

SYLLABUS
Academic year 2024 - 2025
Year of Study III / Semester I

1. Information about the study 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

2. Information of course matter

2.1. Course		Business Initiation		2.2. Subject code		BA 317.1	
2.3. Course leader			Assistant. PhD. Ciolomic Ioana-Andreea				
2.4. Seminar Tutor			Assistant. PhD. Ciolomic Ioana-Andreea				
2.5. Year of study	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)	Op

3. Total estimated time (teaching hours per semester)

3.1. Number of hours per week	4	3.2 course	2	3.3 seminar/laboratory	2
3.4 Total number of hours in the curriculum	56	3.5 course	28	3.6. seminar/laboratory	28
Time distribution					Hours
a. Study based on textbook, course support documentation, bibliography, and notes					30
b. Additional documentation in libraries, through specialized databases and field activities					17
c. Preparing seminars/laboratories, essays, portfolios and reports.					20
d. Tutoring					-
e. Assessment (examinations)					2
f. Other academic activities (study visits, mentoring, projects)					-

3.7 Total hours for individual study (a+b+c)	67
3.8 Total hours of university activities (d+e+f+3.4)	58
3.9 Total hours per semester (3.7+3.8)	125
3.10 Number of ECTS	5

4. Prerequisites (where applicable)

4.1. curriculum-based	N/A
4.2. competence-based	N/A

5. Requisites (where applicable)

5.1. course-related	Room equipped with video projector/board.
5.2. seminar/laboratory-based	Room equipped with video projector/board.

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 C3 Application of basic principles and methods for solving well-defined problems/situations, typical of the field in conditions of qualified assistance C4 Appropriate use of standard evaluation criteria and methods, in order to assess the quality, merits and limits of processes, programs, projects, concepts, methods and theories C5 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 Subject's general objective	<i>Ability to initiate and carry out activities meant to support an efficient strategic management process by gathering and using the required resources.</i>
7.2 Specific objectives	<i>Understanding the use of strategic management concepts like strategy, sustainable competitiveness, strategic management process, resources and competencies, etc. Develops proper skills to enable the student to identify the cause of problems and provide appropriate solutions to specific issues. Familiarization with the market trends and the future perspective of strategic management.</i>

8. Course contents

8.1 Course	Teaching methods	Remarks
COMPANY – CENTRAL ECONOMIC AGENT OF A FREE ENTERPRISE	<i>Lecture, conversation, exemplification</i>	<i>2 hours</i>
THE ENTREPRENEUR AND ENTREPRENEURIAL ACTIVITY	<i>Lecture, conversation, exemplification</i>	<i>2 hours</i>
MARKET, ECONOMIC OPPORTUNITY	<i>Lecture, conversation, exemplification</i>	<i>2 hours</i>
BUSINESS ENVIRONMENT	<i>Lecture, conversation, exemplification</i>	<i>2 hours</i>
BUSINESS PLAN	<i>Lecture, conversation, exemplification</i>	<i>2 hours</i>
BUSINESS FUNCTIONING AND BUSINESS MANAGEMENT	<i>Lecture, conversation, exemplification</i>	<i>2 hours</i>
BUSINESS FINANCING SOURCES	<i>Lecture, conversation, exemplification</i>	<i>2 hours</i>
BUSINESS ETHICS AND RESPONSIBILITY	<i>Lecture, conversation, exemplification</i>	<i>2 hours</i>
BUSINESS RISK AND BUSINESS SUCCESS	<i>Lecture, conversation, exemplification</i>	<i>2 hours</i>
COMPANY – CENTRAL ECONOMIC AGENT OF A FREE ENTERPRISE	<i>Lecture, conversation, exemplification</i>	<i>2 hours</i>
THE ENTREPRENEUR AND ENTREPRENEURIAL ACTIVITY	<i>Lecture, conversation, exemplification</i>	<i>2 hours</i>
MARKET, ECONOMIC OPPORTUNITY	<i>Lecture, conversation, exemplification</i>	<i>2 hours</i>
BUSINESS ENVIRONMENT	<i>Lecture, conversation, exemplification</i>	<i>2 hours</i>
BUSINESS PLAN	<i>Lecture, conversation, exemplification</i>	<i>2 hours</i>

Bibliography

1. David, F., 2013, Strategic management. Concepts and cases, Pearson/Prentice Hall, USA.
2. Dârja (Cordoş) Mălina, Management strategic, suport de curs, Seria Didactica, 2017.
3. Dess, G., 2007, Strategic management: text and cases, McGraw-Hill/Irwin, USA.
4. Hitt, M., Hoskisson, R., Ireland, D., 2007, Management of strategy. Concepts and cases, Thomson, USA.
5. Mellahi, K., 2010, Global strategic management, Oxford University Press, UK.
6. Pearce, J., 2007, Formulation, implementation and control of competitive strategy, McGraw-Hill/Irwin, USA.
7. Wheelen, T., Hunger, D., 2006, Strategic management and business policy, Pearson Education, USA.

8.2.Seminar	Teaching methods	Remarks
BUSINESS INITIATION	<i>Student introductions Subject presentation</i>	<i>2 hours</i>
ENTREPRENEUR'S PROFILE	<i>Case studies analysis, brainstorming</i>	<i>2 hours</i>
EXTERNAL FACTORS THAT INFLUENCE ENTREPRENEUR'S PROFILE	<i>Case studies analysis, brainstorming</i>	<i>2 hours</i>
INTERNAL FACTORS THAT INFLUENCE ENTREPRENEUR'S PROFILE	<i>Case studies analysis, brainstorming</i>	<i>2 hours</i>
BUSINESS PLAN - definition and objectives	<i>Case studies analysis, brainstorming</i>	<i>2 hours</i>
BUSINESS PLAN - structure	<i>Case studies analysis, brainstorming</i>	<i>2 hours</i>
BUSINESS FINANCING SOURCES – internal sources	<i>Case studies analysis, brainstorming</i>	<i>2 hours</i>
BUSINESS FINANCING SOURCES – external sources	<i>Case studies analysis, brainstorming</i>	<i>2 hours</i>
BUSINESS ETHICS	<i>Case studies analysis, brainstorming</i>	<i>2 hours</i>
SOCIAL RESPONSIBILITY IN BUSINESS	<i>Case studies analysis, brainstorming</i>	<i>2 hours</i>
BUSINESS RISK	<i>Case studies analysis, brainstorming</i>	<i>2 hours</i>
IDENTIFYING MARKET OPORTUNITIES	<i>Case studies analysis, brainstorming</i>	<i>2 hours</i>
DEVELOPING MARKET STRATEGY	<i>Case studies analysis, brainstorming</i>	<i>2 hours</i>
PROJECT PRESENTATION	<i>Interactive seminar</i>	<i>2 hours</i>
Bibliography		
<ol style="list-style-type: none"> 1. Bresser, R., Hitt, M., Heuskel, D., 2006, Winning strategies in a deconstructing world, John Wiley&Sons, USA. 2. David, F., 2013, Strategic management. Concepts and cases, Pearson/Prentice Hall, USA. 3. Mellahi, K., 2010, Global strategic management, Oxford University Press, UK. 		

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 the present document corresponds to the requirements of the business environment representatives.

10. Assessment

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>Knowledge of theoretical and practical elements regarding strategic management</i>	<i>Written exam.</i>	<i>70%</i>

		<i>To pass the exam students must solve correctly at least half of the exam subjects.</i>	
10.5 Seminar/laboratory class	<i>Discussing the study cases Building and presenting projects Class participation.</i>	<i>Seminar-activity portfolio (AP)</i>	30%
<p>10.6 Minimum performance standard:</p> <ul style="list-style-type: none"> - It is necessary to obtain a minimum grade of 5 (five) in order to pass this subject; - The grades being granted are between 1 (one) and 10 (ten); - Students must approach each element (question, problem) within the exam sheet; - The exam is written and takes approximately 120 minutes; - Writing a project proposal based on a given structure, that includes the basic specific elements - The course and seminar/laboratory activities are carried out exclusively in a face-to-face format, according to national and university/faculty regulations, and according to the decision of the course professor, these aspects being communicated to students in the first two weeks from the beginning of the semester. In order to pass the subject, it is mandatory for students to attend at least 75% of the seminars/laboratories, face-to-face. - In order to pass the subject, it is mandatory to take the evaluation test. 			

Fill in date:
16.09.2024

Course leader signature
Assist. Ciolomic Ioana Andreea, PhD

Seminar tutor signature
Assist. Ciolomic Ioana Andreea, PhD

Approval date in department
16.09.2024

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