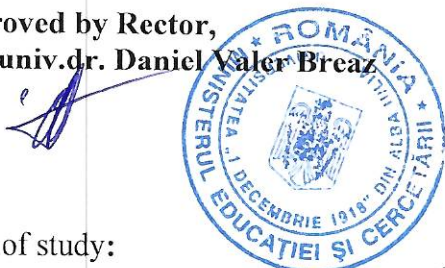


MINISTRY OF EDUCATION
"1 DECEMBRIE 1918" UNIVERSITY OF ALBA IULIA
FACULTY OF ECONOMIC SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION AND MARKETING

Approved by Rector,
Prof.univ.dr. Daniel Valer Breaz



CURRICULA

Field of study:

ADMINISTRAREA AFACERILOR ÎN LIMBA ENGLEZĂ (BUSINESS ADMINISTRATION)

Major: **BUSINESS ADMINISTRATION**

Bachelor's degree: **Bachelor of Economic Science (BEconSc)**

Length of study: **6 semesters**

Type of studies: **Full-time program**

Available starting with the academic year **2021/2022**

The study program Business Administration was recorded in the National Register of Qualifications in Higher Education (RNCIS) with the following codes: 242102 Specialist Process Improvement, 242104 Responsible Process, 242110 Specialist in Planning, Control and Reporting of Economic Performance.

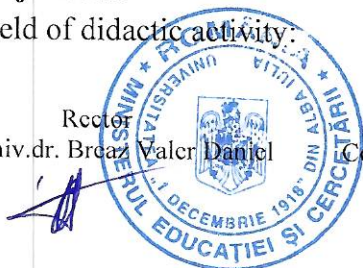
General objectivess:

- to ensure training for specialists in the field of business initiation, management and administration in accordance with the current and future directions in the field of economics, curriculum theory and practice, information technology and communication, design and assessment, providing quality and efficient conditions for education;
- to attain a formative, modern, student and pragmatically oriented education system in accordance with the real needs of the Romanian school within the extended context of the European Union;
- to carry out study programmes in the field of continuous training and career perfecting for the field of business initiation, management and administration in accordance with the requirements of a modern and efficient education system;
- to connect the education system with the scientific research, to involve the students in the drawing up of studies on current topics in the field of business initiation, management and administration;
- to carry out research programmes in the field of business initiation, management and administration oriented towards the fundamental themes and current priorities of the economic system and process development, and the European integration of the professional training and career oriented programs.

Specific objectives:

a. In the field of didactic activity:

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- a) the transfer to the students of the specialized knowledge, specific to the domains concerned, the deepening and completing of the previously acquired knowledge necessary to obtain an adequate degree of qualification so that the graduates are also able to act in decision-making positions;
 - b) Skills and Skills Training, enabling graduates to apply knowledge and professional activities in the field of business administration;
 - c) individual training, professional and transversal skills specific to the field of business administration, acquiring fundamental specialized knowledge in an operational system that will provide the students with professional competence;
 - d) training students for teamwork.
- b. In the field of research activity:
- a) provide an optimal framework for study and research for students by offering high-quality academic courses and papers, as well as a rich material and documentation base;
 - b) attracting students to research programs specific to business administration;
 - c) capitalizing the results of the research of the students and the teachers involved, by publishing them in specialized journals and participating in scientific events;
 - d) valorisation of the research results in the socio-economic context and development of their applicative character.
- c. In the field of continuous training: attracting in the educational process practitioners with recognized competence and experience.

General skills:

1. knowledge, understanding and use of concepts, theories, principles and methods of investigation and prospecting specific to the economy;
2. Explaining and interpreting the ideas, processes, phenomena, states and trends specific to micro- and macroeconomic activity in contexts specific to the knowledge-based society;
3. collecting, analyzing and interpreting quantitative and qualitative data and information relating to a defined problem;
4. analyzing states and situations and assuming responsibilities to solve problems, communicate and demonstrate the results of their own activities;
5. the ability to work independently or in a team to solve problems in defined professional contexts;
6. the use of modern computer technology for paperwork, information processing and accessing of activity-specific databases from different organizational structures;
7. verbal and written communication for professional purposes in at least one international language of instruction.

Professional competences:

1. To collect, process and analyse various items of information about the interaction between the external environment and enterprise/organisation;
2. To provide assistance to the enterprise/organisation management;
3. To use data bases specific to the field of business administration;
4. To provide assistance in human resource management;
5. To manage an enterprise/organisation.

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Transversal competences:

TC1

To apply the norms, values and principles of professional ethics within one's own rigorous, efficient and responsible work strategy. Solving real or hypothetical problems in due time, at the workplace, with qualified assistance, respecting the professional deontological code;

TC2

To identify roles and responsibilities in a multi-specialized team and to apply relating and efficient teamwork techniques, multi/pluri-specialized team, in a responsible manner;

TC3

To identify opportunities for continuous training and efficient didactic resource and technique substantiation for one's own development. To carry out and support the application of a personal plan for professional development with solid grounds.

I. REQUIREMENTS FOR GETTING THE BACHELOR DEGREE

1. Number of ECTS credits for compulsory courses: 171 and 4¹ ECTS credits for Physical Education
2. Number of ECTS credits for fundamental courses: 60
3. Number of ECTS credits for elective courses: 9
4. Number of ECTS credits for B. Sc. exam: 10
 - Test no. 1: Assessment of fundamental and specialty knowledge: 5
 - Test no. 2: Bachelor's Thesis presentation: 5
5. Compulsory non-credit courses: -

II. THE STRUCTURE OF THE ACADEMIC YEARS (per number of weeks)

ACADEMIC YEARS	Didactic activities		Examination sessions			Holidays		
	Winter semester	Summer semester	Winter	Summer	Not passing exams	Winter	Between semesters	Summer
I	14	14	3	3	2	3	1	12
II	14	14	3	3	2	3	1	12
III	14	14	3	3	1	3	1	-
TOTAL	42	42	9	9	5	9	3	24

¹ ECTS credits for Physical Education (over the compulsory ECTS credits).

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III. NUMBER OF HOURS PER WEEKS

Academic years	Winter semester					Summer semester				
	C	S	L	Practical Course	TOTAL	C	S	L	Practical Course	TOTAL
I	10	9	1	-	20	10	10	-	4	24
II	12	8	1	-	21	14	8	2	6	30
III	12	10	2	-	24	12	8	-	4	24
TOTAL	34	31		-	65	36			42	78

IV. ELECTIVE COURSES

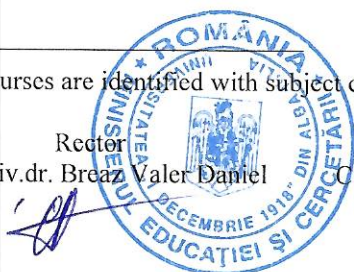
No.	Courses from the elective package ⁴	Year	Semester	No. of ECTS credits	Credit weight
1	BA 216.1, BA 216.2, BA 216.3	II	Winter semester	4	2%
2	BA 229.1, BA 229.2	II	Summer semester	3	2%
3	BA 317.1, BA 317.2, BA 317.3	II	Winter semester	5	2%
4	BA 327.1, BA 327.2	III	Summer semester	4	2%
Average credit score					8%

V. Bachelor's Degree Examination

1. Drawing up the bachelor's thesis: semester 6
2. Bachelor's thesis refinement: 2 weeks in semester 6
3. Bachelor's thesis defence: June – July
4. Bachelor's degree examination: 10 credits

³The courses are identified with subject codes.

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VI. THE STRUCTURE OF THE EDUCATION PLAN⁴

YEAR I, WINTER SEMESTER, Academic year 2021-2022

No.	Subject Code	Course	Type of course	Number of hours for learning activities										Modes of assessment	E	C
				Joint activities						Individual/Independent activities						
				Forms of didactic activity				Total per week	Total per semester	During the semester	Examination session	Total per semester	Total no. of hours per semester			
				Course	Seminar	Lab	Practical Training									
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
WINTER SEMESTER																
I. COMPULSORY COURSES																
I.1. FUNDAMENTAL COURSES																
01	BA 111	Microeconomics	DF	2	1	-	-	3	42	62	21	83	125	E	5	
02	BA 112	Mathematics Applied to Economics	DF	2	2	-	-	4	56	70	24	94	150	E	6	
03	BA 113	Business Law	DF	2	-	-	-	2	28	54	18	72	100	E	4	
04	BA 114	Accounting	DF	2	1	-	-	3	42	62	21	83	125	E	5	
05	BA 115	Informatics	DF	1	-	1	-	2	28	54	18	72	100	C	4	
06	BA 116	Psychology	DF	1	1	-	-	2	28	32	15	47	75	Vs	3	
07	BA 117.1	Foreign Language – English	DF	-	-	-	-	-	-	-	-	-	-	Vs	3	
	BA 117.2	Foreign Language – French		-	2	-	-	2	28	32	15	47	75			
	BA 117.3	Foreign Language – German		-	-	-	-	-	-	-	-	-	-			
TOTAL core courses				10	7	1	-	18	252	366	132	498	750	4E+1C+2Vs	30	
I.2. COMPLEMENTARY COURSES																
08	BA 118	Physical Education	DC	-	2	-	-	2	28	22	-	22	50	C*	2*	
TOTAL complementary courses				-	2	-	-	2	28	22	-	22	50	1C*	2*	
Compulsory study programme – total				10	9	1	-	20	252+28*	366	132	498+22*	750+50*	4E+1C+2Vs+1C*	30+2*	



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YEAR I, SUMMER SEMESTER, Academic year 2021-2022



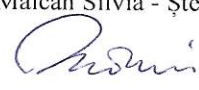
No.	Subject code	Course	Type of course	Number of hours for learning activities										Total number of hours per semester	Modes of assessment	E	C
				Joint activities						Individual/Independent activities							
				Forms of didactic activity				Total per week	Total per semester	During the semester	Examination session	Total per semester					
				Course	Seminar	Lab	Practical Trainings										
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
SUMMER SEMESTER																	
I. COMPULSORY COURSES																	
I.1. FUNDAMENTAL COURSES																	
01	BA 121	Management	DF	2	1	-	-	3	42	43	40	83	125	C	5		
02	BA 122	Statistics	DF	2	1	-	-	3	42	43	40	83	125	E	5		
03	BA 123	Macroeconomics	DF	2	1	-	-	3	42	43	40	83	125	E	5		
04	BA 124	Marketing	DF	2	1	-	-	3	42	43	40	83	125	E	5		
05	BA 125.1	Foreign Language – English	DF	-	2	-	-	2	28	32	15	47	75	Vp	3		
	BA 125.2	Foreign Language – French															
	BA 125.3	Foreign Language – German															
TOTAL core courses				8	6	-	-	14	196	204	175	379	575	3E+1C+1Vp	23		
I.2. DOMAIN COURSES																	
05	BA 126	Practical training (4X14=56)	DD	-	-	-	4	4	56	19	-	19	75	C	3		
06	BA 127	Business Communication and Public Relations	DD	2	2	-	-	4	56	24	20	44	100	E	4		
TOTAL courses in the field of study				2	2	-	4	8	112	43	20	63	175	1E+1C	7		
I.4. COMPLEMENTARY COURSES																	
08	BA 128	Physical Education	DC	-	2	-	-	2	28	22	-	22	50	C*	3*		
TOTAL additional courses				-	2	-	-	2	28	22	-	22	50	1C*	3		
Compulsory study programme – total				10	10	-	4	24	308+28*	247+22*	195	442+22*	750+50*	4E+2C+1Vp+1C*	30+3*		

*For Physical Education the evaluation is granted with ADMITED/ REJECTED

*The credits for Physical Education are not added to the total amount of credits

⁴The abbreviations used in the tables: Type of course: Modes of Assessment: E-exam, C- colloquy Vs- verification during the semester, A/R-admitted, R-rejected

⁵ Type of discipline: F- fundamental, S- speciality, C – compulsory, OCI – optional courses for institution

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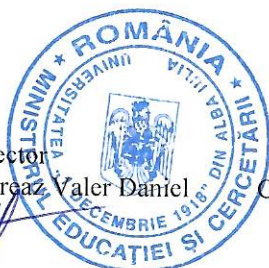
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YEAR II, WINTER SEMESTER, Academic year 2022 – 2023

No.	Subject code	Course	Type of course	Number of hours for learning activities										Modes of assessment	Number of ECTS credits
				Joint activities					Individual/Independent activities						
				Forms of didactic activity				Total per week	Total per semester	During the semester	Examination session	Total per semester	Total number of hours per semester		
				Course	Seminar	Lab	Practical Training								
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
WINTER SEMESTER															
I. COMPULSORY COURSES															
I.1. FUNDAMENTAL COURSES															
01	BA 211	Finance	DF	2	1	-	-	3	42	62	21	83	125	E	5
TOTAL core courses				2	1	-	-	3	42	62	21	83	125	E	5
I.2. COURSES IN THE DOMAIN															
02	BA 212	Marketing Research	DD	2	2	-	-	4	56	39	30	69	125	E	5
03	BA 213	Business Negotiation Techniques	DD	2	1	-	-	3	42	34	24	58	100	E	4
04	BA 214	Banks and Banking Operations	DD	2	1	-	-	3	42	55	28	83	125	E	5
TOTAL courses in the domain				6	4			10	140	141	69	210	350	1E	14
I.3. COMPLEMENTARY COURSES															
05	BA 215.1	Foreign Language – English	DC	-	2	-	-	2	28	31	16	47	75	C	3
	BA 215.2	Foreign Language – French		-	2	-	-	2	28	31	16	47	75		
	BA 215.3	Foreign Language – German		-	2	-	-	2	28	31	16	47	75		
TOTAL complementary courses				-	2	-	-	2	28	31	16	47	75	1C	3
II. ELECTIVE COURSES (DOMAIN)															
06	BA 216.1	Organizational Culture	DD	2	1	-	-	3	42	38	20	58	100	E	4
	BA 216.2	Ethics and Academic Integrity		2	1	-	-	3	42	38	20	58	100		
	BA 216.3	Quality Management		2	1	-	-	3	42	38	20	58	100		
TOTAL elective courses				2	1	-	-	3	42	38	20	58	100	1E	4
II. OPTIONAL COURSES FOR INSTITUTION															
07	BA 217	Fundamentals of Commodities	DR	2	-	1	-	3	42	59	24	83	125	Vs	5
TOTAL optional courses in institution				2	-	1	-	3	42	59	24	83	125	1Vs	5
Compulsory study programme – total				12	8	1		21	294	315	141	456	750	5E+2C+1Vp	30
III. Optional courses															
08	BA 218.1	Correspondence in Foreign Language	Op	2	1	-	-	3	42	18	15	33	75	Vs	3
	BA 218.2	Sustainable Development	Op	2	1	-	-	3	42	18	15	33	75	Vs	3
	BA 218.3	Physical Education	Op	-	2	-	-	2	28	-	-	28	25	C	1
TOTAL optional courses				6	5	-	-	11	154	54	45	127	250	3Vs+1C	10



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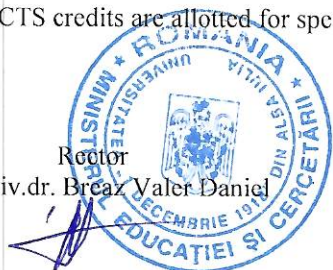
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YEAR II, SUMMER SEMESTER, Academic year 2022-2023

No.	Subject code	Course	Type of course	Number of hours for learning activities										Modes of Assessment	Number of ECTS credits
				Joint activities						Individual/independent activities					
				Forms of didactic activity				Total per week	Total per semester	During the semester	Examination session	Total per semester	Total number of hours per semester		
				Course	Seminar	Lab	Practical Training								
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
SUMMER SEMESTER															
I. COMPULSORY COURSES															
I.1. COURSES IN THE DOMAIN															
01	BA 221	Insurance and Reinsurance	DD	2	1	-	-	3	42	17	16	33	75	E	3
02	BA 222	Managerial Accounting	DD	2	1	-	-	3	42	17	16	33	75	E	3
03	BA 223	Investment s Evaluation and Financing	DD	2	1	-	-	3	42	17	16	33	75	E	3
04	BA 224	Entrepreneurship	DD	2	1	-	-	3	42	30	26	56	100	E	4
05	BA 225	Practical Training ⁷	DD	-	-	-	6	6	84	-	-	-	75	C	3
TOTAL courses in the field				8	4		6	18	252	81	74	155	400	4E+1C	16
I.2. COMPLEMENTARY COURSES															
06	BA 226.1	Foreign Language – English	DC	-	2	-	-	2	28	31	16	47	75	Vs	3
	BA 226.2	Foreign Language – French		-	2	-	-	2	28	31	16	47	75		
	BA 226.3	Foreign Language – German		-	2	-	-	2	28	31	16	47	75		
TOTAL complementary courses				-	2	-	-	2	28	31	16	47	75	1Vs	3
I.3. FUNDAMENTAL COURSES															
07	BA 227	European Economy	DF	2	1	-	-	3	42	30	26	58	100	E	4
TOTAL fundamental courses				2	1	-	-	3	42	30	26	58	100	1E	4
II.1 COURSES FOR INSTITUTION OPTION															
08	BA 228	Services Marketing	DR	2	1	-	-	3	42	30	26	58	100	E	4
II.2 OPTIONAL COURSES FOR INSTITUTION OPTION															
09	BA 229.1	Food and Non-food Commodity Science and Consumer Safety	DR	2	-	2	-	4	56	10	9	19	75	Vs	3
	BA 229.2	Systematics, quality, and food safety		2	-	2	-	4	56	10	9	19	75		
TOTAL optional courses for institution				4	1	2	-	7	98	40	35	77	175	1E+1Vs	7
Compulsory study programme - total				14	8	2	6	30	420	183	147	330	750+50*	6E+1C+2Vs	30
III. Optional courses															
10	BA 220	Physical Education	Op	-	2	-	-	2	28	22	-	22	50*	C*	2*
TOTAL optional courses				-	2	-	-	2	28	22	-	22	50*	C*	2*

⁷3 ECTS credits are allotted for specialty practical training.

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YEAR III, WINTER SEMESTER, Academic year 2023 – 2024

No.	Subject code	COURSE	Type of course	Number of hours for learning activities										Modes of Assessment	Number of ECTS credits
				Joint activities					Individual/Independent activities						
				Forms of didactic activity				Total per week	Total per semester	During the semester	Examination session	Total per semester	Total number of hours per semester		
				Course	Seminar	Lab	Practical Training								
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
WINTER SEMESTER															
I. COMPULSORY COURSES															
I.1. COURSES IN THE DOMAIN															
01	BA 311	Consumer behaviour	DD	2	2	-	-	4	56	41	28	69	100	E	4
02	BA 312	Economic and Financial Analysis	DD	2	1	-	-	3	42	59	24	83	100	E	4
03	BA 313	Management Information System	DD	-	-	2	-	2	28	36	36	72	100	C	4
04	BA 314	Audit	DD	2	2	-	-	4	56	22	22	44	100	E	4
05	BA 315	Business Simulations	DD	2	1	-	-	3	42	30	28	58	100	Vs	4
TOTAL courses in the domain				8	6	2	-	16	224	140	136	276	500	3E+1C+1Vs	20
II. OPTIONAL COURSES FOR INSTITUTION															
06	BA 316	International Commodity Exchange	DR	2	2	-	-	4	56	45	24	69	125	C	5
TOTAL option courses available in institution				2	2	-	-	4	56	45	24	69	125	1C	5
III. ELECTIVE COURSES (DOMAIN)															
07	BA 317.1	Business Initiation	DD	2	2	-	-	4	56	45	24	69	125	E	5
	BA 317.2	Risk Economics													
	BA 317.4	Strategic Management													
TOTAL elective courses				2	2	-	-	4	56	45	24	69	125	1E	5
Compulsory study programme - total				12	10	2	-	24	336	236	178	414	750	4E+2C+1Vs	30

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YEAR III, SUMMER SEMESTER, Academic year 2023 – 2024

No.	Subject Code	Course	Type of course	Number of hours for learning activities										Modes of Assessment	Number of ECTS credits
				Joint activities						Individual/Independent activities					
				Forms of didactic activity				Total per week	Total per semester	During the semester	Examination Session	Total per semester	Total number of hours per semester		
				Course	Seminar	Lab	Practical Training								
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
SUMMER SEMESTER															
I. COMPULSORY COURSES															
I.1. COURSES IN THE DOMAIN AND SPECIALTY															
01	BA 321	Business Ethics	DD	2	1	-	-	3	42	18	15	33	75	E	3
02	BA 322	Human Resources Management	DD	2	1	-	-	3	42	18	15	33	75	E	3
03	BA 323	International Marketing	DD	2	2	-	-	4	56	26	18	44	100	E	4
04	BA 324	Price and Competition	DD	2	1	-	-	3	42	18	15	33	75	C	3
05	BA 325	Foreign Trade Transactions	DD	2	1	-	-	3	42	18	15	33	75	E	3
06	BA 326	Methodology for elaborating bachelor's thesis	DD	-	-	-	4	4	56	194	-	194	250	C	10
TOTAL compulsory courses				10	6		4	20	280	292	78	370	650	2C+4E	26
I.2. OPTIONAL / DOMAIN COURSES															
07	BA 327.1	European Business Environment	Dop	2	2	-	-	4	56	26	18	44	100	E	4
	BA 327.2	Investment Strategies for Businesses													
TOTAL optional courses				2	2	-	-	4	56	26	18	44	100	1E	4
Compulsory study programme - total				12	8	-	4	24	336	318	96	414	750	5E+2C	30



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VII. The structure of the number of hours of didactic activities according to the course content


Compulsory courses	Year I Winter semester	Year I Summer semester	Year II Winter semester	Year II Summer semester	Year III Winter semester	Year III Summer semester	Total	Percentage	ARACIS Standards
Fundamental courses	18x14=252	14x14 = 196	3x14 = 42	3x14 =423	-	-	532	27%	25-30%
Domain courses	-	8x14 = 112	13x14 = 182	18x14 = 252	20x14 = 280	24x14 =336	1162	58%	60-70%
From which total number of hours allocated for Methodology for bachelor's thesis						4x14=56		5%	
Complementary courses	2x14= 28	2x14= 28	2 x14 = 28	2x14 = 28	-	-	112	5%	5-10%
Optional courses for institution	-	-	3x14 = 42	7x14 = 98	4x14 = 56	-	196	10%	Under 15%
Total number of hours							2002	100,00%	

VIII. The structure of the number of hours for didactic activities according to the type of course imposed with a view to ensuring the training

Type of course	Year I Winter semester	Year I Summer semester	Year II Winter semester	Year II Summer semester	Year III Winter semester	Year III Summer semester	Total	Percentage
Compulsory courses CC	20x14 = 280	24x14 = 336	18x14 = 252	26x14 = 364	20x14 = 280	20x14 = 280	1792	89,51%
Elective courses EC	-	-	3x14 = 42	4x14 = 56	4x14 = 56	4x14 = 56	210	10,49%
Total - compulsory and elective courses	280	336	294	420	336	336	2002	100%

IX. Number of hours for the complete bachelor cycle

Academic year	Semester	Number of weeks	Numbers of hours per week	Number of hours for drawing up the bachelor's thesis	Total number of hours
I	1	14	20	-	20x14=280
I	2	14	24	-	24x14=336
II	1	14	21	-	21x14=294
II	2	14	30	-	30x14=420
III	1	14	24	-	24x14=336
III	2	14	24	56	24x14=336
Total			Average=143/6 =23,83	56	2002



 Rector: Prof.univ.dr. Breaz Valer Daniel

 Decan: Conf.univ.dr. Topor Ioan Dan

 Director de Departament: Lect.univ.dr. Maican Silvia - Ștefania