

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Business Administration (in English language)
1.8. Language of study	English
1.9. Academic year	2019-2020

## 2. Information on the discipline

2.1. Name	<b>Business quality and innovation</b>								
2.2. Code	<b>19.0153IF3.1-0002</b>								
2.3. Year of study	<b>3</b>	2.4. Semester	<b>1</b>	2.5. Type of assessment	<b>Exam</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>5</b>
2.8. Leaders	C(C)	<b>prof.univ.dr. PĂUNESCU CARMEN MONICA</b>				carmen.paunescu@ase.ro			
	S(S)	<b>Asociat drd. ARGATU S RUXANDRA</b>				ruxandra.argatu@fabiz.ase.ro			
	S(S)	<b>Asociat dr. CANTARAGIU G RAMONA ELENA</b>				ramona_cantaragiu@yahoo.com			
	S(S)	<b>prof.univ.dr. PĂUNESCU CARMEN MONICA</b>				carmen.paunescu@ase.ro			

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	4.00 of which
	C(C) 2.00
	S(S) 2.00
3.3. Total hours from curriculum	56.00 of which
	C(C) 28.00
	S(S) 28.00
3.4. Total hours of study per semester (ECTS*25)	125.00
3.5. Total hours of individual study	69.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	2.00
Additional documentation in the library, on specialized online platforms and in the field	2.00
Preparation of seminars, labs, assignments, portfolios and essays	10.00
Tutorials	0.00
Examinations	55.00
Other activities	0.00

#### 4. Prerequisites

4.1. of curriculum	
4.2. of competences	

#### 5. Conditions

for the C(C)	• Computer, videoprojector, internet, multimedia
for the S(S)	• Computer, videoprojector, internet, multimedia

#### 6. Acquired specific competences

PREFESSIONAL	C2	Business/ Organizational administration assistance
PREFESSIONAL	C3	Administration of a subunit from the business/organization structure

#### 7. Objectives of the discipline

7.1. General objective	Development, implementation and improvement of a quality and innovation management system within an organization
7.2. Specific objectives	<input type="checkbox"/> Introducing the notions of quality and innovation, basic principles and their impact on competitive advantage; presenting the philosophical perspective supporting total quality, as well as quality and innovation management frameworks; creating a basic understanding of the quality management, of its instruments and specific methods; developing a basic understanding of the strategic aspects of innovation management, implementing the ISO 9000 model of quality management, the ISO 56002 model of innovation management; conducting the innovation management assessment; extending innovation partnership; creating a basic understanding of TQM, Six Sigma and Lean models

#### 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Importance of Quality in Business	Power Point presentation, debates	
2	Quality and Innovation as Competitive Weapon	Power Point presentation, debates	
3	Culture of Quality and Innovation	Power Point presentation, debates, mini-cases	
4	Quality Management System in Organization	Power Point presentation, debates, mini-cases	
5	Innovation Management System in Organization	Power Point presentation, debates, mini-cases	
6	Innovation Management Assessment	Power Point presentation, debates, mini-cases	
7	Innovation Partnership	Power Point presentation, debates, mini-cases	
8	A Framework for Integrated Internal Control Management	Power Point presentation, debates, mini-cases	
9	Business Continuity Management	Power Point presentation, debates, mini-cases	
10	Business Process Management	Power Point presentation, debates, mini-cases	
11	Business Excellence Models	Power Point presentation, debates, mini-cases	
12	Lean Enterprise	Power Point presentation, debates, mini-cases	
13	Managing Economics of Quality	Power Point presentation, debates, mini-cases	
14	Business Innovation Metrics	Power Point presentation, debates, mini-cases	

***Bibliography***

- Evans, J.R. , Quality and Performance Excellence. Management, Organizations and Strategy, South Western CENGAGE Learning , 2015, Statele Unite ale Americii
- Foster, S. Thomas , Managing Quality. Integrating the Supply Chain, Pearson& Prentice Hall , New Jersey, 2007, Statele Unite ale Americii
- Evans, J.R.; Lindsay, W.M. , The Management and Control of Quality, Thomson&South Western, International Student Edition, 2014, Statele Unite ale Americii
- Pervaiz K. Ahmed, Charles D. Shepherd , Innovation management: context, strategies, systems and processes, Harlow : Pearson Education, 2010, Statele Unite ale Americii

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introduction to the seminar	Discussion	
2	Introduction to quality and innovation in business	Debates	
3	Designing a culture of quality and innovation	Debates, mini-case studies	
4	Designing a quality management system in organization	Debates, mini-case studies	
5	Designing an innovation management system in organization	Debates, mini-case studies	
6	Tools for innovation management assessment	Debates, mini-case studies	
7	Individual assignment – Innovation Health check-up in an organization	Debates, evaluation	
8	Internal managerial control: exercises	Debates, mini-case studies	
9	Business continuity management: simulation	Debates, mini-case studies	
10	Group assignment – report on Innovation Health in organizations	Debates, evaluation	
11	Oral presentation of group reports	Power Point presentation, debates	
12	Oral presentation of group reports	Power Point presentation, debates	
13	Oral presentation of group reports	Power Point presentation, debates	
14	Seminar evaluation	Evaluation	

### ***Bibliography***

- Evans, J.R.; Lindsay, W.M. , The Management and Control of Quality, Thomson&South Western, International Student Edition, 2014, Statele Unite ale Americii
- Evans, J.R. , Quality and Performance Excellence. Management, Organizations and Strategy, South Western CENGAGE Learning , 2015, Statele Unite ale Americii
- Pervaiz K. Ahmed, Charles D. Shepherd , Innovation management: context, strategies, systems and processes, Harlow : Pearson Education, 2010, Statele Unite ale Americii

## **9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme**

The content of the discipline was correlated with the requirements of the Romanian business environment through various professional meetings and debates organised at the premises of the Department

## **10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Grant	Grant	10.00
10.2. S(S)	Progressive evaluation	Group project	20.00
10.3. S(S)	Progressive evaluation	Active participation in class	10.00
10.4. S(S)	Progressive evaluation	Individual project	10.00
10.5. Final assessment	Sumative evaluation	Written exam	60.00
10.6. Modality of grading	Whole notes 1-10		
10.7. Minimum standard of performance	Minimum 50% of the total score.		

Date of listing,  
08/08/2022

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,