

SYLLABUS
Academic Year 2023-2024
Year of Study I / Semester II

1. Information about the program

1.1. Institution	University „1 Decembrie 1918” from Alba Iulia
1.2. Faculty	Economic Sciences
1.3. Department	of Business Administration and Marketing
1.4. Field of study	Business Administration
1.5. Level	Undergraduate
1.6. Study program	Business Administration
1.7. Form of education	Full-time

2. Information about the course

2.1. Course name		Practical Training		2.2. Course code		BA 126	
2.3. Tenured Professor - Lecture				Breaz Teodora Odett, Associate professor, PhD.			
2.4. Tenured Professor - Seminar				-			
2.5. Year of Study	I	2.6. Semester	II	2.7. Type of Assessment (E- Examination/C – Coloquium/PA – Progress Assessment)	C	2.8. Course organization (C – Compulsory, Op – optional, E – Elective)	C

3. Estimated total time

3.1. Hours/week	4	Of which: 3.2. Lecture		3.3. Seminar	
3.4. Total hours from the curriculum	56	Of which: 3.5. Lecture		3.6. Seminar/Laboratory	
Distribution of time					hours
Studying from textbook, course materials, bibliography, and notes					
Additional research in the library, on specialized electronic platforms, and in the field					19
Preparation for seminars/laboratories, assignments, essays, portfolios, and presentations					
Mentoring					
Assessments					
Other activities					-

3.7 Total hours of individual study	19
3.8 Total hours from the curriculum	56
3.9 Total hours per semester	75
3.10 Credits	3

4. Requirements (if necessary)

4.1. Curriculum requirements	<i>Courses taken in previous semesters, e.g., Microeconomics, Macroeconomics, Management, Marketing, Fundamentals of Accounting</i>
4.2. Competencies requirements	<i>The competencies offered by the mentioned disciplines are as follows, for example: Understanding basic economic concepts used in daily activities by personnel in specialized departments (sales, marketing, finance-accounting, management, public relations, etc.).</i>

5. Conditions (if necessary)

5.1. for conducting the lectures	<i>The practice will take place at the headquarters/workplaces of the economic agents with which institutional-level internship agreements have been concluded.</i>
5.2. for conducting the seminar/laboratory	

6. Specific competencies acquired

Professional competencies	<p>C3. Application of basic principles and methods for solving well-defined, typical problems/situations in the field under qualified assistance</p> <p>C3.1. Identifying the economic implications associated with the operation and management of a subdivision within the enterprise/organization</p> <p>C3.2. Explaining and interpreting the economic and social implications associated with the operation and management of a subdivision within the enterprise/organization</p> <p>C3.3. Applying specific tools for analyzing the operation of a subdivision within the enterprise/organization</p> <p>C3.4. Critically constructive evaluation of the explanation and/or resolution of a problem regarding the operation and management of a subdivision within the enterprise/organization</p> <p>C3.5. Developing a study on the operation and management of a subdivision within the enterprise/organization</p> <p>C4. Utilizarea adecvată de criterii și metode standard de evaluare, pentru a aprecia calitatea, meritele și limitele unor procese, programe, proiecte, concepte, metode și teorii</p> <p>C4.1. Identification and description of the concepts of planning, organizing, coordinating, and controlling human resources activities</p> <p>C4.2. Explanation and interpretation of the concepts of planning, organizing, coordinating, and controlling human resources activities in the field of business administration</p> <p>C4.3. Problem-solving in specific human resources areas: recruitment, selection, motivation, compensation, work schedule, training</p> <p>C4.4. Estimation of human resources needs in relation to enterprise/organization volume and efficiency requirements</p> <p>C4.5. Substantiation of projects for recruiting, selecting, motivating, and compensating human resources in the field of business administration</p> <p>C5. Elaboration of professional projects using established principles and methods in the field</p> <p>C5.1. Description of concepts, theories, and methodologies for managing specific databases in business administration</p> <p>C5.2. Explanation and quantitative and qualitative interpretation of information extracted from databases</p> <p>C5.3. Application of appropriate data analysis tools specific to business administration</p> <p>C5.4. Critically constructive evaluation of data processing and analysis tools</p> <p>C5.5. Development of a research project associated with business administration, using specific databases</p>
Transferable competencies	<p>CT1 Application of principles, norms, and values of professional ethics within one's own strategy of rigorous, efficient, and responsible work. Real-time resolution, under qualified assistance, of a real/hypothetical problem at the workplace, while respecting the norms of professional ethics.</p> <p>CT2 Identification of roles and responsibilities within a multi-specialized team and application of techniques for efficient relationship building and work within the team. Completion of a task/project, assuming responsibility for specific tasks related to the role within a multi-specialized team.</p> <p>CT3 Identification of opportunities for continuous learning and efficient utilization of resources and learning techniques for personal development.</p>
	SPECIALIZED KNOWLEDGE

<p>Specialized competencies</p>	<p>1.1 Processes of knowledge acquisition, reproduction, and understanding: specific to the field of study considered as a whole establishing relationships with knowledge from other disciplines and/or professional areas</p> <p>1.2 Familiarization with the latest developments in knowledge and professional applications in the field</p> <p>1.3 Understanding and application of fundamental principles and methods of specific investigation</p> <p>1.3.1 Processes of knowledge acquisition, reproduction, and understanding: • To conduct an analysis and interpretation of economic phenomena and processes from the perspective of trade, tourism, and services, and the possibility of computerization of the knowledge process</p> <p>1.3.2 Familiarization with the latest developments in knowledge and professional applications in the field</p> <p>1.3.3 Understanding and application of fundamental principles and methods of specific investigation</p> <p>SPECIFIC COGNITIVE ABILITIES</p> <p>2.1. Application of fundamental concepts, theories, and research methods in the field of study for formulating professional approaches</p> <p>2.2. Capacity for synthesizing and interpreting a set of information, solving basic problems, and evaluating possible conclusions</p> <p>2.3. Independent analysis of problems and the ability to communicate and demonstrate the chosen solutions</p> <p>2.4. Initiative in problem analysis and resolution</p> <p><i>2.4.1. Application of fundamental concepts, theories, and research methods in the field of study for formulating professional approaches</i></p> <p><i>2.4.2. Capacity for synthesizing and interpreting a set of information, solving basic problems, and evaluating possible conclusions</i></p> <p><i>2.4.3. Independent analysis of problems and the ability to communicate and demonstrate the chosen solutions</i></p> <p><i>2.4.4. Initiative in problem analysis and resolution</i></p> <p>PROFESSIONAL ABILITIES (SKILLS)</p> <p>3.1. The graduate's ability to practice, at a high level of competence, activities specific to the field of study, by utilizing knowledge, professional experience, psychological qualities, and personality traits involved in carrying out the assigned tasks.</p> <p>3.1.1. Execution abilities manifested by: -the ability to understand the content of the task -concretization and particularization of what is abstract and general -preparation and experience</p> <p>3.1.2. Organizational abilities for one's own activity, which entail: - accuracy in thinking - spirit of order and discipline - promptness, consistency, and firmness in the exercise of the profession</p>
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7. Objectives of the discipline (based on the grid of acquired specific competencies)

<p>7.1 The general objective of the course</p>	<p>To understand the specific conditions of economic activity carried out at the level of an organization, to identify the usual operations conducted, to familiarize students with specific documents, etc.</p> <p>To enhance and deepen the acquired knowledge, to familiarize students with the application of theoretical knowledge acquired during the educational process within economic entities, and to develop new practical skills in the specific issues</p>
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	of business administration.
7.2 Specific objectives	<ul style="list-style-type: none"> - Familiarizing students with the economic environment, identifying connections between theoretical knowledge and practical application, and introducing them to the complex issues of economic activity. - Explanation and interpretation (clarifying and interpreting ideas, projects, processes, as well as theoretical and practical content of disciplines). - Developing communication skills and orientation in the real economic space. - Correct use of documents and their drafting procedures.

8. Content

8.1	Teaching methods	Observations
General presentation of the organization		56 hours
- Brief history		
- Shareholding structure and ownership form		
- Presentation of the business activity		
Structure and organization		
- Organization structure (staff structure and organizational chart detailing each position, internal regulations)		
Presentation of the products/services within the organization		
The efficiency of the economic activity carried out by the organization		
- Presentation of the evolution of microeconomic indicators at the organizational level over the past three years (turnover, profit, profit rate, indebtedness ratio, liquidity ratio)		
Aspects regarding the procurement and marketing of products/services		
- Presentation of relationships with suppliers		
- Presentation of relationships with customers and their management		
- Marketing environment of the organization		
- Marketing mix of the organization		
Conclusions regarding the analyzed aspects		
8.2 References		
<ol style="list-style-type: none"> 1. Dobre, I., Mustață, F., <i>Simularea proceselor economice</i>. Editura INFOREC, București, 1996 2. Dodescu, G., Odăgescu, I., Scheianu, S., Năstase, P., <i>Simularea sistemelor</i>. Editura Militară, București, 1986 3. Filip, F. G., <i>Decizie asistată de calculator: decizii, decidenți, metode și instrumente de bază</i>. Editura Tehnică și Editura Expert, 2002 4. Fishman, S. G., <i>Monte Carlo: concepts, algorithms, and applications</i>. Springer-Verlag New York Berlin Heidelberg, 1997 5. Moeschin, O., Grycko, E., Pohl, C., Steinert, F., <i>Experimental Stochastic</i>, Springer-Verlag, 1998 6. Moore, J.H., Weatherford, L.R., <i>Decision Modeling with Microsoft Excel</i>. 6th ed. Prentice-Hall, Inc., Upper Saddle River, NJ, 2001 8. Nicolescu, O., Plumb, I., Pricop, M., Vasilescu, I., Verboncu, I., (coordonatori), <i>Abordări moderne în managementul și economia organizației</i>. Editura Economică, București 2003 9. Nicolescu, O., Verboncu, I. - <i>Management</i>, Editura Economică, Bucuresti, 1995 		

10. Nicolescu, O - *Noutăți în managementul internațional*, Editura Tehnică, Bucuresti, 1999
11. Nicolescu, O., Verboncu, I. - *Management și eficiență*, Editura.
12. LEGE nr. 222 din 14 iulie 2023 pentru modificarea și completarea Legii societăților nr. 31/1990, precum și a Legii nr. 265/2022 privind registrul comerțului și pentru modificarea și completarea altor acte normative cu incidență asupra înregistrării în registrul comerțului, publicată în MO nr. 667 din 20 iulie 2023
13. Nicolescu, Ovidiu (2004) *Managerii și managementul resurselor umane*, Editura Economică

9. Correlation of the contents of the course with the expectations of representatives from the epistemic community, professional associations, and representative employers in the relevant field of the program.

According to the requirements imposed by the labor market, the course will provide students with the opportunities and skills necessary to conduct an analysis and interpretation of economic phenomena and processes that take place within organizations.

10. Assessment

Type of activity	10.1 Evaluation criteria	10.2 Assessment methods	10.3 Final grade ratio
10.4 Lecture	<i>Final assessment</i>	<i>Oral examination</i>	100%
		Written (final portfolio)	30%
10.5 Seminar			
	-	-	-
10.6 Minimum performance standard: obtaining a minimum grade of 5			
<i>Realization of a SWOT analysis of the enterprise/organization in its interaction with the external environment.</i>			
<i>Development of a functional-structural analysis plan for the enterprise/organization.</i>			
<i>Designing a study aimed at improving the functioning of a subdivision of the enterprise/organization.</i>			
<i>Elaboration of an analysis regarding human resources within the enterprise/organization.</i>			
<i>Selection of a dataset for solving a business administration problem.</i>			

Completion date
20.09.2023

Tenured professor signature
Breaz Teodora Odett, Associate professor, PhD.

Approval date in the department

Department director's signature