



# UNIVERSITATEA DE ȘTIINȚE AGRICOLE ȘI MEDICINĂ VETERINARĂ CLUJ-NAPOCA

Calea Mănăstur 3-5, 400372, Cluj-Napoca

Tel: 0264-596.384, Fax: 0264-593.792

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No. \_\_\_\_\_ of \_\_\_\_\_

USAMV form 0703040109

## SUBJECT OUTLINE

### 1. Information on the programme

1.1. Higher education institution	University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca
1.2. Faculty	Food science and technology
1.3. Department	Food science
1.4. Field of study	Food engineering
1.5. Education level	Bachelor
1.6. Specialization/ Study programme	Food engineering
1.7. Form of education	Full time

### 2. Information on the discipline

2.1. Name of the discipline	Management and marketing							
2.2. Course coordinator	Sl.Dr. Lucian Cuibus							
2.3. Seminar/ laboratory/ project coordinator	Sl.Dr. Lucian Cuibus							
2.4. Year of study	4	2.5. Semester	8	2.6. Type of evaluation	continuous	2.7. Discipline status	Content <sup>2</sup>	FD
							Compulsoriness <sup>3</sup>	CD

### 3. Total estimated time (teaching hours per semester)

3.1. Hours per week – full time programme	4	out of which: 3.2. lecture	2	3.3. seminar/ laboratory/ project	2
3.4. Total number of hours in the curriculum	56	Out of which: 3.5. lecture	28	3.6. seminar/laboratory	28
Distribution of the time allotted					hours
3.4.1. Study based on book, textbook, bibliography and notes					30
3.4.2. Additional documentation in the library, specialized electronic platforms and field					15
3.4.3. Preparing seminars/ laboratories/ projects, subjects, reports, portfolios and essays					30
3.4.4. Tutorials					5
3.4.5. Examinations					3
3.4.6. Other activities					
3.7. Total hours of individual study	77				
3.8. Total hours per semester	16				
3.9. Number of credits <sup>4</sup>	4				

### 4. Prerequisites (is applicable)

4.1. curriculum-related	The course is interactive, students can ask questions about the content of the presentation. The university discipline requires the observance of the start and end time of the course. No other activities are tolerated during the lecture, mobile phones to be turned off.
4.2. skills-related	At the seminar papers it is mandatory to consult the tutor, each student will carry out an individual and / or group activity with the seminar materials provided and described in the seminar guide. Academic discipline is required throughout the work.

### 5. Conditions (if applicable)

5.1. for the lecture	The course is interactive, students can ask questions regarding the content of lecture. Academic discipline requires compliance with the start and end of the course. We do not allow any other activities during the lecture, mobile phones will be turned off.
5.2. for the seminar/ laboratory/ project	During practical works, each student will develop an individual activity with laboratory materials (made available in the book that describes the laboratory work). Academic discipline is imposed throughout the course of practical works.



## 6. Specific competences acquired

Professional competences	Interpretation of the legislation in the field of food industry as well as of the basic notions of management and marketing, for the strict observance of the principles of human nutrition and of the regulations in force regarding food additives; - Realization of a management or marketing project with application in the food industry - Objective evaluation of the way of elaboration and application of the marketing strategy;
Transversal competences	Applying strategies of perseverance, rigor, efficiency and responsibility in work, punctuality and taking responsibility for the results of personal activity, creativity, common sense, analytical and critical thinking, problem solving, etc., based on the principles, norms and values of the code of professional ethics in the food field.

## 7. Course objectives (based on the list of competences acquired)

7.1. Overall course objective	The object of the study discipline is the acquisition by the students of the necessary knowledge of Management and Marketing as well as of some fundamental knowledge in the economic practice, the formation of some skills specific to the market actions.
7.2. Specific objectives	To be able to understand the resorts that determine the consumer's act of purchase To understand the evolution of the markets at national and European level To recognize and elaborate the elements of the marketing mix Develop a marketing research plan To be able to make a marketing plan

## 8. Content

8.1. LECTURE Number of hours –	Teaching methods	Notes
1. The concept of management, management approaches	Lecture	1 lecture = 2 hours
2. Management functions	Lecture	1 lecture = 2 hours
3. Human resources management	Lecture	1 lecture = 2 hours
4. Decision, methods of management and substantiation of decisions	Lecture	1 lecture = 2 hours
5. The enterprise as an object of management	Lecture	1 lecture = 2 hours
6. Enterprise strategy and policy	Lecture	1 lecture = 2 hours
7. Marketing management	Lecture	1 lecture = 2 hours
8. Marketing- general considerations. Market. Competition	Lecture	2 lecture = 4 hours
9. Marketing mix. Agri-food product. Innovative products	Lecture	1 lecture = 2 hours
10. Marketing mix. Price of agricultural products	Lecture	1 lecture = 2 hours
11. Marketing mix. Placement of agri-food products	Lecture	1 lecture = 2 hours
12. Marketing mix. Promotion of agri-food products	Lecture	1 lecture = 2 hours
13. Marketing information and research. Methods and techniques of gathering information	Lecture	1 lecture = 2 hours
8.2. PRACTICAL WORK Number of hours –	Theoretical presentation of	
1. The concept of management, management approaches	practical works	1 lab work (2 hours / work)
2. Management functions	practical works	1 lab work (2 hours / work)
3. Human resources management	practical works	1 lab work (2 hours / work)
4. Decision, methods of management and substantiation of decisions	practical works	1 lab work (2 hours / work)



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<b>5. The enterprise as an object of management</b>	practical works	1 lab work (2 hours / work)
<b>6. Enterprise strategy and policy</b>	practical works	1 lab work (2 hours / work)
<b>7. Marketing management</b>	practical works	1 lab work (2 hours / work)
<b>8. Marketing- general considerations.</b>	practical works	1 lab work (2 hours / work)
<b>Market.Competition</b>		
<b>9. Marketing mix. Agri-food product and innovative products</b>	practical works	1 lab work (2 hours / work)
<b>10. Marketing mix. Price of agri-food products</b>	practical works	1 lab work (2 hours / work)
<b>11. Marketing mix. Placement of agri-food products</b>	practical works	1 lab work (2 hours / work)
<b>12. Marketing mix. Promotion of agri-food products</b>	practical works	1 lab work (2 hours / work)
<b>13. Marketing information and research. Methods and techniques of gathering information</b>	practical works	1 lab work (2 hours / work)
<b>Compulsory bibliography:</b> 1. Sabau Marius Mircea (2015)– Bazele marketingului. Editura AcademicPress 2. Lucian Cuibus, Felix Horatiu Arion, Marius Mircea Sabau (2019) - Management si marketing - Indrumator de lucrari practice, Editura AcademicPres - E-ISBN 978-973-744-738-8 <b>Optional bibliography:</b> 1. Kotler P. (2005) Principiile Marketingului, Ed. Teora Bucuresti editia a III-a 2. Emilian Merce, Ileana Andreica, Felix H. Arion, Diana E.Dumitras, Cristina B. Pocol. (2010) - Managementul si gestiunea unitatilor economice cu profil agricol, Editura Digital Data Cluj, Cluj-Napoca 3. Constantinescu, D., Ungureanu, A. M. (1998) - Management vol. I și II, București, Editura Tehnică		

## 9. Corroborating the course content with the expectations of the epistemic community representatives, of the professional associations and of the relevant stakeholders in the corresponding field

In order to identify ways to modernize and continuously improve teaching and course content, with the latest topics and practical issues, teachers participate in annual meetings of various organizations and professional societies, where they meet with farmers and other economic agents, being debated current and perspective aspects of the existing trends in Romania and Europe

## 10. Assessment

Type of activity	10.1. Assessment criteria	10.2. Assessment methods	10.3. Percentage of the final grade
<b>10.4. Lecture</b>	Knowing the motivations and limitations in the purchase decision Factors that influence the acceptance or rejection of a product on the market Elaboration of a complete agricultural product as well as the completion of the marketing mix Knowing the types of information and the ways of elaborating a questionnaire	Oral examination	60%
<b>10.5. Seminar/Laboratory</b>	Preparing and launching a new product Marketing plan for the entire activity	2 examinations	40%

### 10.6. Minimum performance standards

. Carrying out a marketing study;  
Mastery of scientific information transmitted through lectures and practical papers at an acceptable level. Obtaining the passing grade for the ongoing checks is a condition of passability.

<sup>1</sup> Level of study- to be chosen one of the following - Bachelor/Post graduate/Doctoral

<sup>2</sup> Course regime (content) – for bachelor level it will be chosen one of the following - **DF** (fundamental subject), **DD** (subject in the domain), **DS** (specific subject), **DC** (complementary subject).

<sup>3</sup> Course regime (compulsory level) - to be chosen one of the following - **DI** (compulsory subject), **DO** (optional subject), **DFac** (facultative subject)

<sup>4</sup> One ECTS is equivalent with 25-30 de hours of study (didactical and individual study).



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Filled in on  
08.09.2021

Course coordinator  
SI.Ph-D. Lucian Cuibus

Laboratory work/seminar coordinator  
SI.Ph-D. Lucian Cuibus

Subject coordinator  
Prof. Ph-D. Felix Arion / Lecturer Ph-D. Sabau Marius Mircea

Approved by the  
Department on  
22.09.2021

Head of the Department  
Prof. Ph-D. Ramona Suharoschi

Approved by the Faculty  
Council on  
28.09.2021

Dean  
Prof. Ph-D. Elena Mudura