



UNIVERSITATEA "NICOLAE TITULESCU" DIN BUCUREȘTI

FACULTATEA DE ȘTIINȚE ECONOMICE

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**Associate Professor, vacancy ref. 16, employment title list of the Department of Finance and Accounting, disciplines:** Currency, Credit Institutions, Capital Markets, Portfolio Management, Finance-Banking Marketing

**DISCIPLINE: CURRENCY**

**Competition Topics**

1. CURRENCY CHARACTERISTICS
  - 1.1. Currency: concept, functions and role
  - 1.2. The evolution of currency
  - 1.3. The classification of currency and its characteristics
2. MONEY SUPPLY
  - 2.1. Money supply and monetary aggregates
  - 2.2. Counterparties to money supply
  - 2.3. Monetary circulation
3. NATIONAL MONETARY SYSTEMS
  - 3.1. Defining a national monetary system
  - 3.2. Outlining features of a national monetary system
  - 3.3. Types of monetary systems
4. ISSUING CURRENCY
  - 4.1. Regulating currency issue
  - 4.2. Currency convertibility and the exchange rate
5. THE INTERNATIONAL MONETARY SYSTEM
  - 5.1. IMS: preliminary stages and achievements
  - 5.2. IMS founding principles
  - 5.3. IMS Institutions
  - 5.4. The collapse of the Bretton Woods system and IMS reform
6. THE EUROPEAN MONETARY SYSTEM
  - 6.1. EMS: preliminary stages
  - 6.2. EMS: creation and functioning
  - 6.3. ECU basket-currency
7. THE EUROPEAN MONETARY UNION
  - 7.1. Setting up the European Monetary Union
  - 7.2. European monetary institutions
  - 7.3. The Euro currency
8. CREDIT
  - 8.1. Outlining features of the credit
  - 8.2. Types of credit
9. INTEREST
  - 9.1. Defining interest
  - 9.2. Types of interest
  - 9.3. Interest rate
10. INTEREST RATES
  - 10.1. Using actualisation rates in financial calculations
  - 10.2. The current value of a bond

### 10.3. The holding period return on bonds

#### Competition Bibliography

1. Nicolae Dardac, Teodora Vâșcu – „Monedă- credit 1” , Editura ASE, București 2002
2. Cezar Basno, Nicolae Dardac, Constantin Floricel – „Monedă, Credit, Bănci”, EDP, București, 1997
3. Cezar Basno, Nicolae Dardac, Constantin Floricel – „Monedă, Credit, Bănci – aplicații și studii de caz”, EDP, București, 1997
4. Cezar Basno, Nicolae Dardac – „Operațiuni bancare”, EDP, București, 1996, București, 2001

#### DISCIPLINE: CREDIT INSTITUTIONS

##### Competition Topics

1. THE ORGANIZATION AND FUNCTIONING OF BANKING SYSTEMS
  - 1.1. The role and structure of banking systems
  - 1.2. Characteristics of banking systems
  - 1.3. Banking models and strategies
  - 1.4. Evolutions of the Romanian banking system
2. THE ORGANIZATION AND FUNCTIONING OF THE CENTRAL BANK
  - 2.1. The organization and the independence of the central banks
  - 2.2. The functions of the central banks
  - 2.3. The balance sheet and the operations of the central banks
  - 2.4. The Romanian National Bank
  - 2.5. The European System of the Central Banks
3. THE TYPOLOGY OF BANKS
  - 3.1. Commercial banks: role and operations
  - 3.2. Investment banks
  - 3.3. Other kinds of banks
4. BANKING OPERATIONS
  - 4.1. Active operations of commercial banks
  - 4.2. Passive operations of commercial banks
5. RISKS AND BANKING PRUDENCE
  - 5.1 The typology of banking risks
  - 5.2. Control and banking prudential norms
  - 5.3. Prudential regulations and banking strategies
6. BANKING PERFORMANCE
  - 6.1. Banking performance and expressing indices
7. MONETARY POLICY
  - 7.1. Monetary policy
  - 7.2. The effects of monetary policy on banking activity
  - 7.3. The effectiveness of the monetary policy
8. THE INSTRUMENTS OF THE MONETARY POLICY
  - 8.1. The instruments of the monetary policy
  - 8.2. Channels for transmitting the monetary policy
9. THE MONETARY BALANCE AND INFLATION

##### Competition Bibliography

1. Nicolae Dardac, Teodora Vâșcu – „Monedă- credit 2” , Editura ASE, București 2002
2. Cezar Basno, Nicolae Dardac, Constantin Floricel – „Monedă, Credit, Bănci”, EDP, București, 1994

3. Cezar Basno, Nicolae Dardac, Constantin Floricel – „Monedă, Credit, Bănci – aplicații și studii de caz”, EDP, București, 1994
4. Cezar Basno, Nicolae Dardac – „Operațiuni bancare”, EDP, București, 1996

## **DISCIPLINE: CAPITAL MARKETS**

### **Competition Topics**

1. THE FUNCTIONING OF CAPITAL MARKETS
  - 1.1. The capital market and the monetary market
  - 1.2. Primary and secondary capital markets.
  - 1.3. Over-the-counter market
2. THE ROLE OF CAPITAL MARKETS
  - 2.1. The role of the capital market in financing the economy
  - 2.2. The role of the capital market in ensuring balance
3. SUPPLY AND DEMAND OF FINANCIAL CAPITAL
  - 3.1. The exponents of the supply and demand of capital
  - 3.2. Factors that influence the supply and demand of capital
  - 3.3. The saving process – a necessary requirement in ensuring a supply of domestic capital
4. SECURITIES
  - 4.1. Characteristics of securities
  - 4.2. Issuers, investors, intermediaries
  - 4.3. Bonds: nominal and real value, maturity, immunization period, sensitivity
5. ISSUING AND INVESTING ON FINANCIAL MARKETS
  - 5.1. Shares and their value, new rights issue
  - 5.2. Other securities: primary, derivative, composite
  - 5.3. Options and their role on the capital market
6. STOCK EXCHANGE EFFICIENCY
  - 6.1. The dimensions of stock exchange efficiency
  - 6.2. The intrinsic value of securities: the stock exchange multiplier
  - 6.3. The stock exchange market – a complex dynamic system
  - 6.4. The influence of the fiscal factors on stock exchange efficiency
7. TECHNICAL ANALYSIS OF SECURITIES
  - 7.1. The behaviour of securities rate
  - 7.2. The graphic analysis of the market of a security
8. THEORETICAL ANALYSIS OF SECURITIES
  - 8.1. Rentability
  - 8.2. Dispersion and mean square weighted deviation – indices to assess the risk of a security
  - 8.3. The volatility of securities
9. THE ORGANISATIONAL STRUCTURE OF THE STOCK EXCHANGE
  - 9.1. The status of the stock exchange
  - 9.2. Stock exchange members
  - 9.3. Stock exchange agents
10. THE FUNCTIONAL STRUCTURE OF THE STOCK EXCHANGE
  - 10.1. Introducing securities on the stock exchange
  - 10.2. Stock exchange orders
  - 10.3. Listing securities
  - 10.4. The stock exchange information flow
11. OVER-THE-COUNTER MARKET
  - 11.1. OTC markets and their role
  - 11.2. Types of transactions on OTC markets
  - 11.3. Organising OTC market in Romania (Rasdaq).

### Competition Bibliography

1. Alexandru Olteanu – *Piețe de capital*, Editura Dareco București, 2003
2. Alexandru Olteanu, Florin Manuel Olteanu – *Managementul de portofoliu și al riscului titlurilor pe piața titlurilor financiare*, Editura Dareco, București, 2003.
3. Alexandru Olteanu, Mădălina Antoaneta Olteanu – *Piețe de capital și burse de valori*, Editura Macarie, 2000
4. Gabriela Anghelache – *Piețe de capital și tranzacții bursiere*, Editura Didactică și Pedagogică, București, 1997.
5. Teodora Vâșcu – *Piețe de capital și gestiunea portofoliilor*, Ed. ASE, 1999

### DISCIPLINE: PORTFOLIO MANAGEMENT

#### Competition Topics

1. THE EFFICIENCY OF THE FINANCIAL MARKET
  - 1.1. The theory of the efficient financial market
  - 1.2. The concept of financial market efficiency; operational efficiency, organizing efficiency, information efficiency
2. THE ANALYSIS OF THE EFFICIENCY OF THE SECURITIES PORTFOLIOS
  - 2.1. The selection of an efficient portfolio
  - 2.2. The diversification of an efficient portfolio
3. ANALYSIS MODELS FOR MANAGING SECURITIES PORTFOLIOS
  - 3.1. The market model
  - 3.2. The efficient frontier
4. SECURITIES PORTFOLIO MANAGEMENT
  - 4.1. The modern theory of portfolio
  - 4.2. Balance models for financial assets and risk price
5. STRATEGIES FOR PORTFOLIO MANAGEMENT
  - 5.1. Assessing portfolio performance
  - 5.2. Objectives and strategies for portfolio investments
6. DERIVATIVE MARKET
  - 6.1. Futures Contracts
  - 6.2. Forward Contracts
  - 6.3. Options
7. STRATEGIES FOR OPTION PORTFOLIO
  - 7.1. Straddle
  - 7.2. Strangle
8. BONDS
  - 8.1. Bonds
  - 8.2. Managing a bond portfolio.
9. PRIMARY AND SECONDARY FINANCIAL MARKET IN ROMANIA
  - 9.1. The stock exchange: role, regulations. The activity of the Bucharest Stock Exchange
  - 9.2. The Romanian Register of Shareholders.
  - 9.3. National Securities Clearing, Settlement and Depository Company
  - 9.4. Supervisory bodies.
  - 9.5. Rasdaq: transaction systems, services provided, operational activity, board of directors.

#### Competition Bibliography

1. Alexandru Olteanu – *Piețe de capital*, Editura Dareco București, 2003
2. Alexandru Olteanu, Florin Manuel Olteanu – *Managementul de portofoliu și al riscului titlurilor pe piața titlurilor financiare*, Editura Dareco, București, 2003.

3. Alexandru Olteanu, Mădălina Antoaneta Olteanu – *Piețe de capital și burse de valori*, Editura Macarie, 2000
4. Gabriela Anghelache – *Piețe de capital și tranzacții bursiere*, Editura Didactică și Pedagogică, București, 1997.
5. Teodora Vâșcu – *Piețe de capital și gestiunea portofoliilor*, Ed. ASE, 1999

## **DISCIPLINE: FINANCIAL - BANKING MARKETING**

### **Competition Topics**

1. MARKETING OF FINANCIAL - BANKING PRODUCTS AND SERVICES
  - a. The general characteristics for services
  - b. The banking supply of products and services
2. THE ANALYSIS OF COMPETITION BEHAVIOUR
  - a. Monitoring competition behaviour
  - b. Strategies for competition marketing
3. CHARACTERISTICS OF FINANCIAL - BANKING SERVICES
  - a. Banking services
  - b. Developing products and services
  - c. The lifecycle of a product
4. THE PRICE OF FINANCIAL - BANKING PRODUCTS AND SERVICES
  - a. The price and the marketing mix
  - b. Factors that influence prices. The specificity of the price of products and services
  - c. Setting prices for commissioned-based banking services. Banking price policy
  - d. Elements included in the process of setting prices for financial-banking services
5. COMMUNICATION IN MARKETING
  - a. Defining communication in marketing
  - b. The process of communication
  - c. Forms of communication
  - d. The promotion mix
  - e. Planning a promotion campaign
6. DISTRIBUTION CHANNELS
  - a. Distributing financial-banking services
  - b. Distribution channels
  - c. Technology and distribution channels
  - d. Choosing a distribution channel
  - e. Assessing and managing distribution channels
7. SERVICE QUALITY AND THE RELATION BETWEEN THE BANK AND THE CUSTOMER
  - a. Internal customers
  - b. Service quality
  - c. Service management
  - d. Monitoring performance standards
8. MARKETING INFORMATION. SELLING FINANCIAL - BANKING SERVICES
  - a. Selling financial - banking services
  - b. Market research techniques
  - c. Market research process
  - d. Market information analysis
9. CUSTOMER SEGMENTATION AND ITS OBJECTIVES. MARKETING STRATEGY AND PLAN. ASSESSING MARKETING ACTIVITIES
  - a. Defining market segmentation
  - b. The segmentation process. Segmentation principles
  - c. Assessing product and service portfolio

- d. Marketing strategy and plan. Stages for marketing plan development
- e. Assessing marketing activities

#### Competition Bibliography

1. Madalina Radoi, "Marketing financiar-bancar", Editura Economica, București, 2009
2. Alexandru Olteanu, Catalin Alexandru Olteanu „Marketing financiar-bancar”, Editura Dareco, Bucuresti 2003
3. Alexandru Olteanu, Madalina Olteanu, Mihaela Moarcas „Marketing financiar-bancar. Activitati si tehnici de lucru”, Editura Dareco, Bucuresti 2004
4. Ana Lucia Ristea (si colab.) „Marketing. Premise si provocari ale economiei inalt competitive”, Editura Expert, Bucuresti 2000
5. Kotler, Ph., Armshong, G- „Principiile marketingului”, Ed. Teora, ed. a III-a, Bucuresti, 2004
6. Stanciu, Sica- „Marketing General”, Ed. Dareco, Bucuresti, 2002

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