

SYLLABUS
Academic year 2025-2026
Year of Study II / Semester II

1. Information on academic program

1.1. University	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	Bachelor
1.6. Academic program / Qualification/ ESCO Code	Business Administration / 242102 Process improvement specialist, 242104 Process manager, 242110 Specialist in planning, control, and reporting of economic performance; ESCO Code 2421 - Management and Organisation Analysts

2. Information of Course Matter

2.1. Course		Practical Training II		2.2. Code		BA 225	
2.3. Course Leader/ Seminar Tutor			Lecturer PhD Danci-Puțan Alina				
2.4. Seminar Tutor			-				
2.5. Academic Year	II	2.6. Semester	II	2.7. Type of Evaluation (E – final exam / CE - colloquium examination / CA -continuous assessment)	C	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C

3. Course Structure (Weekly number of hours)

3.1. Weekly number of hours	6	3.2. course	-	3.3. seminar, laboratory	-
3.4. Total number of hours in the curriculum	84	3.5. course	-	3.6. seminar, laboratory	-
Allocation of time:					Hours
a. Individual study of readers					10
b. Documentation (library)					20
c. Home assignments, Essays, Portfolios					11
d. Tutorials					2
e. Assessment (examinations)					2
f. Other academic activities (study visits, mentoring, projects)					30

3.7 Total number of hours for individual study (a+b+c)	41
3.8 Total number of hours for academic activities (d+e+f+3.4)	34
3.9 Total number of hours per semester (3.7+3.8)	75
3.10 Number of ECTS	3

4. Prerequisites (where applicable)

4.1. curriculum-based	1. Management – BA 114
4.2. competence-based	

5. Requisites (where applicable)

5.1. for practical training development	Company headquarter's (optional: classroom with video projector)
5.2. seminar/laboratory-based	-

6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

Competences/Study results	R7/C7 Performs business analysis. R8/C8 Identifies key performance indicators.
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	R19/C19 Analyzes production processes for improvement.
Transversal competences	-

7. Course objectives (as per the programme specific competences grid)

7.1 General objectives of the course	To know the concrete conditions under which the business administration activity or other service activity is developed, to become aware of the usual operations employed in the field, and the students' familiarization with specific documents, etc.
7.2 Specific objectives of the course	<p>The practical training program aims to complete and deepen the knowledge acquired, to familiarize the students with the application of theoretical knowledge assimilated during their education process, and to form new practical skills connected with the specific problems in the field of business initiation, development and administration</p> <p>Knowledge and understanding (knowledge and adequate use of specific concepts of the discipline)</p> <ul style="list-style-type: none"> - To familiarize the students with the economic environment (mainly services), to identify the connections between the theoretical and practical knowledge, and to initiate them in the complex issues of the economic activity; - To explain and interpret (ideas, projects, processes, the course theoretical and practical content - To develop communication and orientation competences in the real economic area; - To use the documents correctly and to fill them in in appropriate manner; - To form critical and reflexive thinking, to stimulate the formulation and argumentation of personal views upon the practical reality. <p>Instrumental - applicative (management, design and assessment of specific practical activities; use of investigation and application instruments, methods, and techniques)</p> <ul style="list-style-type: none"> - to develop intellectual and practical activities: independent study at the economic unit, carrying out documented works comprised in a portfolio for practical training; <p>Concerning attitude (to manifest a positive and responsible attitude towards the scientific field / to cultivate a scientific environment oriented towards values and democratic relations / to promote a system of cultural, moral and civic values/ to valorify one's own potential in the scientific activity in an optimal and creative manner / to involve oneself in institutional development and promotion of scientific innovations /to employ partnership relations with natural persons or institutions with similar responsibilities/to participate in one's own professional development</p> <p>Team work development</p>

8. Course contents

8.1 Course (learning units)	Teaching methods	Remarks
8.2 References		

Section: trade, non-financial services

1. Service supplier presentation (unit name/settlement/category; year of emergence; propriety; form of propriety)
2. Unit flip chart: number of employees (permanent and seasonal, level of training, functions, age groups, tasks);
3. Endowment: birotics, cars for transport, service development areas, storage, etc;
4. Study and presentation of the laws governing the service provider's activity;
5. Field of unit activity and service details (mention should be made about specific activities as well);
6. Mode of unit organisation and functions according to the department/compartment organisation;
7. Mode of organisation of the relations between company and suppliers (pre-contractual, contractual, and post-contractual relations) – in the field of trade;
8. Level and fixing for: company commission, prices, tariffs; Turn over evolution for the last 5 years;
9. Unit clients: number for the last 5 years (suggestive graphic in this respect); their structure according to social categories (age, sex, income, training, abode, etc.), mode and frequency of acquisition, etc;
10. Promotion (examples with brochures and other materials, promotion activities for special offers, etc.);
11. Presentation of the main competitors of the company;
12. Performance indicator evolution. Future unit projects;
13. SWOT analysis.

Section: insurance

1. Service supplier presentation (unit name/settlement/category; year of emergence; propriety; form of propriety);
2. Unit flip chart: number of employees (permanent and seasonal, level of training, functions, age groups, tasks);
3. Study of the legal regulations on insurance company organisation;
4. Mechanism and technique for each product insured by the company where the student is trained. It is necessary to briefly describe the insurance mechanism, and to provide examples for various forms of insurance contracted by the company where the student is trained, about damage cases and compensation (for goods insurance and insurance against civil liability) or cases when the insured event occurred and the calculation for compensation is done (third-party insurance). Students should use corresponding documents and draw up appropriate conclusions;
5. Details for 2-3 case studies providing the following items of information:
 - a) case presentation;
 - b) case circumstances and their reflection in the compensation file;
 - c) damage evaluation;
 - d) compensation. The case study should be sustained with various documents, and students should draw up conclusions;
6. Information, technical, operative, accounting and financial insurance flux: relation flux, document circuit, accounting organisation;
7. Participation in the commission that keeps the records for insured cases, demonstrated by the description of the procedure employed in the commission;
8. Promotion (examples with brochures and other materials, promotion for special offers, etc.);
9. Presentation of the main competitors of the company;
10. Performance indicator evolution. Future unit projects.

Section: banking services

1. Presentation of the banking service provider (unit name/settlement/category; year of emergence; propriety; form of propriety)
2. Unit flip chart: number of employees (permanent and seasonal, level of training, functions, age groups), tasks of main compartments/departments of the bank unit;
3. Study of the legal regulations on bank organisation;
4. Presentation of credit products provided by the bank where the student is trained; operations and documents needed for credit granting, use and reimbursement;
5. Description of various types of cards issued by the bank where the student is trained; the technique employed for debit card issuing - examples for a certain type of card with justificatory documents in this respect; the technique employed for credit card issuing - examples for a certain type of card with justificatory documents in this respect;
6. Concrete modes of opening a bank unit current account. Example for a natural person and for a legal person with justificatory documents;

7. Techniques for clients' bank account opening, functioning and closing. Example with support documents
8. Promotion (examples with brochures and other materials, promotion actions for special offers, etc.);
9. Presentation of the main competitors of the company;
10. Evolution of performance indicators. Future unit projects.

Bibliography

Achim, I.M., Hinescu, A. Bele I., Managementul resurselor umane, Risoprint, Cluj-Napoca, 2007
 Nicolescu, O., Verboncu, I., Management” (3rd edition), Economic Publishing House, Bucharest,
 Păunescu, I., Managementul resurselor umane. Studii de caz, Eficient Publishing House, Bucharest, 2000
 Ursu, D. (coord.), Hinescu, A., et.al., Managementul resurselor umane, Dacia, Cluj Napoca, 2001
 Dănulețiu Dan Constantin, Dănulețiu Adina Elena, Asigurări comerciale, Series Didactica, Alba Iulia, 2008;
 Stremțan F., Bolog A., Elemente de marketing în servicii, Series Didactica, “1 Decembrie 1918” University, Alba Iulia, 2008;
 F. Stremțan, Bazele comerțului, Series Didactica, Alba Iulia, 2008;
 IUGA IULIA, Operațiuni preliminare acordării creditelor bancare, Aeternitas, Alba Iulia, 2004;
 IUGA IULIA, *Monedă și credit. Îndrumar. Caiet de lucrări practice*, Risoprint, Cluj Napoca, 2005;
 D. Patriche – Politici, programe, tehnici și operațiuni de comerț, Economic Publishing House, Bucharest, 2002;
 Piedelievre Stephane, *Instruments de credit et de paiement*, 5 edition, Dalloz, 2007
 Kotler Ph., Managementul marketingului, Teora, Bucharest, 2005

9. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme

The course content is adapted to the present legislative framework and might contribute to the formation of specialists in the field of Economics. The course content corresponds to the employers' current practical needs.

10. Assessment

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
	<i>Final evaluation</i>	<i>Oral examination</i>	70%
	-	-	
	<i>Final Project Report</i>	<i>Final Project Report</i>	30%
10.6 Minimum performance standard: obtaining minimum grade 5			
Knowledge and understanding of the fundamental concepts, theories and methods in the field and speciality area; their adequate use in professional activity.			

Fill in date
23.09.2025

Tutor signature
Lecturer PhD. Danci-Puțan Alina

Approval date in department
23.09.2025

Department director's signature,
Assoc. Prof. PhD. Maican Silvia