

SYLLABUS ¹

1. Information about the program

1.1 Higher education institution	Politehnica University of Timisoara
1.2 Faculty ² / Department ³	Civil Engineering/ Management
1.3 Chair	—
1.4 Field of study (name/code ⁴)	Civil Engineering/80
1.5 Study cycle	Bachelor
1.6 Study program (name/code/qualification)	Civil Engineering (in English)/10/Engineer

2. Information about the discipline

2.1 Name of discipline/ formative category ⁵	Marketing and Building legislation/ DC						
2.2 Coordinator (holder) of course activities	Ş.L. Dr. ing. MIHĂRTEŞCU Ana-Andreea						
2.3 Coordinator (holder) of applied activities ⁶	Ş.L. Dr. ing. MIHĂRTEŞCU Ana-Andreea						
2.4 Year of study ⁷	III	2.5 Semester	5	2.6 Type of evaluation	D	2.7 Type of discipline ⁸	DI

3. Total estimated time – hours / semester: direct teaching activities (fully assisted or partly assisted) and individual training activities (unassisted) ⁹

3.1 Number of fully assisted hours / week	2 of which:	3.2 course	1	3.3 seminar / laboratory / project	1
3.1* Total number of fully assisted hours / semester	28 of which:	3.2* course	14	3.3* seminar / laboratory / project	14
3.4 Number of hours partially assisted / week	of which:	3.5 training		3.6 hours for diploma project elaboration	
3.4* Total number of hours partially assisted / semester	of which:	3.5* training		3.6* hours for diploma project elaboration	
3.7 Number of hours of unassisted activities / week	1 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			
		hours of individual study after manual, course support, bibliography and notes			0.5
		training seminars / laboratories, homework and papers, portfolios and essays			0.5
3.7* Number of hours of unassisted activities / semester	14 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			
		hours of individual study after manual, course support, bibliography and notes			7
		training seminars / laboratories, homework and papers, portfolios and essays			7
3.8 Total hours / week ¹⁰	3				
3.8* Total hours /semester	42				
3.9 Number of credits	2				

4. Prerequisites (where applicable)

4.1 Curriculum	<ul style="list-style-type: none"> • Microeconomics, Special Mathematics
4.2 Competencies	<ul style="list-style-type: none"> •

¹ The form corresponds to the Discipline File promoted by OMECTS 5703 / 18.12.2011 and to the requirements of the ARACIS Specific Standards valid from 01.10.2017.

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 The code provided in HG no.140 / 16.03.2017 or similar HGs updated annually shall be entered.

⁵ Discipline falls under the educational curriculum in one of the following formative disciplines: Basic Discipline (DF), Domain Discipline (DD), Specialist Discipline (DS) or Complementary Discipline (DC).

⁶ Application activities refer to: seminar (S) / laboratory (L) / project (P) / practice/training (Pr).

⁷ Year of studies in which the discipline is provided in the curriculum.

⁸ Discipline may have one of the following regimes: imposed discipline (DI), optional discipline (DO) or optional discipline (Df).

⁹ The number of hours in the headings 3.1 *, 3.2 *, ..., 3.8 * is obtained by multiplying by 14 (weeks) the number of hours in headings 3.1, 3.2, ..., 3.8. The information in sections 3.1, 3.4 and 3.7 is the verification keys used by ARACIS as: (3.1) + (3.4) ≥ 28 hours / wk. and (3.8) ≤ 40 hours / wk.

¹⁰ The total number of hours / week is obtained by summing up the number of hours in points 3.1, 3.4 and 3.7.

5. Conditions (where applicable)

5.1 of the course	• Room equipment: videoprojector, computer
5.2 to conduct practical activities	• Room equipment: videoprojector, computer

6. Specific competencies acquired through this discipline

Specific competencies	<ul style="list-style-type: none"> Understanding concepts, principles, techniques and models specific to marketing and legislation in construction.
Professional competencies ascribed to the specific competencies	<ul style="list-style-type: none"> Organization and management of the execution, operation and maintenance procedures for civil, industrial and agricultural constructions
Transversal competencies ascribed to the specific competencies	<ul style="list-style-type: none"> Application of efficient and responsible work strategy, implying punctuality, seriously and personal responsibility, based on the principles, rules and values of professional ethics Documentation in Romanian and foreign language, in view of professional and personal development, via continuous learning and efficient adaptation to the new technical specifications

7. Objectives of the discipline (based on the grid of specific competencies acquired - pct.6)

7.1 The general objective of the discipline	<ul style="list-style-type: none"> Learning by students of: concepts, principles, techniques and models specific to marketing and legislation in construction, both at concept and application level within construction firms under real market conditions.
7.2 Specific objectives	<ul style="list-style-type: none"> The application by students of efficient and responsible work strategies, punctuality, seriousness and personal responsibility, based on the principles, norms and values of professional ethics; The application by students efficient teamwork techniques, on various hierarchical levels

8. Content ¹¹

8.1 Course	Number of hours	Teaching methods ¹²
1. INTRODUCTION in MARKETING: 1.1 Definitions; 1.2. Marketing concepts; 1.3 Marketing approaches; 1.4 Principles of marketing;	2	Interactive methods: Lecture (exposure) supported by PPT presentations, discussions, explanations, examples, demonstrations, case studies
2. The PRODUCT: 2.1 Definition of the product; 2.2 The life cycle of products.	2	
3. The PRICE: 3.1 Objectives of price fixing; 3.2 Price fixing; 3.3 Price changes.		
4. DISTRIBUTION: 4.1 Analysis of the distribution; 4.2 Distribution policy.	2	
5. PROMOTION - COMMUNICATION: 5.1. Advertising; 5.2. Promotion; 5.5 Direct marketing		
6. LEGISLATION: 6.1. The legislation notions; 6.2. Particularities of in the construction production; 6.3. Factors involved in realization	2	

¹¹ It details all the didactic activities foreseen in the curriculum (lectures and seminar themes, the list of laboratory works, the content of the stages of project preparation, the theme of each practice stage). The titles of the laboratory work carried out on the stands shall be accompanied by the notation "(*)".

¹² Presentation of the teaching methods will include the use of new technologies (e-mail, personalized web page, electronic resources etc.).

of the constructions		
7. LEGISLATION ON THE ALLOCATION OF PUBLIC PROCUREMENT CONTRACTS: 7.1. Terms of operation; 7.2. The works contract, the supply contract, service contract; 7.3. Procedures for the award; 7.4. Specification.	2	
8. LEGISLATION ON AUTHORIZATION OF CONSTRUCTION WORKS	2	
9. QUALITY IN CONSTRUCTIONS. Reception the constructions and related facilities.	2	

- Bibliography ¹³ Kotler Philip și alții – Principiile Marketingului, Ed. Teora, Bucuresti, 1998;
 - Kotler Philip și alții – Managementul Marketingului, Ed. Teora, Bucuresti, 2000;
 - Duțu Pavel Ernest, Mihărtescu Ana-Andreea - Elemente de MANAGEMENT & MARKETING pentru Întreprinderile Mici și Mijlocii, Editura Politehnica, Timișoara 2003;
 - Duțu Pavel Ernest, Mihărtescu Ana-Andreea - Duțu P, MIHĂRTEȘCU A. A. - Elemente de COMUNICARE & MARKETING pentru formarea agenților de vânzări, Editura Politehnica, Timișoara 2003;
 - Izvercian Monica – Elemente de Marketing, Ed. Eurobit, Timișoara, 2002;
 - Mihărtescu Ana-Andreea - Integrarea cerințelor utilizatorului în faza de concepție a produselor, Editura Politehnica, Timișoara 2011;
 - Mișcă Mihai – Ghidul inginerului de construcții pe șantier, Editura Eurobit, 2002, Timișoara;
 - Legea 10/1995 (2016) - privind calitatea în construcții;
 - Legea 50/1991 (2016) - privind autorizarea executării lucrărilor de construcții;
 - Directiva 2014 /24/UE privind achizițiile publice;
 - Legea nr. 98/2016 privind achizițiile publice;
 - Legea nr. 100/2016 privind concesiunile de lucrări și concesiunile de servicii.
- HG nr. 273/1994 prin care se aprobă Regulamentul de recepție a lucrărilor de construcții și instalații aferente acestora

8.2 Applied activities ¹⁴	Number of hours	Teaching methods
1. Introduction to Marketing and Legislation	2	Interactive methods: Discussions, explanations, examples, demonstrations, case studies.
2. Business-games.	2	
3. Theoretical elements on a the market study. Simulation of a market survey	4	
4. The components of a marketing plan. The Case Study.	6	

- Bibliography ¹⁵ Bacali Laura (coord) – Manual de Inginerie Economică. Marketing. Editura Dacia, Cluj Napoca, Duțu Pavel Ernest, Mihărtescu Ana-Andreea – Training în Marketing Strategic, Ed. Eurobit, Timișoara 2002.

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

The Law discipline is found in the curriculum of the Civil Engineering specialization of the Technical University of Munich.

- The discipline of the Economics and Legislation in Construction is found in the curriculum of specialization Civil, Industrial and Agricultural Construction, from the Technical University of Civil Engineering of Bucharest;
- The content of the discipline is in accordance with the current requirements of employers in the field of civil engineering

¹³ At least one title must belong to the discipline team and at least one title should refer to a reference work for discipline, national and international circulation, existing in the UPT library.

¹⁴ Types of application activities are those specified in footnote 5. If the discipline contains several types of applicative activities then they are sequentially in the lines of the table below. The type of activity will be in a distinct line as: "Seminar:", "Laboratory:", "Project:" and / or "Practice/training".

¹⁵ At least one title must belong to the discipline team.

and real estate marketing.

10. Evaluation

Type of activity	10.1 Evaluation criteria ¹⁶	10.2 Evaluation methods	10.3 Share of the final grade
10.4 Course	Adoption of specialized terminology; Learning the typologies and related the concepts; knowledge of processes and activities.	Written assessment: test with 9 questions for knowledge assessment.	60%
10.5 Applied activities	S: Understanding procedural aspects and assimilating practical knowledge.	Problems solving on the related seminar: Practical Applications, Case Studies.	40%
	L:		
	P¹⁷:		
	Pr:		
10.6 Minimum performance standard (minimum amount of knowledge necessary to pass the discipline and the way in which this knowledge is verified ¹⁸)			
<ul style="list-style-type: none"> Understanding and explaining the concepts of operation; understanding procedural aspects and assimilation of practical knowledge; Obtaining Note 5 in both Distributed Assessment and Applied Activities (Seminar) 			

Date of completion

January 2018

**Head of Department
(signature)**

.....

**Course coordinator
(signature)**

**Date of approval in the Faculty
Council ¹⁹**

12.02.2018

**Coordinator of applied activities
(signature)**

**Dean
(signature)**

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¹⁶ Syllabus must contain the procedure for assessing the discipline, specifying the criteria, methods and forms of assessment, as well as specifying the weightings assigned to them in the final grade. The evaluation criteria shall be formulated separately for each activity foreseen in the curriculum (course, seminar, laboratory, project). They will also refer to the forms of verification (homework, papers, etc.)

¹⁷ In the case where the project is not a distinct discipline, this section also specifies how the outcome of the project evaluation makes the admission of the student conditional on the final assessment within the discipline.

¹⁸ It will not explain how the promotion mark is awarded.

¹⁹ The endorsement is preceded by the discussion of the board's view of the study program on the discipline record.