

Syllabus

1. Programme information

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| 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

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|--------------------|--|--|----------|-------------------------|-------------|-------------------------------|--------------------------------|-----------------------------|----------|--|
| 2.1. Name | Fundamentals of business administration | | | | | | | | | |
| 2.2. Code | 19.0153IF1.1-0005 | | | | | | | | | |
| 2.3. Year of study | 1 | 2.4. Semester | 1 | 2.5. Type of assessment | Test | 2.6. Status of the discipline | O | 2.7. Number of ECTS credits | 4 | |
| 2.8. Leaders | C(C) | lect.univ.dr. ANAGNOSTE G SORIN | | | | | sorin.anagnoste@fabiz.ase.ro | | | |
| | S(S) | asist.univ.dr. CEAUȘU IOANA | | | | | ioana.ceausu@fabiz.ase.ro | | | |
| | S(S) | asist.univ.dr. VARGAS M V MĂDĂLINA-VANESA | | | | | vanesa.vargas@fabiz.ase.ro | | | |
| | S(S) | lect.univ.dr. CLODNITCHI I ROXANA | | | | | roxana.clodnitchi@fabiz.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) | 100.00 |
| 3.5. Total hours of individual study | 44.00 |
| <i>Distribution of time for individual study</i> | |
| Study by the textbook, lecture notes, bibliography and student's own notes | 21.00 |
| Additional documentation in the library, on specialized online platforms and in the field | 2.00 |
| Preparation of seminars, labs, assignments, portfolios and essays | 13.00 |
| Tutorials | 4.00 |
| Examinations | 4.00 |
| Other activities | 0.00 |

4. Prerequisites

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| 4.1. of curriculum | - |
| 4.2. of competences | Identification of economic concepts and theories for various companies/ organisations |

5. Conditions

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| for the C(C) | Lecture hall equipped with PC, video projector and blackboard |
| for the S(S) | Seminar hall equipped with PC, video projector and blackboard |

6. Acquired specific competences

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| PREFESSIONAL | C1 | Data gathering, formatting and analysis regarding the interaction between the external environment and the organization |
| PREFESSIONAL | C2 | Business/ Organizational administration assistance |

7. Objectives of the discipline

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|--------------------------|--|
| 7.1. General objective | To understand the basic concepts regarding the organization and its functioning |
| 7.2. Specific objectives | <ul style="list-style-type: none">• Identificarea și definirea principalilor actori (stakeholderi) implicați în activitatea unei întreprinderi• Descrierea relațiilor dintre stake-holderii întreprinderii și a proceselor din întreprindere• Identificarea și definirea principalelor funcțiuni ale unei întreprinderi• Definirea principalelor procese necesare în vederea înființării unei întreprinderi |

8. Contents

| 8.1. C(C) | | Teaching/Work methods | Recommendations for students |
|-----------|--|-----------------------------|--|
| 1 | What is business administration? | Presentation and discussion | |
| 2 | External environment of a company and its stakeholders | Presentation and discussion | Study of the recommended bibliography Active participation Engagement in the discussions |
| 3 | Types of organizations | Presentation and discussion | Study of the recommended bibliography Active participation Engagement in the discussions |
| 4 | Steps for setting up a company | Presentation and discussion | Study of the recommended bibliography Active participation Engagement in the discussions |
| 5 | Management function | Presentation and discussion | Study of the recommended bibliography Active participation Engagement in the discussions |
| 6 | Human resources department | Presentation and discussion | Study of the recommended bibliography Active participation Engagement in the discussions |

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|----|--|-----------------------------|--|
| 7 | Marketing and sales department | Presentation and discussion | Study of the recommended bibliography Active participation Engagement in the discussions |
| 8 | The role of advertising in an organisation | Presentation and discussion | Study of the recommended bibliography Active participation Engagement in the discussions |
| 9 | Customer orientation within an organization | Presentation and discussion | Study of the recommended bibliography Active participation Engagement in the discussions |
| 10 | Production, acquisition and logistics | Presentation and discussion | Study of the recommended bibliography Active participation Engagement in the discussions |
| 11 | Accounting and finance | Presentation and discussion | Study of the recommended bibliography Active participation Engagement in the discussions |
| 12 | Other departments in an organization | Presentation and discussion | Study of the recommended bibliography Active participation Engagement in the discussions |
| 13 | Developments and transformations within a organization | Presentation and discussion | Study of the recommended bibliography Active participation Engagement in the discussions |
| 14 | Final exam | Presentation and discussion | Study of the recommended bibliography |

Bibliography

- Bovee, C., Thill, J., Mescon, M., Excellence in Business, Prentice Hall, 2005, Statele Unite ale Americii
- Ebert, R., Griffin, R. , Business Essentials, Prentice Hall, 2009, Statele Unite ale Americii
- Goia (Agoston), S. , Suport de curs (sub forma de prezentari Power Point), 2017, România
- Nickels, W., McHugh, J, McHugh, S., Understanding Business, McGraw-Hill Education, 2016, Statele Unite ale Americii
- Madura, J., Introduction to business, Paradigm Publishing International, 2010, Statele Unite ale Americii

| 8.2. S(S) | | Teaching/Work methods | Recommendations for students |
|-----------|---|------------------------------|--|
| 1 | Discussions regarding the seminar assignments and project development. Establishing the working groups. | Presentation and discussions | |
| 2 | The analysis of the external environment of the organization, identification of the stakeholders and discussions about the relations between them and the company | Case study Debate | It is recommended to read some press articles on the topic of the case study in order to be able to participate at the debates |
| 3 | Discussions on various types of organizations | Practical exercises | Study of the recommended bibliography Active participation Engagement in the discussions |

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| 4 | Business location | Practical exercises | Study of the recommended bibliography Active participation Engagement in the discussions |
| 5 | Discussions on various forms of starting up a business | Practical exercises Case studies | Study of the recommended bibliography Active participation Engagement in the discussions |
| 6 | Analysis of various indicators related to different organizational departments | Practical exercises Case studies | Study of the recommended bibliography Active participation Engagement in the discussions |
| 7 | Discussions on the evolution of work and labor market over time | Practical exercises Case studies | Study of the recommended bibliography Active participation Engagement in the discussions |
| 8 | Marketing and sales | Practical exercises Case studies | Study of the recommended bibliography Active participation Engagement in the discussions |
| 9 | Developments and transformations within a organization | Practical exercises | Study of the recommended bibliography Active participation Engagement in the discussions |
| 10 | Presentation of the team projects and discussion | Presentation Debates | Rigorous preparation of the team project |
| 11 | Presentation of the team projects and discussion | Presentation Debates | Rigorous preparation of the team project |
| 12 | Presentation of the team projects and discussion | Presentation Debates | Rigorous preparation of the team project |
| 13 | Review of the main concepts | Q&A session | Review |
| 14 | Evaluation of the seminar activity | Q&A session | |

Bibliography

- Bovee, C., Thill, J., Mescon, M., Excellence in Business, Prentice Hall, 2005, Statele Unite ale Americii
- Griffin, R., Ebert, R., Business, Prentice Hall, 2006, Statele Unite ale Americii
- Goia (Agoston), S., Suport de curs (sub forma de prezentari Power Point), 2017, România
- Goia (Agoston), S. , Diferite studii de caz, articole si alte materiale distribuite de-a lungul semestrului, 2017, România
- Nickels, W., McHugh, J, McHugh, S., Understanding Business, McGraw-Hill Education, 2016, Statele Unite ale Americii
- Madura, J., Introduction to business, Paradigm Publishing International, 2010

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

Discussions with representatives from the business environment and employers about their expectancies and requirements regarding the skills and competences of future graduates

10. Assessment

| Type of activity | Assessment criteria | Assessment methods | Percentage in the final grade |
|---------------------------------------|--|--------------------------|-------------------------------|
| 10.1. C(C) | Active participation to the lectures | Progressive evaluation | 5.00 |
| 10.2. C(C) | Students should have in depth knowledge of the concepts delivered within the lecture and seminar, the capacity to apply these concepts in real business situations and the capacity to make critical comparative analyses; students should be able to find innovative solutions for real business challenges using their creativity and critical thinking | Test | 10.00 |
| 10.3. S(S) | Students have to attend the seminar and to participate at the discussions and debates | Seminar activity | 10.00 |
| 10.4. S(S) | Students should write a project on a specific topic; the concepts delivered at lecture and seminar should be applied within the project | Written project | 10.00 |
| 10.5. S(S) | Students should present the project and answer the questions asked by teacher and colleagues | Project presentation | 10.00 |
| 10.6. S(S) | Granted points | Attendance to final test | 10.00 |
| 10.7. Final assessment | Students should have in depth knowledge of the concepts delivered within the lecture and seminar, the capacity to apply these concepts in real business situations and the capacity to make critical comparative analyses; students should be able to find innovative solutions for real business challenges using their creativity and critical thinking | Final exam | 60.00 |
| 10.8. Modality of grading | Whole notes 1-10 | | |
| 10.9. Minimum standard of performance | <p>In order to pass the exam, students have to obtain minimum 50% of the total number of points allocated to this exam.</p> <p>In order to pass the exam, students have to obtain minimum 5 as final grade (the final grade is represented by the grade from the final exam and the points from the seminar).</p> <p>Students should have in depth knowledge of the concepts delivered within the lecture and seminar, the capacity to apply these concepts in real business situations and the capacity to make critical comparative analyses; students should be able to find innovative solutions for real business challenges using their creativity and critical thinking</p> | | |

Date of listing,
10/02/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,