

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	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. 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

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

5. Conditions

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

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

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

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

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,
10/25/2021

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,