the ability to substantiate, develop and implement risk hedging strategies in international trade, as well as the ability</p>	Risk management in international transactions.

	and management of risk. The student/graduate accumulates complex knowledge that allows risk analysis in international trade, decision-making in conditions of risk and uncertainty, but also of methods of hedging risk in international transactions.	to which the company is exposed in international trade. The student/graduate develops advanced skills/abilities that involve the use of risk hedging methods in international transactions.	to make decisions under conditions of risk and uncertainty.	
35	<p>The student/graduate accumulates advanced knowledge regarding the stock exchange system and the functioning of commodity and stock exchanges in the context of international trends.</p> <p>The student/graduate demonstrates understanding of the mechanism of stock market transactions and different types of specific contracts.</p>	<p>The student/graduate analyzes and interprets the main concepts and specific terms used in international stock markets, as well as the place and role of these institutions in international transactions and in the contemporary market economy.</p> <p>The student/graduate develops the ability to analyze the role of participants in stock markets, the main stock market transactions carried out by participants, as well as the main instruments traded on international stock markets.</p>	<p>The student/graduate demonstrates the ability to identify solutions for purchasing or selling products on international stock markets and to initiate and conduct transactions on these markets.</p> <p>The student/graduate demonstrates the ability to conduct analyses and studies in the field of instruments specific to international stock markets.</p>	International scholarships
36	<p>Student/Graduate accumulate fundamental knowledge regarding the definition, typology and principles international negotiations, demonstrates understanding environmental factors that influence the conduct of negotiation processes.</p> <p>.</p>	<p>The student/graduate negotiates the terms specific to international contracts in order to conclude them as well as establish strategic partnerships, participate in solving complex and unpredictable problems in an international context, such as conflict management, identify cultural differences and differences between legal systems, collaborating effectively with international partners.</p>	<p>Student/Graduate activate a collaborative openness in teams that manage complex international negotiations, integrating intercultural aspects and paying attention to their potential impact on communication with partners, demonstrates proactivity by contributing to the development of a negotiation file and acts responsibly in the decision-making process for the conclusion of international agreements and contracts.</p>	International trade negotiation
37	<p>The student /The graduate:</p> <ul style="list-style-type: none"> <li>– identifies sources of economic and financial information.</li> <li>– analyzes relevant economic and financial data.</li> <li>– compares economic and financial</li> </ul>	<p>The student /The graduate:</p> <ul style="list-style-type: none"> <li>– prepares detailed reports on risks identified within the enterprise.</li> <li>– manages economic and financial risks.</li> </ul>	<p>The student /The graduate:</p> <ul style="list-style-type: none"> <li>– interpret indicator economic-financial and proposes solutions to well-defined problems.</li> <li>– evaluates specific economic and</li> </ul>	Economic and financial analysis

	information useful for management decisions, investment/disinvestment decisions, etc.	<ul style="list-style-type: none"> <li>– manages economic and financial information from multiple sources or different departments.</li> <li>– calculates specific economic and financial indicators.</li> <li>– proposes decisions for management, investors, other decision-makers, etc.</li> </ul>	<p>financial risks, their nature and their impact on the organization and proposes possible solutions to counter them.</p> <ul style="list-style-type: none"> <li>– analyzes legal, technical information, commercial, operational, management, human resources and strategic issues, and integrates appropriate solutions into the action plan.</li> </ul>	
38	<p>Student/Graduate</p> <ul style="list-style-type: none"> <li>- learn basic skills in using English in business, with an emphasis on writing and oral communication in various contexts.</li> <li>- develops the skills necessary to communicate successfully in different circumstances that will be encountered in real business life.</li> <li>- knows and uses appropriately the specific terminology, as well as the grammatical structures used in the economic language specific to business</li> </ul>	<p>Student/Graduate</p> <ul style="list-style-type: none"> <li>- analyze and interpret the content of business text in English</li> <li>- develops the ability to understand, apply and critically analyze the different elements within business communication</li> </ul>	<p>Student/Graduate</p> <ul style="list-style-type: none"> <li>- autonomously develop various business communication constructs in English</li> <li>- develops proposals for communication approaches in English for different business situations.</li> </ul>	Communication in English
39	<p>The student/graduate learns specific notions of economic journalism and advertising necessary for composing, writing and editing a journalistic text.</p> <p>The student/graduate demonstrates understanding of journalistic genres and the particularities of constructing an article with economic content</p>	<p>The student/graduate analyzes and interprets the content of the journalistic text and journalistic discourse, including the rules of technical editing and layout.</p> <p>The student/graduate develops the ability to identify the intrinsic and extrinsic elements of the journalistic text specific to different journalistic genres.</p>	<p>The student/graduate demonstrates the ability to conduct studies/analyses regarding the business environment.</p> <p>The student/graduate demonstrates the ability to develop an economic message and transmit it through various means of communication.</p>	Journalism and advertising.
40	<p>The student/graduate:</p> <ul style="list-style-type: none"> <li>- learns notions and concepts in the field of automated project management - ERP systems adapted to economic activity, namely the projects of companies and institutions at the European level,</li> <li>- has knowledge of the main ERP systems used by the European economic</li> </ul>	<p>The student/graduate:</p> <ul style="list-style-type: none"> <li>- analyzes systems intended for automated project management – ERP systems adapted to economic activity</li> <li>- applies the tools and techniques specific to ERP systems</li> </ul>	<p>The student/graduate:</p> <ul style="list-style-type: none"> <li>- has the ability to use different modules of systems intended for automated project management – ERP systems adapted to economic activity</li> <li>- can propose automated solutions suitable for the management of various types of economic projects carried out by the business environment</li> </ul>	International business management

	environment, administration and navigation of ERP systems			
41	<p>Student/Graduate accumulates consistent knowledge about the concepts and theories of economic integration, about the institutional structure of the European Union, understands and explains the co-decision mechanisms and legislative procedures of the EU.</p> <p>Student/Graduate demonstrates understanding of the EU's international economic relations and the EU's role in global economic governance (e.g. WTO, IMF, G20).</p>	<p>The student/graduate analyzes the stages of European integration and applies analytical methods and models to evaluate the efficiency of EU decision-making processes and structures.</p> <p>The student/graduate critically evaluates the impact of European policies on the European Single Market and other economies.</p>	<p>The student/graduate activates critical thinking by demonstrating the ability to formulate recommendations based on the analysis of decision-making processes at the European level to improve interinstitutional cooperation.</p> <p>The student/graduate demonstrates professionalism and assumes a responsible attitude in participating in working groups.</p> <p>who propose government strategies to ensure European economic macrostability, contributing through analyses, economic studies and impact studies that offer adaptive and integrative solutions to economic crises.</p>	European economic governance
42	<p>Student/Graduate accumulate advanced knowledge of the theories, concepts and analytical tools necessary to understand and explain phenomena related to international trade</p> <p>Student/Graduate demonstrate understanding the international trade system and its subcomponents, integrationist groupings and states.</p>	<p>The student/graduate analyzes and interprets phenomena related to international trade at the international level, both from the perspective of the informed neutral observer and the economic policy decision-maker.</p> <p>The student/graduate applies the tools for analyzing international trade flows, including from the perspective of the entrepreneur in the international environment.</p>	<p>The student/graduate proves availability and professionalism in assuming and executing functions and tasks related to participation in decision-making, consultancy, analysis and expertise on public policies (trade and related), activity and diplomacy within international organizations (governmental and non-governmental) in the field, as well as carrying out specific analyses and studies in the field of trade policy strategies.</p> <p>The student/graduate acts responsible in the exercise of functions as the entrepreneurial, executive or consultancy in regional and global trade context and in carrying out studies, works or projects regarding the functioning of the international trade system and its subsystems and components.</p>	International trade
43	Student/Graduate defined the concepts and principles specific to the coordination and	The student/graduate solves simple, well-defined problems associated with the coordination	The student/graduate demonstrates the ability to propose ways of designing the tourism product, marketing	International tourism

	management of service, tourism, hotel and restaurant activities and related geographical notions.	and management of service, tourism, hotel and restaurant activities.	techniques and the behavior of economic operators in the context created by the related legislation and regulations in force.	
44	The student/graduate demonstrates that he/she possesses the landmarks of the structure of an international contract, identifying its specific clauses, and acquiring advanced knowledge regarding foreign trade techniques, applicable international regulations and methods of preparing the documentation necessary for calibrating efficient commercial operations.	The student/graduate analyzes the specific activities of the supply chain, implements the business plan specific to foreign trade operations, taking into account the specific risks and ways to manage them, and develops a logistics solution, taking into account different modes of transport, the documents necessary for both the transport process and for the insurance and customs clearance of the goods.	The student/graduate learns the strategies of rigorous, efficient and responsible work, punctuality and responsibility in carrying out economic analyses and studies that facilitate decision-making regarding specific logistics chain activities and proves the willingness to reflect critically, oriented towards hypotheses, and to apply reasoning in decision-making processes regarding the methods and techniques of carrying out international commercial operations and of effectively managing risks in the global environment.	Foreign trade operations technique
45	The student/graduate demonstrates understanding the concepts of international commercial law and the role of the commercial contract in international business, the structure and content of the international commercial contract. Incoterms, legal contractual forms for achieving internationalization and technology transfer.	The student/graduate adequately uses the tools for drafting and using international commercial contracts and delivery terms (Incoterms). The student/graduate adequately applies the main legislative aspects in the field of international commercial contracting.	The student/graduate demonstrates the ability to draft, understand and apply international commercial contracts in order to substantiate scientifically rigorous decisions in the field of international transactions.	Contracting in international trade
46	The student/graduate demonstrates understanding the concepts of diplomacy, diplomatic relations, economic diplomacy, etiquette and protocol in international relations and diplomacy, diplomatic and ceremonial protocol customs in Romania.	The student/graduate appropriately uses the tools and protocols regarding diplomacy, diplomatic relations, economic diplomacy, etiquette and protocol in international relations and diplomacy, and the customs of diplomatic and ceremonial protocol in Romania.	The student/graduate demonstrates the ability to scientifically substantiate rigorous decisions in the field of diplomacy, diplomatic relations, economic diplomacy, ethics and protocol in international relations.	Diplomatic and protocol customs
47	The student/graduate demonstrates understanding the concepts of international cargo transportation, shipping and insurance. Demonstrates knowledge of the specific methods and steps involved in testing hypotheses in the field of international transport and shipping	- Is able to apply theoretical concepts and aspects to formulate empirically testable economic hypotheses at the level of a company, public institution or at the macroeconomic level - at the level of the international transport services market	Is able to make decisions regarding the application of concepts and theoretical aspects corresponding to the hierarchical level of the company in which he/she operates and assumes responsibility for the work performed	International transport, shipping and insurance

	Demonstrates knowledge of the principles and specific methods of quantitative and qualitative market research in the field studied	Is able to apply theoretical methods in the applied sphere of international relations, in order to formulate macroeconomic policy recommendations and strategies at the company level, respectively public institution in the field of international transport and expeditions		
48	The student/graduate demonstrates understanding the concepts of logistics, logistics processes specific to supply chains, the place and role of logistics in the conduct of international commercial operations. Student/Graduate accumulate advanced knowledge regarding the management, planning, and conduct of international commercial operations on a scientific basis in order to ensure economic efficiency.	The student/graduate uses appropriately negotiation and sales process management techniques to effectively manage customer interactions. The student/graduate adequately applies methods of demand forecasting and inventory management, planning of material resource requirements and sales, as well as advanced negotiation and completion skills of sales processes.	The student/graduate demonstrates the ability to scientifically substantiate rigorous decisions regarding sales techniques and the sales plan for a specific product or service, with an emphasis on customer approach and closing techniques. The student/graduate demonstrates responsibility and professional ethics in the process of designing logistics networks and managing distribution channels.	International logistics
49	The student/graduate assimilates advanced knowledge regarding the particularities of international markets, the international marketing environment and the marketing mix specific to organizations operating in international markets. The student/graduate understands cultural differences and their impact on global consumer behavior. The student/graduate knows the tools and techniques for analyzing foreign markets.	The student/graduate demonstrates the ability to operationalize product, pricing, distribution and communication strategies within business organizations operating in an international context. The student/graduate evaluates the opportunities and risks of entering foreign markets. The student/graduate applies strategies for positioning and adapting the marketing mix globally.	The student/graduate demonstrates a proactive and responsible attitude in the process of collecting, analyzing and interpreting data from the international marketing environment, relevant to developing an appropriate strategy for an organization operating in an international context. The student/graduate demonstrates autonomy in selecting international distribution channels. The student/graduate actively contributes to the formulation and implementation of international strategic decisions.	International marketing

## VIII. OCCUPATION/OCCUPATIONS TARGETED BY THE STUDY PROGRAM

Occupation(s) targeted by the study program, from COR/ISCO-08/ESCO, according to RNCIS:

COR/ESCO Code: 263105 - COR/ESCO Title: Advisor/ Expert/ Inspector/ Referent/ Economist in International Economic Relations

COR/ESCO Code: 263106 - COR/ESCO Title: Advisor/ Expert/ Inspector/ Referent/ Economist in Economic Management

COR/ESCO Code: 263126 - COR/ESCO Title: Economic Secretary (Higher Studies)

RECTOR,  
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