

SYLLABUS₁

1. Information about the program

1.1 Higher education institution	Politehnica University of Timisoara
1.2 Faculty ₂ / Department ₃	Electronics and Telecommunications /
1.3 Chair	—
1.4 Field of study (name/code ₄)	
1.5 Study cycle	License
1.6 Study program (name/code)/Qualification	Electronics and Telecommunications (in English)/

2. Information about the discipline

2.1 Name of discipline	Management and Marketing						
2.2 Coordinator (holder) of course activities	SL.dr.ing. Taucean Ilie Mihai						
2.3 Coordinator (holder) of applied activities ₅	SL.dr.ing. Taucean Ilie Mihai						
2.4 Year of study ₆	3	2.5 Semester	5	2.6 Type of evaluation	D	2.7 Type of discipline	O

3. Total estimated time (hours / semester of didactic activities)

3.1 No. of hrs. / week	4 , of which:	3.2 course	2	3.3 seminar/laboratory/ project/training	2
3.4 Total no. of hrs. in the education curricula	56 , of which:	3.5 course	28	3.6 applied activities	28
3.7 Distribution of time for individual activities related to the discipline					hrs.
Study using a manual, course materials, bibliography and lecture notes					14
Additional documentation in the library, on specialized electronic platforms and on the field					3
Preparation for seminars / laboratories, homeworks, assignments, portfolios, and essays					14
Tutoring					2
Examinations					2
Other activities					
Total hrs. of individual activities					35
3.8 Total hrs. / semester ₇	91				
3.9 No. of credits	4				

4. Prerequisites (where applicable)

¹ The form corresponds to the Syllabus promoted by OMECTS 5703/18.12.2011 (Annex3).

² The name of the faculty which manages the educational curriculum to which the discipline belongs.

³ The name of the department entrusted with the discipline, and to which the course coordinator / holder belongs.

⁴ Fill in the code provided in GD no. 493/17.07.2013.

⁵ The applied activities refer to: seminar (S) / laboratory (L) / project (P) / practice/training (Pr).

⁶ The year of study to which the discipline is provided in the curriculum.

⁷ It is obtained by summing up the number of hrs. from 3.4 and 3.7.

4.1 Curriculum	<ul style="list-style-type: none"> • Not applicable
4.2 Competencies	<ul style="list-style-type: none"> • Not applicable

5. Conditions (where applicable)

5.1 of the course	<ul style="list-style-type: none"> • video projector and table
5.2 to conduct practical activities	<ul style="list-style-type: none"> • video projector and table

6. Specific competencies acquired

Professional competencies [§]	<p>Conceperea, implementarea și operarea serviciilor de date, voce, video, multimedia, bazate pe înțelegerea și aplicarea noțiunilor fundamentale din domeniul comunicațiilor și transmisiunii informației</p> <ul style="list-style-type: none"> •
Transversal competencies	<p>Analiza metodică a problemelor întâlnite în activitate, identificând elementele pentru care există soluții consacrate, asigurând astfel îndeplinirea sarcinilor profesionale</p> <p>Definirea activităților pe etape și repartizarea acestora subordonațiilor cu explicarea completă a îndatoririlor, în funcție de nivelurile ierarhice, asigurând schimbul eficient de informații și comunicarea interumană</p> <p>Adaptarea la noile tehnologii, dezvoltarea profesională și personală, prin formare continuă folosind surse de documentare tipărite, software specializat și resurse electronice în limba română și, cel puțin, într-o limbă de circulație internațională</p> <ul style="list-style-type: none"> •

7. Objectives of the discipline (based on the grid of specific competencies acquired)

7.1 General objective of the discipline	<ul style="list-style-type: none"> • To demonstrate initiative and to be active in order to accumulate and enhance the knowledge in management and marketing.
7.2 Specific objectives	<ul style="list-style-type: none"> • The objectives of the course is to provide knowledge about the principles, techniques and specific models of management & marketing, at the conceptual level and at the application level in the real life of a company. The discipline curricula include: the concept of management & marketing, the stages of management, the functions of management: and marketing mix. •

8. Content

8.1 Course	No. of hours	Teaching methods
1. Introduction in management. Scientific management. History. Management functions and roles. Management career	3	PPT presentations, examples, Q&A

[§] The professional competencies and the transversal competencies will be treated according to the Methodology of OMCETS 5703/18.12.2011. The competencies listed in the National Register of Qualifications in Higher Education [Registrul Național al Calificărilor din Învățământul Superior RNCIS] (http://www.rncis.ro/portal/page?_pageid=117_70218&_dad=portal&_schema=PORTAL) will be used for the field of study from 1.4 and the program of study from 1.6 of this form, involving the discipline.

		sessions
2. Planning. Management Methods. Time management. Strategic, tactic and operational planning	3	PPT presentations, Case studies, examples, Q&A sessions
3. Organizing. Stages in organizing. Design of the structure. Elements and documents	3	PPT presentations, examples, Q&A sessions
4. Leading. Decisions. Types of decisions. Leadership	3	PPT presentations, Case studies, examples, Q&A sessions
5. Training. Activities. Motivation theories. Team characteristics	3	PPT presentations, Case studies, examples, Q&A sessions
6. Introduction in marketing. Concept. Marketing Mix 4P. Marketing environment	3	PPT presentations, examples, Q&A sessions
7. Product mix. Lifecycle. Branding. Services marketing	3	PPT presentations, Case studies, examples, Q&A sessions
8. Place. Distribution channels. Physical distribution. Human resource presence	3	PPT presentations, examples, Q&A sessions
9. Promotion. Strategies. Communication. Publicity. Advertising. Sales promotion	3	PPT presentations, Case studies, examples, Q&A sessions
10. Price. Strategies. Types of prices	2	PPT presentations, examples, Q&A sessions
Bibliography ⁹		
1. Tăroată A., Tămășilă M., Tăucean I., <i>Leadership</i> ; Politehnica; Timișoara, 2010. 2. Tăroată A., Tămășilă M., Staicu F., Rușeț V., Tăucean I. , <i>Marketing Management</i> ; Politehnica; Timișoara, 2010. 3. I. Tăucean, <i>Managementul producției. Curs și studii de caz</i> ; Editura Solness; Timișoara, 2008 4. A. Bădescu, I. Tăucean, <i>Bazele managementului și marketingului</i> ; Editura Eurobit; Timișoara, 2001		
8.2 Applied activities¹⁰	No. of hours	Teaching methods

⁹ At least one title must belong to the department staff teaching the discipline, and at least 3 titles must refer to national and international works relevant for the discipline, and which can be found in the Politehnica University Library.

Decisions in conditions of certainty	2	Exercises, examples, Q&A sessions
Decisions in conditions of risk, Decisions in conditions of uncertainty	4	Exercises, examples, Q&A sessions
Methods for planning and programming. Business plan	4	Exercises, examples, Q&A sessions
Organizing. The organizational diagram analysis	2	Exercises, examples, Q&A sessions
Negotiating. Team role play. Leadership tests	6	Role play, simulations, examples, Q&A sessions
BCG Matrix for product positioning. SWOT analysis	4	Exercises, examples, Q&A sessions
Distribution channel selection	2	Exercises, examples, Q&A sessions
Lindon's Matrix for promotion mix selection	2	Exercises, examples, Q&A sessions
Cost-plus and break-even-point method for price establishing	2	Exercises, examples, Q&A sessions
Bibliography ¹¹		
1. Tăroată A., Tămășilă M., Tăucean I., <i>Leadership</i> ; Politehnica; Timișoara, 2010. 2. Tăroată A., Tămășilă M., Staicu F., Rușeț V., Tăucean I. , <i>Marketing Management</i> ; Politehnica; Timișoara, 2010. 3. I. Tăucean, <i>Managementul producției. Îndrumător pentru lucrări de laborator</i> ; Editura Solness; Timișoara, 2004		

9. Corroboration of the content of the discipline with the expectations of the main representatives of the epistemic community, professional associations and employers in the field afferent to the program

<ul style="list-style-type: none"> Cunoștințele de management și marketing sunt importante pentru planul de învățământ al specializării pentru dezvoltarea spiritului de echipă, conducerea echipelor din domeniu și/sau interdisciplinare. Majoritatea angajatorilor din domeniul aferent programului solicită cunoștințe și competențe în management și marketing pentru dezvoltarea carierei unor viitori manageri/directori/șefi necesari în structura ierarhică a firmelor.
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10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share of the final grade
10.4 Course	Theoretical subjects, case studies presentation, tests	Written exam	50%
10.5 Applied activities	S: Problems/exercises solving, tests	Results presentation, answering to questions, homework	50%

¹⁰ The types of applied activities are those specified in footnote 5. If the discipline contains several types of applied activities, then these will be written consecutively in the lines of the table below. The type of activity will be written in a distinct line, as „Seminar:”, „Laboratory:”, „Project:” and/or „Practice/Training:”.

¹¹ At least one title must belong to the staff teaching the discipline.

	L:		
	P:		
	Pr:		
10.6 Minimum performance standard (minimum amount of knowledge necessary to pass the discipline and the way in which this knowledge is verified)			
<ul style="list-style-type: none"> To know how to use and express correctly the specific notions, concepts and methods. To resolve applications and tasks, to interpret the results, to participate actively in teamwork. 			

Date of completion

Course coordinator
(signature)

Coordinator of applied activities
(signature)

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Head of Department
(signature)

Date of approval in the Faculty Council¹²

Dean
(signature)

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¹² Avizarea este precedată de discutarea punctului de vedere al board-ului de care aparține programul de studiu cu privire la fișa disciplinei.