

SYLLABUS
Academic Year 2024/2025
2nd Year of Study/ 2nd Semester

1. Information on academic programme

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	Master
1.6. Academic programme / Qualification	Master of Business Administration/ Business administration 242213 Expert accessing European structural and cohesion funds, 242222 Business Information Analyst, 242232 Sustainable Development Expert.

2. Information of Course Matter

2.1. Course	Practice in Business Consultancy			2.2. Subject code	BA 215		
2.3. Course Leader/ Seminar Tutor	-						
2.4. Practical training Tutor	Lecturer PhD. Dârja Mălina						
2.5. Academic Year	II	2.6. Semester	I	2.7. Type of Evaluation (E – final exam/C- examination /VP)	C	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	6	3.2. course	-	3.3. seminar, laboratory	-
3.4. Total number of hours in the curriculum	84	3.5. course	-	3.6. seminar, laboratory	-
Allocation of time:					hours
Individual study of readers					-
Documentation (library)					3
Home assignments, Essays, Portfolios					4
Tutorials					-
Assessment (examinations)					2
Other activities.....					-

3.7 Total number of hours for individual study	84
3.9 Total number of hours per semester	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	-
5.2. seminar/laboratory-based	-

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

Professional competences	<p>S1. Creative application of research and problem-solving techniques in business management;</p> <p>S2. Development of studies and economic reports;</p> <p>S4. Ability to act independently and creatively in addressing and solving problems, to objectively and constructively assess critical situations, to creatively solve economic problems and to communicate results in a demonstrative way.;</p> <p>S5. Leadership skills and a strong commitment to own professional development;</p> <p>S6. Establishing systems, capabilities and strategies for developing and diversifying the business environment;</p> <p>S7. Establishing the business plan, the strategies, the specific plans and programs, the necessary procedures, as well as identifying and applying corrective measures in order to achieve the expected objectives in the best possible conditions;</p> <p>S9. Specializing Master's degree students in business development in order for them to understand, analyze and evaluate the activities involved in a complex process of implementing an economic project.</p> <p>S10. Acquiring theoretical and practical knowledge in the field of business development;</p> <p>S13. Understanding the way business plans and feasibility studies are developed;</p>
Transversal competences	<p>TS5. Identifying opportunities for continuous learning and efficient use of learning resources and techniques for self development;</p>

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

7.1 General objectives of the practica training	<p>The practical training will allow the students to build upon the principles of management, to study the current trends and developments in a company.</p> <p>The practice portfolio will describes how the company is developing its activities, how is adaptng and changing, and what are the agents affecting changes and the implications of changes.</p>
7.2 Specific objectives of the course	<ul style="list-style-type: none"> - to gather Information about the company (name of the company, type of activity, description of the industry, localisation, size of company, dimension of the activity, number of employees, information regarding the economic development of the company in the last 5 years of activity, s.o.) - to identify and describe the type of business this company does. -to identify and describe the managerial structure of the company (who runs the business / how you know about this business -to identify and describe the projects the company has or has been involved in. -to identify and explain the company”s culture.

8. Portfolio contents

8.1 Practice portfolio

TOPIC:

Describe a successful company you know (preferably the company you work for).

The information you gather should be organised in Chapters of your portfolio, as follows:

Chapter 1. Information about the company (name of the company, type of activity, description of the industry, localisation, size of company, dimension of the activity, number of employees, information regarding the economic development of the company in the last 5 years of activity, s.o.)

Chapter 2. Describe the type of business this company does.

Chapter 3. Describe the managerial structure of the company (who runs the business / how you know about this business)

Chapter 4. The projects the company has or has been involved in.

Chapter 4. Explain why you think the company is successful

Chapter 5. Explain the company culture.

The information should be structured as a project/portfolio, in printed version and it will be presented at the exam. The project should contain about 20-25 pages with information.

References

David Stokes, Nick Wilson, Small Business management and Entrepreneurship, 8th Edition, Cengage, 2021
Edward D. Hess, Growing an Entrepreneurial Business. Concepts and cases, Stanford University Press, 2011
Santino Spencer, Business Development, iulie 2023
Kohne Andreas, Business Development: Processes, Methods and Tools, Springer, 2022
Eric Ries , The Lean Startup, 2011
Chris Voss, Tahl Raz, Never Split the Difference: Negotiating As If Your Life Depended On It, 2016
Keith Ferrazzi, Never Eat Alone, 2005
Peter Thiel, Blake Master , Zero To One, 2014
Sean Ellis, Morgan Brown, Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success, 2017
W. Chan Kim, Renée Mauborgne, Blue Ocean Strategy, 2004

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 content of this file and implicitly of the course is the result of consulting information related to the business environment requirements, requirements that we became aware of during meetings with representatives of the business environment within the CEAC committees for the study programs of the Faculty of Economic Sciences. The pragmatic nature of the discipline, resulting from the operationalization of the main activities specific to the organizations, is in accordance with the requirements of the contemporary economic community.

10. Assessment

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.1. Practice portfolio	<i>Correct and complete solving of exam topics</i>	Oral test examination (describing the activities of the studied company).	60%
	<i>- Correctness and completeness in drawing up of practical works</i>	<i>Portfolio content evaluation</i>	40%
	<i>- Paper scientific content</i>		
10.2 Minimum performance standard:			
- minimum grade 5 - have a complete practice portfolio			

Submission date
16.09.2024

Practice tutor signature
Lecturer PhD. Dârja Mălina.

Date of approval by Department members
16.09.2024

Department director signature
Associate Professor PhD. Maican Silvia