

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	Practice in Business Consultancy	2.2. Course code	BA 215
2.3. Course coordinator	Conf.univ.dr. Gavrilă-Paven Ionela		
2.4. Seminar coordinator	Conf.univ.dr. Gavrilă-Paven Ionela		
2.5. Study year	II	2.6. Semester	I
2.7. Evaluation type (E/C/VP)		2.8. Type of course (C – compulsory, Op – optional)	C

3. Number of teaching hours per semester

3.1. Teaching hours per week	-	from wich: 3.2. course		3.3. seminar	6
3.4. Total of hours per semester	84 (14x6)	from wich: 3.5. course		3.6. seminar/laboratory	84
Distribution of time					Number of hours
Study from course book					-
Suplimentary documentation					16
Preparing for seminars, papers					30
Mentoring					10
Exams					10
Other activities					-
Total of hours per individual study		66			
3.8 Total of hours per study plan		84			
3.9 Total of hours per semester		150			
3.10 Number of ECTS credits allocated		6			

4. Preconditions (when is the case)

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

5. Conditions (when is the case)

5.1. for the course	<i>Courses hall with videoprojectory and blackboard</i>
5.2. for the seminar	<i>Courses hall with videoprojectory and blackboard</i>

6. Specific competences

Professional competences	<p>S1. Creative application of research and problem-solving techniques in business management;</p> <p>S2. Development of studies and economic reports;</p> <p>S3. Ability to lead working groups and communicate in the more diverse contexts of business;</p> <p>S7. Establishing the business plan, the strategies, the specific plans and programs, the necessary procedures, as well as identifying and applying corrective measures in order to achieve the expected objectives in the best possible conditions;</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>S15. Knowledge of the wide range of forms of funding and their use for the sustainable development of the business environment;</p> <p>S16. Ability to identify, apply and develop a project idea in an organization or in a region;</p> <p>S17. Understanding the way business plans and feasibility studies are developed;</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>
Additional competences	<p>TS3. Applying the principles, norms and values of professional ethics within your own rigorous, efficient and responsible work strategy;</p> <p>TS4. Identifying roles and responsibilities in a multispecialized team and also within economic science research networks, and applying effective relationship and work techniques within the team;</p> <p>TS5. Identifying opportunities for continuous learning and efficient use of learning resources and techniques for self development;</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>TS7. Ability to efficiently make use of learning resources and techniques for self development;</p> <p>TS8. Effective cooperation in professional, interdisciplinary work teams, that are related to the development of projects and programs in the field of educational sciences;</p> <p>TS9. Promoting the values associated with achieving quality education, in line with internal education policies and with those developed and popularized on a European level, based on having specific knowledge of the European educational domain and of interculturality;</p> <p>TS10. Ability to identify opportunities for continuous training;</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	<p>The practice aims at completing and deepening the acquired knowledge, acquainting students with the application in the institutions / organizations of the theoretical knowledge acquired through the educational process and the formation of new practical skills in identifying organizational needs, identifying the appropriate financing lines or sources, writing a project and implementing a project.</p>
7.2 Specific objective	<p>Exemplification of transactions observed by copies of supporting documents on which, for example, copies of financial statements are based (balance sheet, profit and loss account,</p>

etc.); Carrying out an analysis of the number of clients of the units in which the practice took place; Establishment of ways to promote the units where the internship was conducted.

8. Content

Description:	Teaching methods	Obs.
<p>1. Overview of the economic unit:</p> <p>1.1. Activity profile, legal status, size and complexity of activity (number of employees, production / sales capacity, own units, activities carried out, revenues achieved)</p> <p>1.2. Objectives of development and modernization of the economic unit</p> <p>1.3. Study of the current system of economic unit management</p> <p>1.4. The technological flow for the products and / or services obtained</p> <p>1.5. Evolutionary trends of economic activity</p> <p>2. Knowledge and study of the main activities and components:</p> <p>2.1. Overall organizational structure of the economic unit. Organizational Chart</p> <p>2.2. Main organs and leadership positions</p> <p>2.3. Main interdependencies between activities, compartments and posts</p> <p>2.4. The functional role of each compartment and management post, its objectives and limits</p> <p>2.5. The main performance indicators of the economic unit (turnover, number of employees, labor productivity, commercial profitability, profit, average profit) over the last 3 years</p> <p>3. Treating the main specialist issues</p> <p>3.1. Presentation of the quality assurance system at the level of the economic unit: procedures, resources, organizational structures, responsibilities</p> <p>3.2. Presentation of the projects in which the institution was involved with the emphasis on activities carried out with or with the support of the institution</p> <p>3.3. The punctual analysis of a project implemented by the economic unit: the presentation of the activity in which the unit directly involved - including the personal opinion about the results of the respective activity; presenting the project management and observing the reporting methods to the financing bodies - technical report, expenditure records and reimbursement requests.</p>	<p>Lecture Conversation Illustrations</p>	
References		
<ol style="list-style-type: none"> 1. Bruhn, M., <i>Marketing</i>, Editura Economică, București, 1999. 2. Cordoș Mălina, <i>Management – Course notes</i>, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2013. 3. Crețoiu Gh., Cornescu V. Bucur I., <i>Economie</i>, Editura G.H. Beck, București, 2008. 4. Dobra Iulian Bogdan, <i>Macroeconomics – Lecture Notes</i>, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2013. 5. Gavrilă – Paven Ionela, <i>Economie europeană</i>, Editura Grinta, Cluj-Napoca, 2013. 6. Gavrilă – Paven Ionela, <i>Investițiile în economia contemporană</i>, Editura Casa Cărții de Știință, Cluj-Napoca, 2010. 7. Gavrilă – Paven Ionela, <i>Microeconomics</i>, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2013. 8. Kadar Manuella coord., Muntean Andreea, <i>Caiet de practică – Specializarea Marketing</i>, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2011. 9. Kotler, Ph., <i>Kotler despre marketing. Cum să creem, cum să câștigăm și cum să dominăm piețele</i>, Editura CURIER MARKETING, București, 2003. 10. Kotler, Ph., <i>Managementul Marketingului</i>, Editura Teora, București, 2004. 11. Muntean Andreea, <i>Cercetări de marketing</i>, Note de curs, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2015. 		

12. Muntean Andreea, *Marketing – Note de curs*, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2015.
13. Mureșan Maria, *Foreign language – English*, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2013.
14. Nicolescu O., Verboncu I., *Managementul organizației*, Editura Economică, București, 2007.
15. Paștiu Carmen, *Marketingul serviciilor*, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2014.

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

According to the requirements imposed by the labor market, the specialized practice will provide the masters with the necessary framework for a correct analysis and interpretation of the economic phenomena and processes that take place at the level of the economic units.

Evaluation type

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percent in the final grade
10.4 Practice	- <i>Preparing practice portfolio</i>	<i>Pratice training</i>	50%
10.5 Practice	- <i>Presenting the portfolio</i>	<i>Oral examination</i>	50%
10.6 Minimum performance standard: 5			
Demonstrating the competences: <i>obtaining score 5 (five) at the final evaluation.</i>			

Date:
5.09.2019

Signature of course coordinator:
Conf.univ.dr. Gavrilă-Paven Ionela

Signature of seminar coordinator:
Conf.univ.dr. Gavrilă-Paven Ionela

Date for Department approval:
10.09.2019

Signature of the Head of Department:
Conf.univ.dr. Gavrilă-Paven Ionela