

SYLLABUS

1. Information on academic programme

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|---|---|
| 1.1. University | "1 Decembrie 1918" University of Alba Iulia |
| 1.2. Faculty | Faculty of Economics |
| 1.3. Departament | Business Administration and Marketing |
| 1.4. Field of study | Business Administration |
| 1.5. Cycle of Study | undergraduate |
| 1.6. Academic programme / Qualification | Business Administration/ 242102 Process improvement specialist, 242104 Process manager, 242110 Economic performance planning, control and reporting specialist |

2. Information of Course Matter

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|-----------------------------------|------------|--------------------------------------|------------------------|--|-----------|---|-----------------|--|
| 2.1. Course | | European Business Environment | | | 2.2. Code | | BA 327.1 | |
| 2.3. Course Leader/ Seminar Tutor | | | Gavrilă – Paven Ionela | | | | | |
| 2.4. Seminar Tutor | | | Maican Silvia Ștefania | | | | | |
| 2.5. Academic Year | III | 2.6. Semester | II | 2.7. Type of Evaluation (E – final exam/C-examination /VP) | E | 2.8. Type of course (C– Compulsory, Op – optional, F - Facultative) | C | |

3. Course Structure (Weekly number of hours)

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|--|-----------|-------------|-----------|------------------|-----------|
| 3.1. Weekly number of hours | 4 | 3.2. course | 2 | 3.3. seminar/lab | 2 |
| 3.4. Total number of hours in the curriculum | 56 | 3.5. course | 28 | 3.6. seminar/lab | 28 |
| Allocation of time: | | | | | hours |
| Individual study of readers | | | | | 20 |
| Documentation (library) | | | | | 10 |
| Home assignments, Essays, Portfolios | | | | | 10 |
| Tutorial | | | | | 2 |
| Assessment (examinations) | | | | | 2 |
| Other activities..... | | | | | - |

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| 3.7 Total number of hours for individual study | 44 |
| 3.9 Total number of hours per semester | 100 |
| 3.10 Number of credits | 4 |

4. Prerequisites (*where applicable*)

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| 4.1. curriculum-based | - |
| 4.2. competence-based | |

5. Requisites (*where applicable*)

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| 5.1. course-related | - classroom endowed with video projector / board |
| 5.2. seminar/laboratory-based | - classroom endowed with video projector / board |

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

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|--------------------------|--|
| Professional competences | C1. Knowledge, understanding of the basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication C2. Use of basic knowledge for explaining and interpreting various types of concepts, situations, processes, projects, etc. associated with the domain C4. Appropriate use of standard evaluation criteria and methods to assess the quality, merits and limitations of processes, programs, projects, concepts, methods and theories |
| Transversal competences | - |

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

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|---------------------------------------|---|
| 7.1 General objectives of the course | To know and understand the fundamental concepts in the field of european business environment, and the mechanisms and methods according to which the resource economic circuit is formed and alloted at microeconomic level |
| 7.2 Specific objectives of the course | General knowledge of economic processes and phenomena To form and develop an adequate economic language Conscious use of economic categories Development of an economic mode of thinking To understand the functioning modes in economics |

8. Course contents

| 8.1 Course | Teaching methods | Observations |
|---|---|--------------|
| Theoretical aspects regarding the international business environment: theoretical aspects regarding the phenomenon of globalization, the domains of globalization, the favorable and unfavorable consequences of the phenomenon of globalization, the definition of foreign direct investments and their typology, the multinational / transnational companies. | <i>Lecture,,exposure, discussions, examples (e.g. various informative materilas, on-line publications, specialty web pages, etc.)</i> | 4 hours |
| European business environment: definition, components, trends and characteristics, monitoring of the European business environment. | | 8 hours |

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|--|--|---------|
| The components of the European business environment: economic agents - typology, legal forms, operating characteristics; comparative analysis by sectors of activity. | | 4 hours |
| European Union policies to support the European business environment: SMEs and entrepreneurship: the key to economic growth, Industry and innovation: European Union 2020 goals, European Union actions for innovation, Facilitating the internationalization of European Union enterprises, Promoting international activities of SMEs, | | 4 hours |
| Small Business Act, Facilitating access to finance for SMEs, Extension outside the European Union: "Missions for growth". | | |
| The characteristics of the Romanian business environment: the characteristics of the Romanian economy and business environment in the context of the European Union, the competitiveness of the Romanian business environment and environment, the role and importance of SMEs in the Romanian economy. | | 4 hours |
| The dynamics of the SME sector in Romania: the number of active enterprises, the personnel employed in SMEs, the gross added value, the apparent productivity of the work, the inclination towards investments, the index of the appreciation of the entrepreneurs, the capacity of the management to cope with the crisis. | | 4 hours |
| Bibliography (minimum that is obligatory) | | |
| <ol style="list-style-type: none"> 1. Ionescu I. – Mediul de afaceri european, Editura Ex Ponto, Constanța, 2010. 2. Gavrilă-Paven Ionela, Economie europeană, Editura Grinta, Cluj-Napoca, 2013. 3. Gavrilă-Paven Ionela, Investițiile în economia contemporană, Editura Casa Cărții de Știință, Cluj-Napoca, 2010. 4. Gavrilă-Paven Ionela, Economie europeană – Note de curs, Universitatea „1 Decembrie 1918” din Alba Iulia, 2016. 5. Gavrilă-Paven Ionela, Integrare europeană – Note de curs, Universitatea „1 Decembrie 1918” din Alba Iulia, 2016. 6. Gavrilă-Paven Ionela, Convergența structurală a economiei României cu economia Uniunii Europene – Teza de doctorat, ASE București, 2007. 7. Miron D. – Elemente ale mediului global, Editura ASE; București 2004. 8. Miron D. – Integrarea economică regională; Editura Silvy, București, 2000. 9. Miron, D. – Economia Uniunii Europene, Editura Luceafărul, București, 2003. 10. Miron, D. – Economia integrării Europene, ASE, București, 2001. 11. Miron, D., Folcut, O., Potecea, V. – Mediul internațional de afaceri, Editura Universității din Ploiești, Ploiești, 2005. 12. Pîrvu Gh. – Economie europeană, Editura Sitech, Craiova, 2009. | | |
| Seminar-lab | | |
| 1. Seminar | Theoretical aspects regarding the international business environment The impact of globalization on the European competitive environment European business environment | 4 hours |
| 2. Seminar | European statistics (INSSE, EUROSTAT). European Regional Clusters The components of the European business environment | 4 hours |
| 3. Seminar | The competitiveness of European economies. World Bank statistics and reports (INSSE, EUROSTAT) | 4 hours |
| 4. Seminar | European Union policies to support the European business environment. EU customs regime | 4 hours |

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|------------|---|---------|
| 5. Seminar | Competition in the EU. European statistics on the business environment. International Trade - Statistics (INSSE, EUROSTAT, UNCTAD). | 4 hours |
| 6. Seminar | The characteristics of the Romanian business environment Statistics on the Romanian business environment (INSSE) Taxation and business development | 4 hours |
| 7. Seminar | Statistics analysis (INSSE, EUROSTAT) | |

13. 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 the discipline are adapted to the reality regarding the functioning of the European business environment. The course contributes to the formation of the skills of the future specialists of scientific investigation of the business environment at international, European and national level. The assimilated knowledge and skills acquired in this course will provide students the opportunity to identify real economic problems, which they will solve by using scientific research methods and tools.

14. Assessment

| Type of activity | 10.1 Assessment criteria | 10.2 Assessment methods | 10.3 Weight of the final grade |
|---|--------------------------|--|--------------------------------|
| 10.4 Course | Exam | Exam | 80% |
| 10.5 Seminar/lab | Continuous assessment | Seminar activity during the semester: portfolio with practical works, involvement in debates, scientific contribution (e.g. participation in students' communication sessions), etc. | 20% |
| 10.6 Minimum performance standard: | | | |
| Obtaining minimum 5 (five) Scientific documentation on the process of globalization and its effects on the European and national business environment, the relationships that underlie the functioning of the business environment, case studies on the business environment by economic sectors, the single market, the typology and the particularities of the economic agents, identification of financing opportunities specific to the field of activity and categories of beneficiaries. | | | |

Fill in date:

Course titular's signature,

Seminar titular's signature,

03.09.2021

Assoc.Prof.PhD. Gavrilă-Paven Ionela

Lecturer PhD Maican Silvia

Approval date in department

Department director's signature

03.09.2021

Lecturer PhD Maican Silvia