

CURRICULA

1. Information about the program

1.1. Institution	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Economic Sciences
1.3. Department	Business Administration and Marketing
1.4. Study field	Business Administration
1.5. Level	Masteral Studies
1.6. Study program	Business Administration (in English)

2. Information about discipline

2.1. Discipline title	Contemporary Issues in Business Management			2.2. Course code	BA 211		
2.3. Course coordinator	Darja Malina						
2.4. Seminar coordinator	Darja Malina						
2.5. Study year	II	2.6. Semester	I	2.7. Evaluation type (E/C/VP)	E	2.8. Type of course (C – compulsory, Op – optional)	C

3. Number of teaching hours per semester

3.1. Teaching hours per week	3	from wich: 3.2. course	2	3.3. seminar	1
3.4. Total of hours per semester	42	from wich: 3.5. course	28	3.6. seminar/laboratory	14
Distribution of time					Number of hours
Study from course book					60
Suplimentary documentation					30
Preparing for seminars, papers					6
Mentoring					10
Exams					2
Other activities					-
Total of hours per individual study			108		
3.8 Total of hours per study plan			150		
3.9 Total of hours per semester			42		
3.10 Number of ECTS credits allocated			6		

4. Preconditions (when is the case)

4.1. of curriculum	<i>Other disciplines, ex:</i>
4.2. of competences	

5. Conditions (when is the case)

5.1. for the course	
5.2. for the seminar	

6. Specific competences

Professional competences	<p>S6. Establishing systems, capabilities and strategies for developing and diversifying the business environment;</p> <p>S9. Understanding new global trends in sustainable development;</p> <p>S10. Specializing Master's degree students in business development in order for them to understand, analyze and evaluate the activities involved in a complex process of implementing an economic project.</p> <p>S11. Acquiring theoretical and practical knowledge in the field of business development;</p> <p>S12. Acquiring theoretical and practical knowledge about the sphere of economic development, the way it is organized, its management and its financing; the experience of developed countries in regional development;</p> <p>S18. Familiarizing Master's degree students with organizational resources management in accordance with the newest concepts used in the field of business management;</p> <p>S22. Specialty knowledge, abilities and skills for adopting various solutions in organizing, managing and financing different activities;</p>
Additional competences	<p>TS1. Development of logical and cognitive analysis mechanisms necessary for business management;</p> <p>TS2. Contextual integration of business management issues into the current dynamics of the economy;</p> <p>TS6. Ability to work independently and/or in a team, to identify solutions for problem solving and specific business management issues;</p> <p>TS11. Developing logical and cognitive analysis mechanisms that are necessary for business management;</p> <p>TS12. Ability to work independently and/or in a team, to identify solutions for solving problems and issues related to business management and development.</p>

7. Discipline objectives

7.1 General objective	The course will allow the students to build upon the principles of management, to study the current trends and developments in the field of management as found in business field currently. The course describes how the field of business management is changing rapidly including the agents affecting changes and the implications of changes.
7.2 Specific objective	<ul style="list-style-type: none"> - Explain how the roles of managers and team leaders are changing in business. - Understand how the structure of business is changing. - Explain how vision and mission drive the business today. - Express how the individual leader and worker are playing a different role and how that role will continue to undergo change. - Describe the role that integrity, values and ethics play in management decision making.

8. Content

Chapters	Teaching methods	Obs.
1. Leaders and managers	Presentation, Discussions	4 ore
2. Financial management	Presentation, Discussions	4 ore

3. Market structures and competition	Presentation, Discussions	6 ore
4. Logistics management	Presentation, Discussions	6 ore
5. Legal issues in business management	Presentation, Discussions	8 ore

References

Elly R. Twineyo Kamugisha: *The basics of Business Management*, vol I-II, 2017
 Bossidy, Larry, and Ram Charan. *Execution: The Discipline of Getting Things Done*. New York, NY: Crown Business, 2002
 Drucker, Peter F. *Management Challenges for the 21st Century*. New York, NY: HarperBusiness, an imprint of HarperCollins Publishers, 1999
 Senge, Peter, et al. *The Dance of Change: The Challenges of Sustaining Momentum in Learning Organizations*. New York, NY: Doubleday/Currency
 Albrecht, Karl. *The Northbound Train: Finding the Purpose, Setting the Direction, Shaping the Destiny of Your Organization*. American Management Association, 1994
 Avis, Warren. *Take a Chance to Be First*. Macmillan, 1986
 Barner, Robert W. *Crossing the Minefield: Tactics for Overcoming Today's Toughest Management Challenges*. American Management Association, 1994
 Collins, Jim, and Jerry Porras. *Built to Last: Successful Habits of Visionary Companies*. HarperBusiness, 2002
 Baggett, Byrd. *The Complete Book of Business Success*. Rutledge Hill Press, a Thomas Nelson Company, 2000
 Collins, Eliza G. C., and Mary Anne Devanna. *The New Portable MBA*. John Wiley & Sons, Inc., 1994.
 Dess, Gregory, and Alex Miller. *Strategic Management*. McGraw-Hill, Inc., 1993.

Seminar

1. Management and leadership	Discussions	2 ore
2. Management of cash	Discussions	2 ore
3. Supply and demand	Discussions	2 ore
4. National and international competitiveness	Discussions	2 ore
5. Market segmentation	Discussions	2 ore
6. Relationship marketing	Discussions	2 ore
7. Procurement and disposal management	Discussions	2 ore
Final projects presentation	Presentation	

References

Elly R. Twineyo Kamugisha: *The basics of Business Management*, vol I-II, 2017
 Bossidy, Larry, and Ram Charan. *Execution: The Discipline of Getting Things Done*. New York, NY: Crown Business, 2002
 Drucker, Peter F. *Management Challenges for the 21st Century*. New York, NY: HarperBusiness, an imprint of HarperCollins Publishers, 1999

Corroborating the contents of the discipline with the expectations of epistemic community representatives, professional associations and representative employers in the field of the program

--

Evaluation type

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percent in the final grade
10.4 Course	- <i>Solving the exam requirements</i>	<i>Exam</i>	70%

10.5 Seminar	- <i>Finishing the practical activities</i>	<i>Project</i>	30%
	- <i>Scientific content of the papers</i>		
	- <i>Involvement in classes topic</i>		
10.6 Minimum performance standard: minim 5			
Demonstrating the competences: <i>applying the principles of management, studying current trends and management developments, as they are in business today</i>			

Date:
5.09.2019

Signature of course coordinator:
Darja Malina

Signature of seminar coordinator:
Daraja Malina

Date for Department aproval:
10.09.2019

Signature of the Head of Department:
Gavrila Paven Ionela