

**TEMATICA LUCRĂRILOR DE LICENȚĂ
PENTRU SPECIALIZAREA ADMINISTRAREA AFACERILOR
CU PREDARE ÎN LIMBA ENGLEZĂ
- SESIUNEA 2011 -
CICLUL DE LICENȚA 3 ANI**

BUSINESS MANAGEMENT

COORDONATOR: Prof. univ. dr. Constantin BRATIANU

- Strategic management – competitive analysis
- Change management
- Organizational knowledge
- Knowledge management
- Organizational intellectual capital
- Organizational culture. Study case-ASE
- Organizational intelligence
- Knowledge generation
- Team management
- Motivation systems

INTRODUCTION TO BUSINESS

COORDONATOR: Prof. univ. dr. Ion NAFTANAILA

- Re-engineering the manufacturing system. Applying theory of constraints
- Planning and control systems for production services. A comparative approach
- Managing the product development. A case study for company X
- Managing the business processes. A case study for company X
- Managing stakeholders relationship. A case study for company X
- Measuring performance – work content and incentive schemes. A case study for company X
- Managing complexity; using operation research and computer modeling for performance improvement. A case study for company X
- Lean production. A study and implementation plan
- Managing inventory for independent demand. A case study for company X

BUSINESS QUALITY MANAGEMENT

COORDONATOR: Prof. univ. dr. Carmen PAUNESCU

- The leadership system and quality planning. Case study of
- Leadership skills and the leading leadership practices of top managers in quality-based organizations
- Process management and its key components. Case study of

- Performance measurement and information management. Case study of
- Implementation of an ISO 9000:2000 model of quality management system. Case study of
- Improving the quality management system documentation. Case study of
- Benefits and lessons learned through implementation and certification of an ISO 9000:2000 model of quality management system. Case study of
- The Kano model and its implication for quality management. Case study of
- Process management and its key components. Case study of
- Improving the process performances. Case study of

NEGOTIATION TECHNIQUES

COORDONATOR: Prof. univ. dr. Carmen PAUNESCU

- Strategy and tactics of distributive negotiation. Case study of
- Strategy and tactics of integrative negotiation. Case study of
- The manager as a mediator. The mediation process at Company "XYZ"
- Managing conflict through negotiation. Case study of
- Ethics in negotiation: the ethics and profitability in bluffing in business
- Negotiating from a weak position. Analysis of the negotiation process at Company "XYZ"
- Analysis of the communication process at Company "XYZ"
- Interest vs. position in a negotiation. Case study of
- Team and group negotiations at Company "XYZ"
- Managing difficult negotiation situations. Case study of
- Online tools used in negotiations. Case study of ...

ENTREPRENEURSHIP

COORDONATOR: Asist. univ. dr. Ionela DUMITRU

- Moving from an idea to an entrepreneurial firm
- Managing and growing the entrepreneurial firm
- Getting financing or funding
- Economic Impact of entrepreneurial firm
- Corporate entrepreneurship
- Franchising
- Women entrepreneurs
- Entrepreneurship in post-communist societies
- The entrepreneurial Student
- The Entrepreneurial University

INTERNATIONAL FINANCIAL RELATIONSHIPS

COORDONATOR: Prof. univ. dr. Dumitru G. BADEA

- The Documentary Letter of Credit (L/C)- characteristics of use in domestic and international banking practice
- EBRD- role, functions, development
- The Card and E-Money
- Export financing through discounting and forfeiting
- Identifying fraud in the field of banking and finance; means of countering fraud
- Leasing- financing technique in international commerce
- Combined payment methods in a (for a) complex import-export contract. Case study of.....
- The role of an Export-Import Bank in supporting the exports of a country. Case study about (U.S.A., France, Germany, U.K., Romania etc.)

COORDONATOR: Lect. univ. drd. Laura Elly NAGHI

- Types of Letter of Credit used in international transactions.
- Types of Bank Letter of Guarantee used in international transactions.
- Conditions of delivery in international transactions.
- E- commerce in international trading
- European Investment Bank - role, functions, development
- Analysis of financing projects of EBRD in Romania / South East of Europe.
- Types of projects of World Bank Group in Romania / South East of Europe.
- International Monetary Fund - a hero or a tyrant for developing countries?
- The Exchange Rate - formation mechanisms and influencing factors.

INSURANCE AND REINSURANCE

COORDONATORI:

Prof. univ. dr. Dumitru G. BADEA

Lect. univ. drd. Laura Elly NAGHI

- Comparative analysis between traditional personal life and unit-linked products.
- Evolution of bancassurance on the Romanian market.
- The health insurance - a complement to the public health system.
- Tendencies of fraud on the Romanian insurance market.
- Success model of health insurance products.
- Reinsurance support for catastrophic risk coverage.
- Household insurance against natural catastrophes - a requirement or a necessity?
- Tendencies on the Romanian motor insurance.
- Main products offered by intermediaries on the Romanian insurance market.
- Study case regarding a type of liability insurance policy.
- The settlement of international payments through Cash against documents and Payment Order.
- The private pension funds an alternative to the public pension Funds The development of the financial risks insurance
- The compulsory household insurance in Romania.

- Natural catastrophes insurance - a luxury or a necessity?
- Managing the risk in insurance
- Insurance of natural catastrophies in agriculture
- Reinsurance and financial stability of an insurance company. Case study of.....
- The private pensions in Romania – pillar II.
- The private pensions in Romania – pillar III.

EUROPEAN BUSINESS ENVIRONMENT

COORDONATOR: Conf. univ. dr. Alina Mihaela DIMA

- Relationship Marketing at the Crossroads with competition rules: the case of Distribution Agreements
- Competition policy in EU. The economics of tacit collusion.
- The relationship between innovation-competition on the global market. Abuse of dominant position
- Analysis of Fiscal policy in the EU – harmonization and contradictions
- Trade and competition policies at the crossroads: conflicts and synergies on the long run
- The Budgetary Implications of Eastern Enlargement
- Competition policy. The antitrust side of marketing innovation
- Measuring the impact of EU antitrust law on the business environment. Case of Romania
- Competition policy in Central and Eastern Europe. The impact of EU accession
- Antitrust Law, Cartel Enforcement & Leniency Policy. Case study.

BANKING OPERATIONS AND TECHNIQUES

COORDONATOR: Conf. univ. dr. Ilie ȘIMON

- The Letter of Credit - Payment Method in the International Transactions.
- Foreign Exchange Market in Romania. Arbitration.
- Banking Performances - Ways of Optimization.
- Monetary Policy Instruments of the National Bank of Romania and Their Influence on the Economy.
- The National Bank of Romania and Its Role in the Banking System.
- Money Services: The Cheque and Its Process in Romania.
- Banks and Lending: The Prudential Measures of the National Bank of Romania.
- Banker - Customer Relationship.
- Managing the Banking Risks.
- The Banking Guarantees.

COORDONATOR: Conf. univ. dr. Alina Mihaela DIMA

- Managing the Credit Risks. Case study
- Banking in Central and Eastern Europe. The impact of the EU accession

- Credit risk management and financial crisis
- Economic and Monetary Union. Nominal convergence vs. real convergence
- Assessment of financing methods for business environment. Case of Romania
- How to Obtain Funding for an Investment Project
- The test of competition on the Romanian banking market
- Consolidation and Market Structure in Emerging banking Market Systems
- Regulatory Competition and Multinational banking
- Quality management in banking services. The case of Romania

ECONOMICS

COORDONATORI: Prof. univ. dr. Marta Christina SUCIU, asistent univ.drd. Mina IVANOVICI

- New economics and knowledge-based society. Promotion of knowledge-based economy on national & international level
- Consumer in new economics and knowledge-based society. Consumer's behaviour in cyberspace producer in new economics and knowledge-based society. Producer's Behaviour in Cyberspace
- Knowledge and its role in knowledge-based society. The value chain based on knowledge. Sustainable development and development Policies based on knowledge
- The economics of education and investment in education. Human capital and investment in human capital
- Work in knowledge-based economics. Activities based on knowledge, competencies management, career management and development
- Intellectual capital as a source of a competitive sustainable advantage for knowledge-based organizations
- Intangible resources and management of intangible resources. Knowledge-based organizations and knowledge & competencies management at the organizational level
- Competitive Intelligence and intelligent strategies in a knowledge-based society. Intelligent agents & intelligent and creative communities and the corresponding infrastructure for a knowledge-based economy. Knowledge clusters and networks. Network externalities. Social network & social innovation
- The creative economy and the economic creativity index. The economics of ideas and intellectual property. Creative class, creative industries & creative communities. Creative & innovative management. An economic approach.
- Crisis and crisis management. Macro & microeconomics approach.

INFORMATICS FOR BUSINESS

COORDONATOR: Prof. univ. dr. Vasile AVRAM

- e-Business – Concepts, Models, And Applications
- Managing The Digital Firm
- Information Systems, Organizations, Management, And Strategies

- Managing Knowledge In Digital Firm
- Enhancing Management Decision –Making For The Digital Firm
- Ethical And Social Issues In Digital Firm
- Information Lifecycle Management
- Enterprise Information Systems Integration
- Using Business Rules Support Systems For Processing Automation
- Ensuring Data Security And Confidentiality For E-Business

LAW

COORDONATOR: Prof. univ. dr. Cornelia LEFTER

- Communitary Institutions.
- Communitary Monetary System.
- The Juridical Regime of Companies in Communitary Law.
- The Freedom of Circulation of Goods in the Communitary Space.
- The Freedom of Circulation of Persons in the Communitary Space.
- The Freedom of Circulation of Capitals in the Communitary Space.
- The Freedom of Circulation of Services in the Communitary Space.
- The Juridical Regime of Limited Liability Companies in the Romanian Law and in Compared Law.
- The Juridical Regime of Stock Companies in the Romanian Law and in Compared Law.
- The Juridical Regime of Titles of Credit in the Romanian Law and in Compared Law.
- Special Commercial Contracts in the Romanian Law and in Compared Law.

HUMAN RESOURCE MANAGEMENT

COORDONATORI:

Asist. univ. dr. Valentina GHINEA

- Diagnosis of the human resources function of the company ...
- Critical analysis of the recruitment policy of the company ...
- Implementing an HR motivation programme at the company ...
- Implementing and evaluating a performance appraisal system at the company ...
- Evaluation of the compensation system of the organisation ...
- Implementing a training programme at the company ...
- Carrier management tools on organisational level. Case study
- Human resources costs for the company ...
- Survey on organisational culture in the company ...
- Conflict management in a multicultural organisation. Case study

MANAGERIAL ACCOUNTING

COORDONATORI: Prof. univ. dr. Mihaela DUMITRANA

- Romanian accounting: organisation rules
- Continental accounting vs. Anglo-Saxon accounting

- Valuation, revaluation and recognition in accounting
- Balance sheet: presentation and analysis of the financial position of an entity
- Performance reflected into accounting: concepts, calculation methods, presentation
- Cash flow determination and analysis
- Managerial accounting organisation: concepts, models, solutions
- The costs in the managerial decision
- Absorbing costs vs. marginal costs
- Tools for an effective inventory accounting

ACCOUNTING AND FINANCIAL AUDIT

COORDONATOR: Prof. univ. dr. Adriana DUȚESCU

- Implementation of IFRS 1: The First Time Adoption of International Financial Reporting Standards- A “SWOT” Financial Analysis.
- Financial Reporting and Natural Environment Preservation-Romanian Study Case.
- Financial Reporting and Natural Environment Preservation-European Practice.
- Prospective Views and Controversial Issues Concerning Financial Reporting Framework for Small and Medium Enterprises – a Romanian Study Case.
 - Prospective Views and Controversial Issues Concerning Financial Reporting Framework for Small and Medium Enterprises – an International Study Case.
 - Financial Instruments Disclosure – a Controversial Issue in Europe and in North America.
 - Financial Reporting Framework for Fixed Assets: Strategies and Concepts, Techniques of Recognition and Measurement, Forecasting and Analysis – a Romanian / International Study Case.
 - Financial Reporting Framework for Retained Earnings: Strategies and Concepts, Techniques of Recognition and Measurement, Forecasting and Analysis - a Romanian/International Study Case.
 - Auditor Opinion and Listed Shares’ Market Price Volatility.
 - Globalization of Financial and Auditing Services: What’s Next? – a Study Case.

ACCOUNTING

COORDONATOR: Lector univ. dr. Andreea PONORÎCĂ

- Policies of valuation of non current assets
- Inventories valuation
- Accounting for cash and cash equivalents
- Leasing versus credit
- Analysis of financial performance of a production company
- Operational leasing versus financial leasing – IAS 17
- Disclosure of the financial statements
- Management of employment costs
- Management of innovation costs
- Accounting emphasys for stocks of finished goods

Note: Any original proposal of a title is accepted, if connected with accounting field

CORPORATE FINANCE

COORDONATOR: Prof.univ.dr. Anamaria CIOBANU

- Financial analysis of a company
- Investment project valuation
- Comparative analysis of investment project feasibility criteria
- Analysis of companies' risk determinants.
- Analysis of companies' performance determinants.
- The optimal capital structure for a listed company.
- Comparative analysis between leasing and bank loan
- Study of financial indicators that better reflect the companies' performance.
- Financial planning of a company – constraints and solutions

COORDONATOR: Lector univ. dr. Delia CATARAMA

- The Financial Analysis of the student must choose a company
- The Cash Management of the student must choose a company
- The investment decision. Case study: the student must choose a company
- The financial structure of the company and company value.
- Dividend Policy.

STATISTICS AND ECONOMETRICS

COORDONATORI:

Prof. univ. dr. C. MITRUT

Prof. univ. dr. D. ȘERBAN

- Quantitative methods to analyze the efficiency of the companies on a certain market (market to be chosen)
- Quantitative methods to analyze the efficiency and profitability at a certain company.
- Statistical modelling of demand and supply for product (product to be chosen).
- Statistical evaluation of consumer behavior on a market (to be chosen).
- Evolutions and correlation between the main macroeconomic indicators – tool for country ranking.
- Econometrical models for evaluating bussiness oportunities on a market (to be chosen)
- Quantitative and qualitative investigation of a social phenomenon. Developing social management plans.
- Quantiative and qualitative methods as a toll for bussiness plan development.
- Comparisons between regions concerning the main macroeconomic measures.
- Econometrical tools for bussiness developing or launching (market and product to be chosen)
- Statistical tools for bussiness developing or launching (market and product to be chosen)

- Forecasting techniques as background of investment decision in an industry
- Robustness tests for bussiness environment development
- Survey to assess the bussiness oportunity (area to be chosen)
- Sampling techniques in the case of small samples.
- Data collection method. Questionnaire developments on a chosen economic and/or bussiness area

BUSINESS INVESTMENT STRATEGY

COORDONATOR: Prof. univ. dr. Maria DIMITRIU

- Investment decisions and strategies in a company
- Valuation of investment risk and return for a project
- Preparation of industrial feasibility study for an investment project
- Economic and financial valuation of an investment project
- Using Black and Scholes formula in valuation of an operation
- Capital investment options
- Risk and returns in international investments
- Investment strategy in an efficient market
- Using fundamental analysis in investment decisions
- Forecasting investments with technical analysis

CUSTOMER RELATIONSHIP MANAGEMENT

COORDONATOR: Conf.univ.dr. Mihaela-Cornelia DAN

- CRM as an integral business strategy
- Operational CRM – Internet and the website
- Market research regarding the CRM software solutions in Romania
- Customer knowledge
- Management of an e-mail marketing campaign
- Implementation of CRM systems
- Call centre management
- Customer retention and cross-selling at company X
- Social networking and CRM
- Reporting results in CRM strategy

COORDONATOR: Asist. univ. dr. Corina Pelau

- Strategies for customer relationship management
- Customer loyalty programs
- Satisfaction as premise for customer loyalty
- Research on customer satisfaction at the company
- Key Account Management at the company.....
- Category Management at the company

- Organization Systems of CRM at the company.....
- Software Solutions for CRM
- Complaint and reclamation management at the company.....
- Customer-controlling systems
- Indicators used to measure the performance of CRM
- Human Resources involved in CRM

MARKETING

COORDONATORI: Prof. univ. dr. Iacob CĂTOIU

Prof. univ. dr. Carmen BĂLAN

- Competition analysis and recommendations relative to the marketing strategy of the company . . .
- Targeting and positioning strategy. Case study: the brand/company . . .
- Product strategy of the company . . .
- The distribution system of the company . . .
- The pricing strategy of the company . . . for the product/service/brand . . .
- Communication strategy of the company . . .
- Analysis of customer loyalty. The case of company . . .
- Study of the customer opinion relative to the product/brand/service
- Research relative to customer behavior. Case study: product/service . . .
- The marketing mix of the company . . .

INTERCULTURAL MANAGEMENT

COORDONATOR: Asist. univ. dr. Simona Vasilache

- Differences in work-related values across countries.
- New forms of East-West migration and their managerial consequences
- Multinational teamwork
- Expatriation and repatriation
- Cultural transformations in post-socialism
- New methods of cultural comparison
- Cross-cultural issues in universities
- The development of cross-cultural competence
- Leadership in multi-cultural contexts
- Perspectives on ethnocentrism

FINANCIAL AND ECONOMIC ANALYSIS

Coordonator: Prof. univ. dr. Dan Dumitru POPESCU

- Analysis of the Company's Turnover.
- Analysis of the Break-even Point of the Company.
- Analysis of the Financial Ratios of the Company.

- Analysis of the Costs of the Company.
- Analysis of the Market Share of the Company.
- The Profit Analysis of the Company.
- Financial Analysis in Bankruptcy Prediction
- Industry Financial Analysis. A case Study
- Financial Analysis and Business Valuation. A case Study
- Income Approach in Business and Intangible Assets Valuation
- Comparison Approach in Business Analysis and Valuation.
- Company analysis based on creating value indicators

Coordonator: Conf. univ. dr. Ion ANGHEL

- Financial Analysis in Bankruptcy Prediction
- Industry Financial Analysis. A case Study
- Financial Analysis and Business Valuation. A case Study
- Income Approach in Business and Intangible Assets Valuation
- Comparison Approach in Business Analysis and Valuation.
- Company analysis based on creating value indicators
- Financial Analysis in Bankruptcy Prediction

PROCESE DECIZIONALE ÎN AFACERI

Coordonator: Lector univ. dr. Adriana Agapie

1. Structural Information in Decision Making in Business.
2. Normative versus Descriptive in structuring Decision Problems in Business.
3. Incorporating expert Judgment in Economic Forecasts.
4. Design and evaluation of a Marketing Driven Business and Corporate Strategy.
5. Decision Making in New product Pricing Strategy.
6. Causal Modeling and Estimation Strategy
7. Microeconomic Data Structures with applications.
8. Comparison of expected utility, prospect theory and mean-variance analysis.
9. Cultural differences in behavioral biases.
10. Information selection biases, Decision biases, Biases in inter temporal decisions.