

MINISTRY OF EDUCATION  
"1 DECEMBRIE 1918" UNIVERSITY OF ALBA IULIA  
FACULTY OF ECONOMIC SCIENCES  
DEPARTMENT OF BUSINESS ADMINISTRATION AND MARKETING

Approved by Rector,  
Prof.univ.dr. Daniel Valer Breaz



CURRICULA

Field of study: **BUSINESS ADMINISTRATION**  
Major: **BUSINESS ADMINISTRATION**  
Master's degree: **Master in Business Administration**  
Type of master: **PROFESSIONAL**  
Length of study: **2 years (4 semesters)**  
Type of studies: **Full-time program**  
Available starting with the academic year **2023/2024**

*Aims:*

- a) to ensure training for specialists in the field of business initiation, management and administration in accordance with the current and future directions in the field of economics, curriculum theory and practice, information technology and communication, design and assessment, providing quality and efficient conditions for education;
- b) to attain a formative, modern, student and pragmatically oriented education system in accordance with the real needs of the Romanian school within the extended context of the European Union;
- c) to carry out study programs in the field of continuous training and career perfecting for the field of business initiation, management and administration in accordance with the requirements of a modern and efficient education system;
- d) to connect the education system with the scientific research, to involve the students in the drawing up of studies on current topics in the field of business initiation, management and administration;
- e) to carry out research programs in the field of business initiation, management and administration oriented towards the fundamental themes and current priorities of the economic system and process development, and the European integration of the professional training and career oriented programs.

The study program Business Administration was recorded in the National Register of Qualifications in Higher Education (RNCIS) with the following codes: 242213 Expert accessing European structural and cohesion funds, 242222 Business Information Analyst, 242232 Sustainable Development Expert.



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### **Specific objectives**

#### **a. In the field of didactic activity:**

- Transmission to the master students of specialized knowledge, specific to the fields covered, deepening and completing the knowledge previously acquired, necessary to obtain a high degree of qualification, so that the graduates are also able to act in decision-making positions;
- Skills and skills training, enabling graduates to apply knowledge and professional business management activities;
- Individual training, general (knowledge, functional-action) and specialist skills according to the master's program, acquiring specialized knowledge in an operational system capable of providing mastering skills to professional skills;
- Creation of master students for teamwork.

#### **b. In the field of research activity:**

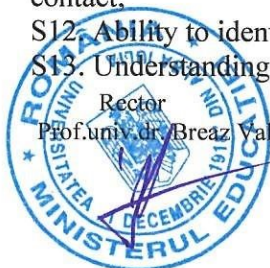
- Ensure an optimal framework for study and research for master students by offering high-quality academic courses and papers, as well as a rich material and documentation base;
- Attracting master students in the research programs of the Department of Business Administration and Marketing, within the Faculty of Economic Sciences;
- To capitalize on the research results of the master students and the teachers involved, by publishing them in specialized journals and participating in scientific events;
- To capitalize the research results in the socio-economic context and to develop their applicative character.

#### **c. In the field of continuous training:**

- Attracting in the educational process practitioners with a recognized competence and experience.

### **General and specific professional skills:**

- S1. Creative application of research and problem-solving techniques in business management;
- S2. Development of studies and economic reports;
- S3. Ability to lead working groups and communicate in the more diverse contexts of business;
- S4. Ability to act independently and creatively in addressing and solving problems, to objectively and constructively assess critical situations, to creatively solve economic problems and to communicate results in a demonstrative way.;
- S5. Leadership skills and a strong commitment to own professional development;
- S6. Establishing systems, capabilities and strategies for developing and diversifying the business environment;
- 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;
- S8. Understanding the importance of developing business strategies that generate a sustainable and healthy growth;
- S9. 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.
- S10. Acquiring theoretical and practical knowledge in the field of business development;
- S11. Knowledge of the main forms of communication, both within the organization and in relation to the environment, with the interest groups with which the organization comes into contact;
- S12. Ability to identify, apply and develop a project idea in an organization or in a region;
- S13. Understanding the way business plans and feasibility studies are developed;



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- S14. Familiarizing Master's degree students with organizational resources management in accordance with the newest concepts used in the field of business management;
- S15. Elaborating general organization development strategies (marketing and promotion strategies, etc.); developing studies and analysis, as well as technical-economic, organizational and efficiency opportunities for the specific activities of an organization;
- S16. Acquiring knowledge to set up and manage a business; acquiring knowledge for developing the business plan, the financial plan and drawing up the documentation to attract funding sources;
- S17. Specialty knowledge, abilities and skills for adopting various solutions in organizing, managing and financing different activities;
- S18. Developing organizational leadership skills;
- S19. Implementing and managing a communication plan concerning public relations with the organization's main interest groups;
- S20. Ability to learn and analyze the means of communication that will be used in teamwork;
- S21. Ability to understand the importance of partnerships for business development;
- S22. Ability to design the methodology of conducting an online marketing research and to collect, analyze and interpret information;
- S23. Ability to find a source of funding that is appropriate to the organization's purpose and objectives;
- S24. Higher independent research skills in business management;
- S25. Ability to conduct and execute interdisciplinary research activities in research teams.

#### **Transversal skills**

- TS1. Development of logical and cognitive analysis mechanisms necessary for business management;
- TS2. Contextual integration of business management issues into the current dynamics of the economy;
- TS3. Applying the principles, norms and values of professional ethics within your own rigorous, efficient and responsible work strategy;
- 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;
- TS5. Identifying opportunities for continuous learning and efficient use of learning resources and techniques for self development;

### **I. REQUIREMENTS TO OBTAIN THE MASTER DIPLOMA**

Number of credits for compulsory subjects 120, out of which:

- to fundamental disciplines: 42
- in specialized / specialized disciplines: 72
- to the complementary disciplines: 6

Number of credits related to the completion of the studies (presentation and support of the dissertation paper): 10.



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## II. THE STRUCTURE OF THE EDUCATION PLAN

### YEAR I, WINTER SEMESTER, Academic year 2023-2024

No.	Course/Subject Code	WINTER SEMESTER					HOURS NO.			
		Weekly hours			Modes of assessment	ECTS	Total	C	S/ Lab	Project
		C	S /Lab	Proj.						
<b>I. COMPULSORY COURSES</b>										
<b>I.1. COURSES IN THE DOMAIN/SPECIALTY DS/DD</b>										
1	<i>Business Strategies and Models</i> BA 111	2	2	-	E	8	56	28	28	-
2	<i>Business Communication and Negotiation</i> BA 112	2	2	-	E	8	56	28	28	-
3	<i>Accounting and Business Consultancy</i> BA 113	2	2	-	E	7	56	28	28	-
4	<i>Financial Performance Analysis</i> BA 114	2	2	-	E	7	56	28	28	-
<b>Total</b>		<b>8</b>	<b>8</b>	<b>-</b>	<b>4E</b>	<b>30</b>	<b>224</b>	<b>112</b>	<b>112</b>	<b>-</b>

### YEAR I, SUMMER SEMESTER, Academic year 2023-2024

No.	Course/Subject Code	WINTER SEMESTER					HOURS NO.			
		Weekly hours			Modes of assessment	ECTS	Total	C	S/ Lab	Project
		C	S /Lab	Proj.						
<b>I. COMPULSORY COURSES</b>										
<b>I.1. COURSES IN THE DOMAIN/SPECIALTY DS/DD</b>										
1	<i>E-Business</i> BA 121	2	2	-	E	8	56	28	28	-
2	<i>Business Ethics and CSR</i> BA 122	2	2	-	E	7	56	28	28	-
3	<i>Taxation, Investments and Aquisitions</i> BA 123	2	2	-	E	7	56	28	28	-
4	<i>Project Cycle Management</i> BA 124	2	2	-	E	8	56	28	28	-
<b>Total</b>		<b>8</b>	<b>8</b>	<b>-</b>	<b>4E</b>	<b>30</b>	<b>224</b>	<b>112</b>	<b>112</b>	<b>-</b>

Note: The abbreviations used in the tables: Type of course: Modes of Assessment: E-exam, C- colloquy Vs-verification during the semester



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## THE STRUCTURE OF THE EDUCATION PLAN

### YEAR II, WINTER SEMESTER, Academic year 2024-2025

No.	Course/Subject Code	WINTER SEMESTER					HOURS NO.			
		Weekly hours			Modes of assessment	ECTS	Total	C	S/Lab	Proj.
		C	S/Lab	Proj.						
<b>I. COMPULSORY COURSES</b>										
<b>I.1. COURSES IN THE DOMAIN/SPECIALTY DS/DD</b>										
1	<i>Contemporary Issues in Business Management</i> BA 211	2	1	-	E	7	42	28	14	-
2	<i>Business Law and Mediation</i> BA 212	2	1	-	E	6	42	28	14	-
3	<i>On-line Marketing Research</i> BA 213	2	1	-	E	7	42	28	14	-
4	<i>International Affairs and Globalization</i> BA 214	2	1	-	E	7	42	28	14	-
5	<i>Practice in Business Consultancy</i> BA 215	-	-	6	C	3	84	-	-	84
<b>Total</b>		<b>8</b>	<b>4</b>	<b>6</b>	<b>4E+1C</b>	<b>30</b>	<b>252</b>	<b>112</b>	<b>56</b>	<b>84</b>

### YEAR II, SUMMER SEMESTER, Academic year 2024-2025

No.	Course/Subject Code	WINTER SEMESTER					HOURS NO.			
		Weekly hours			Modes of assessment	ECTS	Total	C	S/Lab	Project
		C	S/Lab	Proj.						
<b>I. COMPULSORY COURSES</b>										
<b>I.1. COURSES IN THE DOMAIN/SPECIALTY DS/DD</b>										
1	<i>Entrepreneurial Culture and Business Development</i> BA 221	2	1	-	E	4	42	28	14	-
2	<i>Organizational Change and Innovation Management</i> BA 222	2	1	-	E	4	42	28	14	-
3	<i>Global Affairs Management</i> BA 223	2	1	-	E	4	42	28	14	-
4	<i>Ethics and academic integrity. Methodology of economic scientific research</i> BA 224	1	1	-	E	4	28	14	14	-
5	<i>Conflict Management</i> BA 225	2	1	-	C	4	42	28	14	-
6	<i>Research for Final Thesis</i> BA 226	-	-	4	C	10	56	-	-	56
<b>Total</b>		<b>9</b>	<b>5</b>	<b>4</b>	<b>4E+2C</b>	<b>30</b>	<b>252</b>	<b>126</b>	<b>70</b>	<b>56</b>

Note: The abbreviations used in the tables: Type of course: Modes of Assessment: E-exam, C- colloquy Vs- verification during the semester



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### III. THE STRUCTURE OF THE NUMBER OF HOURS OF DIDACTIC ACTIVITIES ACCORDING TO THE COURSE CONTENT

COURSES PER WEEK	Year I Sem 1	Year I Sem 2	Year II Sem 1	Year II Sem 2	Total	Percent
Fundamental courses	-	-	-	-	-	-
Courses in domain/specialty	8	8	8	9	72	100%
Complementary courses	-	-	-	-	-	-
<b>TOTAL</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>72</b>	<b>100%</b>

### IV. STRUCTURE OF DISCIPLINES CONTAINED IN THE LEARNING PLAN – ADVANCED AND SYNTHESIS COURSES

Courses	Courses no.	Percent
Advanced courses	10	47%
Synthesis courses	9	53%
<b>TOTAL</b>	<b>19</b>	<b>100%</b>

### V. STRUCTURE OF ACADEMIC PERIOD (in weeks)

Study years	Teaching activities		Exam sessions			Practice	Holiday		
	Sem. I	Sem. II	Winter	Summer	Re-exam session		Winter	Spring	Summer
I	14	14	3	3	2	-	2	1*	10
II	14	14	3	3	1	-	2	1*	-

\* 1 holliday between semesters



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Universitatea „1 Decembrie 1918” din Alba Iulia

Facultatea de Științe Economice

Departamentul de Administrarea Afacerilor și Marketing

Calificarea COR 242213 Expert accesare fonduri structurale și de coeziune europene, 242222 Analist informații firmă, 242232 Expert dezvoltare durabilă

Nivelul de studii MASTER

Domeniul fundamental: ADMINISTRAREA AFACERILOR

Programul de studii: ADMINISTRAREA AFACERILOR ÎN LIMBA ENGLEZĂ

**Grila 2. Stabilirea corelațiilor dintre competențele transversale și ariile de conținut disciplinele de studiu și creditele alocate**

Compete profesionale	Discipline de studiu	Credite	
		Pe disciplină*	Pe componența
C1. Aplicarea creativă a tehnicilor de cercetare și rezolvare de probleme în managementul afacerilor	Accounting and business consultancy	1/7	9,3
	E-business	2/8	
	Business ethics and CSR	1/7	
	Contemporary issues in business management	1/7	
	Online marketing research	1/7	
	International affairs and globalisation	1/7	
	Practice in business consultancy	0,3/3	
	Organisational change and inovation management	1/4	
	Research for final thesis	1/10	
C2. Elaborarea de studii și rapoarte economice	Financial performance analysis	1/7	3,3
	Online marketing research	1/7	
	Practice in business consultancy	0,3/3	
	Research for final thesis	1/10	
C3. Capacitatea de a conduce grupuri de lucru și de a comunica în contexte dintre cele mai diverse în domeniul afacerilor	Business communication and negotiation	1/8	6
	Business ethics and CSR	1/7	
	Business law and mediation	2/6	
	Conflict management	1/4	
	Research for final thesis	1/10	
C4. Capacitatea de acționa independent și creativ în abordarea și soluționarea problemelor, de a evalua obiectiv și constructiv stări critice, de a rezolva creativ probleme economice și de a comunica rezultate în mod demonstrativ	Accounting and business consultancy	1/7	4,10
	Taxation, investments and aquisitions	1/7	
	Project cycle management	0,8/8	
	Practice in business consultancy	0,3/3	
	Research for final thesis	1/10	
C5. Abilități de conducător și angajare clară pe calea propriei dezvoltări profesionale	Accounting and business consultancy	1/7	13,6
	E-business	1/8	

\* Se va menționa numărul de credite prin care disciplina respectivă contribuie la realizarea competențelor din total de credite alocate disciplinei potrivit planului de învățământ.

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	Business ethics and CSR	1/7	
	Project cycle management	0,8/8	
	Contemporary issues in business management	1/7	
	Business law and mediation	2/6	
	Online marketing research	1/7	
	International affairs and globalisation	1/7	
	Practice in business consultancy	0,3/3	
	Entrepreneurial culture and business development	0,5/4	
	Organisational change and inovation management	1/4	
	Global affairs management	1/4	
	Conflict management	1/4	
	Research for final thesis	1/10	
C6. Fundamentarea de sisteme, capacități și strategii privind dezvoltarea și diversificarea mediului de afaceri	Business strategies and models	1/8	5,3
	E-business	1/8	
	Contemporary issues in business management	1/7	
	International affairs and globalisation	1/7	
	Practice in business consultancy	0,3/3	
	Research for final thesis	1/10	
C7. Fundamentarea planului de afaceri, a strategiilor, planurilor și programelor specifice, a procedurilor de îndeplinire, precum și identificarea și aplicarea măsurilor de corecție în scopul realizării în cele mai bune condiții a obiectivelor previzionate	Business strategies and models	1/8	5,6
	Project cycle management	0,8/8	
	Online marketing research	1/7	
	International affairs and globalisation	1/7	
	Practice in business consultancy	0,3/3	
	Entrepreneurial culture and business development	0,5/4	
	Research for final thesis	1/10	
C8. Înțelegerea și conștientizarea importanței elaborării de strategii de afaceri care să genereze o creștere durabila, sănătoasă	Business strategies and models	1/8	5
	Business ethics and CSR	1/7	
	International affairs and globalisation	1/7	
	Organisational change and inovation management	1/4	
	Global affairs management	1/4	
C9. Specializarea masteranzilor în domeniul dezvoltării afacerilor cu scopul de a înțelege, analiza și evalua activitățile pe care le implică un proces complex de implementare a unui proiect economic	Financial performance analysis	1/7	4,10
	E-business	1/8	
	Taxation, investments and aquisitions	1/7	
	Project cycle management	0,8/8	
	Practice in business consultancy	0,3/3	
C10. Dobândirea de cunoștințe teoretice și practice în domeniul dezvoltării afacerilor	Business strategies and models	1/8	12,8
	Business communication and negotiation	1/8	
	Accounting and business consultancy	1/7	
	Financial performance analysis	1/7	


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	E-business	1/8	
	Taxation, investments and acquisitions	1/7	
	Contemporary issues in business management	1/7	
	Business law and mediation	2/6	
	Online marketing research	1/7	
	International affairs and globalisation	1/7	
	Practice in business consultancy	0,3/3	
	Entrepreneurial culture and business development	0,5/4	
	Global affairs management	1/4	
C11. Cunoașterea principalelor formelor de comunicare, atât în cadrul organizației, cât și în raporturile cu mediul înconjurător, cu grupurile de interese cu care organizația intră în contact	Business communication and negotiation	1/8	5,8
	Business ethics and CSR	1/7	
	Project cycle management	0,8/8	
	Contemporary issues in business management	1/7	
	International affairs and globalisation	1/7	
	Conflict management	1/4	
C12. Capacitatea de a identifica, aplica și dezvolta o idee de proiect într-o organizație sau la nivelul unei regiuni	Project cycle management	0,8/8	1,8
	Global affairs management	1/4	
C13. Înțelegerea modului de elaborare a planurilor de afaceri și a studiilor de fezabilitate	Practice in business consultancy	0,3/3	0,8
	Entrepreneurial culture and business development	0,5/4	
C14. Familiarizarea masteranzilor cu gestionarea resurselor organizaționale, în concordanță cu cele mai noi concepte utilizate în domeniul managementului afacerilor	Business strategies and models	1/8	4
	Accounting and business consultancy	1/7	
	Financial performance analysis	1/7	
	Taxation, investments and acquisitions	1/7	
C15. Elaborarea strategiilor de dezvoltare generală a organizației (strategii de marketing, de promovare etc.); elaborarea de studii și analize, oportunități tehnico-economice, organizatorice și de eficiență a activităților specifice organizațiilor	Business strategies and models	1/8	4
	E-business	1/8	
	Online marketing research	1/7	
	Research for final thesis	1/10	
C16. Dobândirea de cunoștințe pentru înființarea și gestionarea unei afaceri; dobândirea de cunoștințe pentru elaborarea planului de afaceri, a planului financiar și de întocmire a documentației pentru atragerea surselor de finanțare;	Financial performance analysis	1/7	2,5
	Taxation, investments and acquisitions	1/7	
	Entrepreneurial culture and business development	0,5/4	
C17. Cunoștințe de specialitate, abilități și deprinderi pentru adoptarea unor soluții variate în organizarea, gestionarea și finanțarea diferitelor activități	Accounting and business consultancy	1/7	2,5
	Financial performance analysis	1/7	
	Entrepreneurial culture and business development	0,5/4	
C18. Formarea unor abilități și deprinderi de	Business strategies and models	1/8	5


  
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conducere a unei organizații	Business communication and negotiation	1/8	
	Business ethics and CSR	1/7	
	Contemporary issues in business management	1/7	
	Conflict management	1/4	
C19. Implementarea și managementul unui plan de comunicare, de relații publice cu principalele grupuri de interese ale organizației	Business communication and negotiation	1/8	2
	Research for final thesis	1/10	
C20. Capacitatea de a învăța și analiza modalitățile de comunicare care vor fi utilizate în lucrul în echipă	Business communication and negotiation	1/8	1,8
	Project cycle management	0,8/8	
C21. Capacitatea de a înțelege importanța parteneriatelor pentru dezvoltarea afacerilor	Business communication and negotiation	1/8	1,5
	Entrepreneurial culture and business development	0,5/4	
C22. Capacitatea de a proiecta metodologia de desfășurare a unei cercetări de marketing on-line și de a culege, analiza și interpreta informațiile	E-business	1/8	2
	Online marketing research	1/7	
C23. Capacitatea de a găsi o sursă de finanțare corespunzătoare scopului și obiectivelor organizației	Accounting and business consultancy	1/7	3,3
	Taxation, investments and acquisitions	1/7	
	Project cycle management	0,8/8	
	Entrepreneurial culture and business development	0,5/4	
C24. Abilități superioare de cercetare independentă în domeniul managementul afacerilor	Ethics and academic integrity. Methodology of economic scientific research	1/4	1
C25. Capacitatea de a conduce și executa activități de cercetare interdisciplinară în echipe de cercetare	Ethics and academic integrity. Methodology of economic scientific research	1/4	1

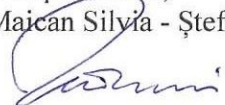
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Competențe transversale	Discipline de studiu	Credite	
		Pe disciplină	Pe competență
CT1. Dezvoltarea mecanismelor logice și de analiză cognitivă necesare managementului afacerilor;	Business strategies and models	1/8	3,8
	Financial performance analysis	1/7	
	Taxation, investments and acquisitions	1/7	
	Project cycle management	0,8/8	
CT2. Integrarea contextuală a aspectelor managementului afacerilor în cadrul dinamicii actuale a economiei	Contemporary issues in business management	1/7	2
	Organisational change and innovation management	1/4	
CT3. Aplicarea principiilor, normelor și valorilor eticii profesionale în cadrul propriei strategii de muncă riguroasă, eficientă și responsabilă	Business ethics and CSR	1/4	2
	Ethics and academic integrity. Methodology of economic scientific research	1/4	
CT4. Identificarea rolurilor și responsabilităților într-o echipă plurispecializată, inclusiv în cadrul rețelelor de cercetare științifică economică și aplicarea de tehnici de relaționare și muncă eficientă în cadrul echipei	Project cycle management	0,8/8	1,8
	Ethics and academic integrity. Methodology of economic scientific research	1/4	
CT5. Identificarea oportunităților de formare continuă și valorificarea eficientă a resurselor și tehnicilor de învățare pentru propria dezvoltare	Business communication and negotiation	1/8	2,3
	Practice in business consultancy	0,3/3	
	Research for final thesis	1/10	

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