

**SYLLABUS**  
**Academic Year 2024-2025**  
**Year of study III / Semester I**

**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/Qualifications/ ESCO Code	Business Administration/ 242102 Process improvement specialist, 242104 Process manager, 242110 Specialist in planning, control, and reporting of economic performance 2421 - Management and Organisation Analysts

**2. Information of course matter**

2.1. Course		Business Simulations		2.2. Code		BA 315	
2.3. Course leader			Associate Prof. PhD. Breaz Teodora Odett				
2.4. Seminar tutor			Assistant PhD. Ciolomic Ioana Andreea				
2.5. Academic Year	III	2.6. Semester	I	a)Type of Evaluation (E – final exam/ CE - colloquy examination / CA -continuous assessment)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C

**3. Course Structure (Teaching hours per semester)**

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
Time distribution:					Hours
a) Individual study of readers					25
b) Documentation (library)					6
c) Home assignments, Essays, Portfolios					25
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)	56
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)	100
3.10 Number of ECTS	4

**4. Prerequisites** (where applicable)

4.1. Curriculum - based	-
4.2. Competences - based	At least a B1 level according to the European Framework of Reference for Languages

**5. Requisites** (where applicable)

5.1. course-related	Multimedia classroom - video projector, board
5.2. seminar/laboratory-based	Multimedia classroom - video projector, board, handouts, electronic materials

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

Competences/Study results	C1 Knowledge, understanding of the basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication C2 Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated with the field C4 Appropriate use of standard evaluation criteria and methods, in order to assess the
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	quality, merits and limits of processes, programs, projects, concepts, methods and theories
Transversal competences	-

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

7.1 General objective	<i>The course's main objective is to familiarize students with the concepts of starting and developing a business and making decisions in different concrete scenarios.</i>
7.2 Specific objectives	<p>Knowing and understanding the basic concepts, theories, and methods related to the genesis and development of a business; and their appropriate use in professional business communication.</p> <p>Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc.</p> <p>Application of the basic principles and methods in solving different problems and situations.</p> <p>Acquiring and understanding entrepreneurial attributes.</p> <p>Discovering confidence in one's own strength to run a business.</p> <p>Development of an individual business plan.</p> <p>Identifying and learning the social, political, and cultural factors that enhance entrepreneurship</p>

### 8. Contents

8.1 Course	Teaching methods	Observations
<b>1. THE BUSINESS. TYPES OF COMMERCIAL COMPANIES</b>	Lecture, discussion, explanation	2 hours
<b>2. BUSINESS ORGANIZATION. THE FUNCTIONS OF THE COMPANY</b>	Lecture, discussion, explanation	2 hours
<b>3. BUSINESS PLAN – A WORKING TOOL</b>	Lecture, discussion, explanation	2 hours
<b>4. BUSINESS PLAN – The structure and the basic steps in developing a business plan</b>	Lecture, discussion, explanation	2 hours
<b>5. FINANCING OPTIONS FOR A BUSINESS</b>	Lecture, discussion, explanation	2 hours
<b>6. HUMAN RESOURCE MANAGEMENT – Planning and organizing</b>	Lecture, discussion, explanation	2 hours
<b>7. HUMAN RESOURCE MANAGEMENT – The recruiting and selection process</b>	Lecture, discussion, explanation	2 hours
<b>8. BUSINESS SIMULATION - SIMULATION SOFTWARE Kalypso General presentation</b>	Lecture, discussion, explanation, simulation software Kalypso	2 hours
<b>9. GOODS AND SERVICE MANAGEMENT</b>	Lecture, discussion, explanation, simulation software Kalypso	2 hours
<b>10. FORECASTING SALES AND MARKETING STRATEGY</b>	Lecture, discussion, explanation, simulation software Kalypso	2 hours

<b>11. FINANCIAL PLAN – The structure of incomes and expenses</b>	<b>Lecture, discussion, explanation, simulation software Kalypso</b>	<b>2 hours</b>
<b>12. FINANCIAL PLAN – Analyzing the financial situation of the company</b>	<b>Lecture, discussion, explanation, simulation software Kalypso</b>	<b>2 hours</b>
<b>13. BUSINESS RISKS</b>	<b>Lecture, discussion, explanation, simulation software Kalypso</b>	<b>2 hours</b>
<b>14. IDENTIFY OPPORTUNITIES FOR FUTURE ACTIONS</b>	<b>Lecture, discussion, explanation, simulation software Kalypso</b>	<b>2 hours</b>

**Bibliography:**

1. *Dobre, I., Mustață, F., Simularea proceselor economice. Editura INFOREC, București, 1996*
2. *Dodescu, G., Odăgescu, I., Scheianu, S., Năstase, P., Simularea sistemelor. Editura Militară, București, 1986*
3. *Filip, F. G., Decizie asistată de calculator: decizii, decidenți, metode și instrumente de bază. Editura Tehnică și Editura Expert, 2002*
4. *Fishman, S. G., Monte Carlo: concepts, algorithms, and applications. Springer-Verlag New York Berlin Heidelberg, 1997*
5. *Luban, F., Modelarea și simularea proceselor economice în transporturi, Note de curs. Centrul Editorial ASE, București, 1997*
6. *Moeschin, O., Grycko, E., Pohl, C., Steinert, F., Experimental Stochastic, Springer-Verlag, 1998*
7. *Moore, J.H., Weatherford, L.R., Decision Modeling with Microsoft Excel. 6th ed. Prentice-Hall, Inc., Upper Saddle River, NJ, 2001*
9. *Pastiu Carmen, Simulari in afaceri . Seria Didactica, 2017*
10. *Nicolescu, O., Plumb, I., Pricop, M., Vasilescu, I., Verboncu, I., (coordonatori), Abordări moderne în managementul și economia organizației. Editura Economică, București 2003*
11. *Nicolescu, O., Verboncu, I. - Management, Editura Economică, Bucuresti, 1995*
12. *Nicolescu, O - Noutăți în managementul internațional, Editura Tehnică, Bucuresti, 1999*
13. *Nicolescu, O., Verboncu, I. - Management și eficiență, Editura.*
14. *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.*
15. *<http://kalypso.arkhe.com>*

**8.2 Seminar**

<b>1. From an idea to the business</b>	<b>Debate, explanations</b>	<b>2 hours</b>
<b>2. The procurement process within companies. Case studies</b>	<b>Exercises, case studies</b>	<b>2 hours</b>
<b>3. Simulations regarding human resource management</b>	<b>Debate, explanations</b>	<b>2 hours</b>
<b>4. Goods and service management</b>	<b>Applications, Roleplaying</b>	<b>2 hours</b>
<b>5. Forecasting sales and marketing strategy</b>	<b>Applications, Roleplaying</b>	<b>2 hours</b>
<b>6. Financial Plan</b>	<b>Applications, Roleplaying</b>	<b>2 hours</b>
<b>7. Risks and opportunities</b>	<b>Applications, Roleplaying</b>	<b>2 hours</b>

**Bibliography:**

1. *Nicolescu, O., Plumb, I., Pricop, M., Vasilescu, I., Verboncu, I., (coordonatori), Abordări moderne în managementul și economia organizației. Editura Economică, București 2003*
2. *Nicolescu, O., Verboncu, I. - Management, Editura Economică, Bucuresti, 1995*
3. *Pastiu Carmen - Simulari in afaceri . Seria Didactica, 2017*
4. *<http://kalypso.arkhe.com>*

**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 course content is developed considering the business environment's requirements. The requirements were identified after participating in certain meetings with the business environment experts, CEAC board members for academic studies of the Faculty of Economic Sciences.

The content of the discipline is harmonized with the current legislative framework and can contribute to the

training of business specialists. For students who continue their studies in a master's program in the field of business administration, the discipline can represent a starting point for deepening the field and elaborating projects at a high scientific level.

The pragmatic character of the discipline, resulting from the operationalization of the main activities specific to private investments, agrees 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	Final evaluation	<b>Written exam</b>	<b>70%</b>
10.5 Seminar/laboratory	The correctness and completeness of the project; The scientific content of the project; Involvement in the activities carried out at the seminar;	<b>Seminary activities portfolio:</b>  - Active Engagement - Project Presentation	<b>30%</b>  <b>5%</b> <b>25%</b>
10.6 Minimum standard of performance: obtaining minimum grade 5			
<ul style="list-style-type: none"> <li>- have a complete portfolio of practical works from seminar/laboratory</li> <li>- to know how to complete a payment instrument</li> <li>- to know how to calculate the interest rate on a bank loan</li> <li>- to know how to analyze banking risks</li> </ul> <p>Student's participation in the written exam is conditioned by:</p> <ol style="list-style-type: none"> <li>1. attendance at the seminar/laboratory in a proportion of at least 80%</li> <li>2. minimum 70% class attendance</li> </ol> <p>Students absent from the seminars have the opportunity to make up the seminars by supporting additional topics established by the teacher.</p>			

Fill in date  
14.09.2024

Course leader signature  
Associate Prof. PhD. Breaz Teodora Odett

Seminar tutor signature  
Assistant PhD.. Ciolomic Ioana

Approval date in department  
16.09.2024

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