

SYLLABUS
Academic year 2024-2025
Year of Study II / 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	Investment's Evaluation and Financing			2.2. Code	BA 223		
2.3. Course Leader	Associate Prof. PhD.Iuga Iulia						
2.4. Seminar Tutor	Assistant PhD. Ciolomic Ioana						
2.5. Academic Year	II	2.6. Semester	II	2.7. Type of Evaluation (E – final exam / CE - colloquium examination / CA - continuous assessment)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C

3. Course Structure (Weekly number of hours)

3.1. Weekly number of hours	3	3.2. course	2	3.3. seminar, laboratory	1
3.4. Total number of hours in the curriculum	42	3.5. course	28	3.6. seminar, laboratory	14
Allocation of time:					Hours
a. Individual study of readers					12
b. Documentation (library)					6
c. Home assignments, Essays, Portfolios					13
d. Tutorials					-
e. Assessment (examinations)					2
f. Other academic activities (study visits, mentoring, projects)					-

3.7 Total number of hours for individual study (a+b+c)	31
3.8 Total number of hours for academic activities (d+e+f+3.4)	44
3.9 Total number of hours per semester (3.7+3.8)	75
3.10 Number of ECTS	3

4. Prerequisites (where applicable)

4.1. curriculum-based	
4.2. competence-based	

5. Requisites (where applicable)

5.1. course-related	slides, informative materials
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	- technical equipment: laptop, video projector
5.2. seminar/laboratory-based	informative materials - technical equipment: laptop, video projector

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

Competences/Study results	<ol style="list-style-type: none"> 1. Knowledge, understanding of the basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication 2. Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated with the field 3. Application of basic principles and methods for solving well-defined problems/situations, typical of the field in conditions of qualified assistance 5. Developing professional projects with the use of established principles and methods in the field
Transversal competences	-

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

7.1 General objectives of the course	<i>The present course is part of the education plan of the Faculty of Science, major: Business Administration; it is a course with theoretical and practical approach. Its role is to provide the students' with speciality training in the investment field. It approaches the processes and phenomena of financial investment as essence and forms of manifestation, the connections with other economic processes, and the principles for the development of an efficient investment policy as well</i>
7.2 Specific objectives of the course	<ol style="list-style-type: none"> 1. Knowledge of the fundamental concepts of internal and international norms in the field of investment 2. Identification and analysis of various investment policies at enterprise level 3. Problem solving issues specific to the investment assessment and financing

8. Course contents

8.1 Course (learning units)	Teaching methods	Remarks
Chapter 1. GENERAL CONCEPTS OF INVESTMENT. NATIONAL AND EUROPEAN INVESTMENT REGULATIONS. Role of investments in the social and economic life. Concept of investment	<i>Lecture, conversation, exemplification</i>	2 hours
Chapter 1. GENERAL CONCEPTS OF INVESTMENT. NATIONAL AND EUROPEAN INVESTMENT REGULATIONS. Investment classification. National and European investment regulations	<i>Lecture, conversation, exemplification</i>	2 hours
Chapter 2. INVESTMENT POLICIES AND STRATEGIES. Investment policies and strategies at enterprise level. Investment policies and strategies at national level	<i>Lecture, conversation, exemplification</i>	2 hours

Chapter 2. INVESTMENT POLICIES AND STRATEGIES. Investment policies and strategies at international level	<i>Lecture, conversation, exemplification</i>	2 hours
Chapter 3. THE INVESTMENT DECISION. Certain investment	<i>Lecture, conversation, exemplification</i>	2 hours
Chapter 3. THE INVESTMENT DECISION. Uncertain investment	<i>Lecture, conversation, exemplification</i>	2 hours
Chapter 3. THE INVESTMENT DECISION. Investment fundamental indicators	<i>Lecture, conversation, exemplification</i>	2 hours
Chapter 4. THE DEVELOPMENT SCHEME OF AN INVESTMENT AIM Technical and economic building documentation. Technical and economic documentation for public institution goods acquisition	<i>Lecture, conversation, exemplification</i>	2 hours
Chapter 4. THE DEVELOPMENT SCHEME OF AN INVESTMENT AIM Technical and economic documentation of financial investment	<i>Lecture, conversation, exemplification</i>	2 hours
Chapter 5. INVESTMENT ASSESSMENT. Investment project assessment methods	<i>Lecture, conversation, exemplification</i>	2 hours
Chapter 5. INVESTMENT ASSESSMENT. Stock and bond assessment	<i>Lecture, conversation, exemplification</i>	2 hours
Chapter 6. INVESTMENT FINANCING. Private investment financing. Financing plan. Public investment financing	<i>Lecture, conversation, exemplification</i>	2 hours
Chapter 7. EIB, EBRD, ECB and IMF FINANCING. EIB. EBRD	<i>Lecture, conversation, exemplification</i>	2 hours
Chapter 7. EIB, EBRD, ECB and IMF FMI FINANCING. ECB. IMF	<i>Lecture, conversation, exemplification</i>	2 hours

Bibliography

1. **Iuga Iulia**, Mihalciuc Anastasia. (2020). Economic Crises. Effects on Banking Systems and Investment Decision. LAP Lambert Academic Publishing. ISBN: 978-620-2-92090-2
2. **Iuga Iulia**. (2022). Capitolul nr. 1: The Influence of Determinant Factors on Foreign Direct Investments, (pag. 1-25) din cartea: *Opportunities and Challenges for Multinational Enterprises and Foreign Direct Investment in the Belt and Road Initiative*, IGI global Publishing, ISBN13: 9781799880219, 2022, DOI: 10.4018/978-1-7998-8021-9. <https://www.igi-global.com/book/opportunities-challenges-multinational-enterprises-foreign/267228>
3. **Iuga Iulia Cristina**, Neamțu Anisia. (2022). Small and Medium-Sized Enterprises Marketing During Digital Transformation, LAP Lambert Academic Publishing. ISBN: 978-620-4-74737-8
4. Teodor Hada, **Iulia Iuga**, Dorin Wainberg, Nicoleta Bărbuță-Mișu. (2024). *Finanțe internaționale. Tranzacții pe piețele internaționale de capital*. Editura Pro Universitaria, București. ISBN 978-606-26-1962-6
5. Hada Teodor, **Iuga Iulia**, Deaconu Luminița, Vicol Diana, Căruț Mihai. (2020). *Investiții. Evaluarea investițiilor: Teorie. Studii de caz. Monografie contabilă*. Editura Pro Universitaria, București. ISBN: 978-606-26-1220-7
6. Hada Teodor, **Iuga Iulia**, Deaconu Luminița, Vicol Diana, Căruț Mihai. (2020). *Investiții. Finanțarea Investițiilor: Teorie. Studii de caz. Monografie contabilă*. Editura Pro Universitaria, București. ISBN: 978-606-26-1246-7
7. **Iuga Iulia**, Evaluating and financing investments, suport de curs în format electronic, 2019, nr înregistrare bibliotecă: 23/10.01.2019.
8. Achim M., Hada T., **Iuga I.**, Politici actuale de finanțare a afacerilor, Editura Aeternitas, Alba Iulia, 2011
9. **BIRSAN, Maria** (2); MASCA, Simona-Gabriela, Nvestitiile Straine Directe : De La Paradigma Eclectica (Oli), La Paradigma Evolutiei Investitiilor (Idp), Iasi: Universitatii "Al.I. Cuza" (227), 2012
10. Mieila, Mihai, Investitii Directe: Eficienta, Finantare, Fezabilitate, Editura Pro Universitaria, 2016
11. Cristina-Elena Popa Tache , Introducere In Dreptul International Al Investitiilor, Editura: Universul Juridic, 2018
12. Vuta, Mihai, Contabilitatea Societatilor Comerciale Aflate In Redresare Economica, Bucuresti: Economica (693), 2017

Normative Acts:

Legislation in force (2024) regarding investments.

8.2 Seminar	Teaching methods	Remarks
Concept of investment. Investment classification Investment policies and strategies at enterprise level	Conversation Exemplification Practical applications	2 hours
Certain vs. uncertain investment	Conversation Exemplification on Practical applications	2 hours
Investment fundamental indicators	Conversation Exemplification on Practical applications	2 hours
Investment project assessment methods	Conversation Exemplification on Practical applications	2 hours
Stock and bond assessment	Conversation Exemplification on Practical applications	2 hours
Private investment financing	Conversation Exemplification on Practical applications	2 hours
Financing plan	Conversation Exemplification on Practical applications	2 hours

Bibliography

1. **Iuga Iulia**, Mihalciuc Anastasia. (2020). Economic Crises. Effects on Banking Systems and Investment Decision. LAP Lambert Academic Publishing. ISBN: 978-620-2-92090-2
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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

The contents of this file are the result of consulting information related to the business environment requirements, requirements that we became aware of during the meetings with the business representatives - who are members of the CEAC committees for the study programs of the Faculty of Economic Sciences.

The contents of the discipline are adapted to the current legislative framework and can contribute to the training of specialists in the field of investments. For students who continue their studies at a master's degree program in business administration, the discipline can be a starting point for deepening the field and elaborating works with a high scientific level.

The pragmatic nature of the discipline, resulting from the operation of the main activities specific to public investments and especially to private investments, is in accordance with the requirements of the contemporary economic-financial community.

10. Assessment

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>Final evaluation</i>	<i>Written paper</i>	70%
10.5 Seminar/laboratory	-	-	
	<i>Final Team Project Report</i>	<i>Final Team Project Report</i>	30%
10.6 Minimum performance standard: - obtaining minimum grade 5 1. identification and characterization of the support elements for the elaboration of a functional / structural analysis plan of the company / organization 2. applying the methods of evaluating the investment projects / determining and interpreting the economic-financial indicators 3. Designing a study aimed at improving the functioning of a subdivision of the enterprise / organization 4. Developing a feasibility study / Opportunity study 5. Select a data set to solve a business management / financing problem			

Fill in date
 16.09.2024

Course leader signature
 Associate Prof. PhD.Iuga Iulia

Seminar tutor signature
 Assistant PhD. Ciolomic Ioana

Approval date in departament
 16.09.2024

Department director’s signature,
 PhD Assoc.Prof. Maican Silvia