

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Entrepreneurship and Business Administration
1.8. Language of study	English
1.9. Academic year	2020-2021

2. Information on the discipline

2.1. Name	Organizational and consumer behavior								
2.2. Code	20.0244IF2.1-0002								
2.3. Year of study	2	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	6
2.8. Instructors									

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	4.00 of which
	C(C) 2.00
	S(S) 2.00
3.3. Total hours from curriculum	56.00 of which
	C(C) 28.00
	S(S) 28.00
3.4. Total hours of study per semester (ECTS*25)	150.00
3.5. Total hours of individual study	94.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	30.00
Additional documentation in the library, on specialized online platforms and in the field	20.00
Preparation of seminars, labs, assignments, portfolios and essays	20.00
Tutorials	10.00
Examinations	4.00
Other activities	10.00

4. Prerequisites

4.1. of curriculum	management and marketing
4.2. of competences	C1: gathering, processing and analyzing data on the interaction of the organization with its external environment

5. Conditions

for the C(C)	internet computer, videoprojector
for the S(S)	computer, flipchart

6. Acquired specific competences

	C3	Development, comprehension and implementation of strategies and techniques of team communication and cooperation in various cultural spaces projects.
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7. Objectives of the discipline

7.1. General objective	understanding organizational and consumer behavior
7.2. Specific objectives	insusirea principalelor teorii comportamentale; analiza lor critica; aplicarea la situatii concrete de afaceri

8. Contents

8.1. C(C)	Teaching/Work methods	Recommendations for students
0		
Bibliography -		
8.2. S(S)	Teaching/Work methods	Recommendations for students
0		
Bibliography -		

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

the subject trains students to understand organizational and consumer behavior, in a global context

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. Final assessment			
10.2. Modality of grading	Whole notes 1-10		
10.3. Minimum standard of performance	Getting at least grade 5		

Date of listing,
12/17/2019

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,