

# 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 German language)
1.8. Language of study	German
1.9. Academic year	2019-2020

## 2. Information on the discipline

2.1. Name	<b>Fundamentals of business administration</b>								
2.2. Code	<b>19.0155IF1.1-0005</b>								
2.3. Year of study	<b>1</b>	2.4. Semester	<b>1</b>	2.5. Type of assessment	<b>Test</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>4</b>
2.8. Leaders	C(C)	<b>prof.univ.dr. PELĂU Corina Monica</b>					corina.pelau@fabiz.ase.ro		
	S(S)	<b>lect.univ.dr. CHINIE M ALEXANDRA CĂTĂLINA</b>					catalina.chinie@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	8.00
Additional documentation in the library, on specialized online platforms and in the field	8.00
Preparation of seminars, labs, assignments, portfolios and essays	8.00
Tutorials	8.00
Examinations	2.00
Other activities	10.00

## 4. Prerequisites

4.1. of curriculum	Macro and Microeconomics
4.2. of competences	Knowledge of microeconomics and macroeconomics

### 5. Conditions

for the C(C)	Classrooms equipped with teaching multimedia and Internet access
for the S(S)	Classrooms equipped with teaching multimedia and Internet access

### 6. Acquired specific competences

PREFESSIONAL	C1	Data gathering, formatting and analysis regarding the interaction between the external environment and the business/ organization
PREFESSIONAL	C2	Assistance regarding the administration of the activity of the whole business/ organization

### 7. Objectives of the discipline

7.1. General objective	Acquiring knowledge and skills, motivation development for the administration of the activities in whole the organization
7.2. Specific objectives	Identificarea si definirea principalilor actori (stakeholderi) implicati in activitatea unei intreprinderi Descrierea relatiilor dintre stake-holderii intreprinderii si a proceselor din intreprindere Identificarea si definirea principalelor functii ale unei intreprinderi Definirea principalelor procese de formare, transformare sau lichidare ale intreprinderii

### 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	What is business administration?	Presentation and discussions	Participation at discussions
2	The company and its environment	Presentation and discussions	Participation at discussions
3	Stakeholders of the company	Presentation and discussions	Participation at discussions
4	Types of companies	Presentation and discussions	Participation at discussions
5	The management function	Presentation and discussions	Participation at discussions
6	Human resources in a company	Presentation and discussions	Participation at discussions
7	Marketing and sales	Presentation and discussions	Participation at discussions
8	Production, supply and logistics	Presentation and discussions	Participation at discussions
9	Accounting, investment and finance	Presentation and discussions	Participation at discussions
10	Customer orientation and other departments in the company	Presentation and discussions	Participation at discussions
11	Social responsibility in a company	Presentation and discussions	Participation at discussions
12	Organization forms of companies	Presentation and discussions	Participation at discussions
13	Final evaluation		

***Bibliography***

- Paul, Joachim, Einführung in die Allgemeine Betriebswirtschaftslehre, Gabler, Wiesbaden, 2007, Germania
- Olfert, Klaus; Rahn, Horst-Joachim , Einführung in die Betriebswirtschaftslehre, NWB Verlag, 2017, Germania
- Kotler, Ph.; Armstrong, G.; Wong, V.; Saunders, J. , Grundlagen des Marketings, Pearson, Muenchen, 2011, Germania
- Thommen, Jean-Paul; Achleitner, Ann-Kristin; Gilbert, Dirk Ulrich; Hachmeister, Dirk; Kaiser, Gernot, Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus Managementorientierung Sicht, Springer-Gabler, 2016, Germania
- Woehle, Gunter; Doring, Ulrich , Einführung in die allgemeine Betriebswirtschaftslehre, Franz Vahlen, 2016, Germania
- Pelau, Corina, Suport de curs, Prezentare Power Point, 2018, România

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Case study - Analysis of the companies environment	Debate and discussion	Participation at the debate
2	Case study - Stakeholder analysis	Debate and discussion	Participation at the debate
3	Case study - Management function	Debate and discussion	Participation at the debate
4	Case study - Human resources function	Debate and discussion	Participation at the debate
5	Case study - Marketing function	Debate and discussion	Participation at the debate
6	Case study - Production and logistics	Debate and discussion	Participation at the debate
7	Case study - Investment and financing	Debate and discussion	Participation at the debate
8	Presentation of projects	Presentation	Participation at discussions
9	Presentation of projects	Presentation	Participation at discussions
10	Presentation of projects	Presentation	Participation at discussions
11	Case study - Organization forms of companies	Debate and discussion	Participation at the debate
12	Case study - Social orientation in a company	Debate and discussion	Participation at the debate

### ***Bibliography***

- Paul, Joachim, Einführung in die Allgemeine Betriebswirtschaftslehre, Gabler, Wiesbaden, 2007, Germania
- Olfert, Klaus; Rahn, Horst-Joachim, Einführung in die Betriebswirtschaftslehre, NWB Verlag, 2017, Germania
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- Woehle, Gunter; Doring, Ulrich, Einführung in die allgemeine Betriebswirtschaftslehre, Franz Vahlen, 2016, Germania

## **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**

Discussing and analysing particular situations with specialists from different organizations in the private sector

## **10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Starting point	It will be obtained for the presence at the final evaluation.	10.00
10.2. C(C)	Test	Test online	10.00
10.3. S(S)	Written project	Evaluation of the written project	10.00
10.4. S(S)	Project presentation	Evaluation of project presentation	10.00
10.5. S(S)	Course and seminar activity	Active participation	10.00
10.6. Final assessment	Examen online	continuous assessment	50.00
10.7. Modality of grading	Whole notes 1-10		
10.8. Minimum standard of performance	final test - 5		

Date of listing,  
05/12/2021

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,