

**SYLLABUS**  
**Academic Year 2024-2025**  
**Year of Study I / Semester II**

**1. Information on academic program**

1.1. University	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	Bachelor
1.6. Academic program / Qualification/ ESCO Code	Business Administration / 242102 Process improvement specialist, 242104 Process manager, 242110 Specialist in planning, control, and reporting of economic performance; ESCO Code 2421 - Management and Organisation Analysts

**2. Information of Course Matter**

2.1. Course		Practical Training		2.2. Course code		BA 128	
2.3. Course Leader			Assistant, PhD. Puțan Alina				
2.4. Seminar Tutor			-				
2.5. Academic Year	I	2.6. Semester	II	2.7. Type of Evaluation (E – final exam/ CE - colloquy examination / CA -continuous assessment)	CE	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C

**3. Course Structure**

3.1. Weekly number of hours		Of which: 3.2. Lecture		3.3. Seminar	
3.4. Total number of hours in the curriculum	75	Of which: 3.5. Lecture		3.6. Seminar/Laboratory	
Distribution of time					hours
a Individual study of readers					
b Documentation (library)					19
c Home assignments, Essays, Portfolios					
d Tutorials					
e Assessment (examinations)					
f Other academic activities (study visits, mentoring, projects )					-

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 Number of ECTS	3

**4. Prerequisites (where applicable)**

4.1. Curriculum requirements	Courses taken in previous semesters, e.g., Microeconomics, Macroeconomics, Management, Marketing, Fundamentals of Accounting
4.2. Competencies requirements	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.).

**5. Requisites (where applicable)**

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

**6. Specific competencies acquired** (chosen by the course leader from the programme general competences grid)

Competences/Study results	R7/C7 Performs business analysis R8/C8 Identifies key performance indicators R19/C19 Analyses production processes for improvement
Transversal competences	<p><b>SPECIALIZED KNOWLEDGE</b></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:</p> <ul style="list-style-type: none"> <li>• 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</li> </ul> <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><b>SPECIFIC COGNITIVE ABILITIES</b></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>2.4.1. Application of fundamental concepts, theories, and research methods in the field of study for formulating professional approaches</p> <p>2.4.2. Capacity for synthesizing and interpreting a set of information, solving basic problems, and evaluating possible conclusions</p> <p>2.4.3. Independent analysis of problems and the ability to communicate and demonstrate the chosen solutions</p> <p>2.4.4. Initiative in problem analysis and resolution</p> <p><b>PROFESSIONAL ABILITIES (SKILLS)</b></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:</p> <ul style="list-style-type: none"> <li>-the ability to understand the content of the task</li> <li>-concretization and particularization of what is abstract and general</li> <li>-preparation and experience</li> </ul> <p>3.1.2. Organizational abilities for one's own activity, which entail:</p> <ul style="list-style-type: none"> <li>- accuracy in thinking</li> <li>- spirit of order and discipline</li> <li>- promptness, consistency, and firmness in the exercise of the profession</li> </ul>

**7. Course objectives** (as per the programme specific competences grid)

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

## 8. Content

8.1 Content	Teaching methods	Observations
<b>General presentation of the organization</b>		<b>56 hours</b>
- Brief history		
- Shareholding structure and ownership form		
- Presentation of the business activity		
<b>Structure and organization</b>		
- Organization structure (staff structure and organizational chart detailing each position, internal regulations)		
<b>Presentation of the products/services within the organization</b>		
<b>The efficiency of the economic activity carried out by the organization</b>		
- Presentation of the evolution of microeconomic indicators at the organizational level over the past three years (turnover, profit, profit rate, indebtedness ratio, liquidity ratio)		
<b>Aspects regarding the procurement and marketing of products/services</b>		
- Presentation of relationships with suppliers		
- Presentation of relationships with customers and their management		
- Marketing environment of the organization		
- Marketing mix of the organization		
<b>Conclusions regarding the analyzed aspects</b>		
<b>Bibliography</b>		
<ol style="list-style-type: none"> <li>1. Dobre, I., Mustață, F., <i>Simularea proceselor economice</i>. Editura INFOREC, București, 1996</li> <li>2. Dodescu, G., Odăgescu, I., Scheianu, S., Năstase, P., <i>Simularea sistemelor</i>. Editura Militară, București, 1986</li> <li>3. Filip, F. G., <i>Decizie asistată de calculator: decizii, decidenți, metode și instrumente de bază</i>. Editura Tehnică și Editura Expert, 2002</li> <li>4. Fishman, S. G., <i>Monte Carlo: concepts, algorithms, and applications</i>. Springer-Verlag New York Berlin Heidelberg, 1997</li> <li>5. Moeschin, O., Grycko, E., Pohl, C., Steinert, F., <i>Experimental Stochastic</i>, Springer-Verlag, 1998</li> <li>6. Moore, J.H., Weatherford, L.R., <i>Decision Modeling with Microsoft Excel</i>. 6th ed. Prentice-Hall, Inc., Upper Saddle River, NJ, 2001</li> <li>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</li> <li>9. Nicolescu, O., Verboncu, I. - <i>Management</i>, Editura Economică, București, 1995</li> <li>10. Nicolescu, O. - <i>Noutăți în managementul internațional</i>, Editura Tehnică, București, 1999</li> <li>11. Nicolescu, O., Verboncu, I. - <i>Management și eficiență</i>, Editura.</li> <li>12. <i>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</i></li> <li>13. Nicolescu, Ovidiu (2004) <i>Managerii și managementul resurselor umane</i>, Editura Economică</li> </ol>		

**9. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme**

*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>	70%
		Written (final portfolio)	30%
10.5 Seminar			
	-	-	-

10.6 Minimum performance standard: obtaining minimum grade 5

*Realization of a SWOT analysis of the enterprise/organization in its interaction with the external environment.*

*Development of a functional-structural analysis plan for the enterprise/organization.*

*Designing a study aimed at improving the functioning of a subdivision of the enterprise/organization.*

*Elaboration of an analysis regarding human resources within the enterprise/organization.*

*Selection of a dataset for solving a business administration problem.*

Fill in date  
14.09.2024

Seminar tutor signature  
Assistant, PhD. Puțan Alina

Approval date in the department  
16.09.2024

Department director's signature  
PhD. Assoc.Prof. Maican Silvia