

**SYLLABUS**  
**Academic year 2024-2025**  
**Year of Study III / 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 economic performance planning, control and reporting; ESCO Code 2421 - Management and Organisation Analysts

**2. Information of Course Matter**

2.1. Course		Investment Strategies for Business		2.2. Code		BA 327.2	
2.3. Course Leader				Assoc. Prof. PhD. Gavrilă-Paven Ionela			
2.4. Seminar Tutor				Assoc. Prof. PhD. Gavrilă-Paven Ionela			
2.5. Academic Year	III	2.6. Semester	II	2.7. Type of Evaluation (E – final exam / CE - colloquium examination / CA -continuous assessment)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	Op

**3. Course Structure (Weekly number of hours)**

3.1. Weekly number of hours	4	3.2. course	2	3.3. seminar, laboratory	2
3.4. Total number of hours in the curriculum	56	3.5. course	28	3.6. seminar, laboratory	28
Allocation of time:					Hours
a Individual study of readers					20
b Documentation (library)					10
c Home assignments, Essays, Portfolios					12
d Tutorials					-
e Assessment (examinations)					2
f Other academic activities (study visits, mentoring, projects )					-

3.7 Total number of hours for individual study (a+b+c)	42
3.8 Total number of hours for academic activities (d+e+f+3.4)	58
3.9 Total number of hours per semester (3.7+3.8)	100
3.10 Number of ECTS	4

**4. Prerequisites (where applicable)**

4.1. curriculum-based	N/A
4.2. competence-based	N/A

**5. Requisites (where applicable)**

5.1. course-related	Lecture hall equipped with computer, video projector, projection screen
5.2. seminar/laboratory-based	Lecture hall equipped with computer, video projector, projection screen

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

Competences/Study results	C1. Knowledge, understanding of the basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication C2. Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated with the field C4. Appropriate use of standard evaluation criteria and methods, in order to assess the quality, merits and limits of processes, programs, projects, concepts, methods and
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	theories
Transversal competences	-

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

7.1 General objectives of the course	<i>Enhancing students' understanding of the European business environment and the single market, while also raising awareness of the challenges and opportunities faced by Romanian organizations.</i>
7.2 Specific objectives of the course	<i>Expanding current knowledge and development prospects of the European business environment, including the typology of economic agents operating within the single market. Developing skills to analyze economic sectors at both the national and European levels</i>

### 8. Course contents

8.1 Course	Teaching methods	Remarks
1. Investments – an important component of public and private financial relations	Lecture. Conversation. Examples	2 hours
2. Investment strategies	Lecture. Conversation. Examples	2 hours
3. Investment financing sources	Lecture. Conversation. Examples	2 hours
4. Fundamentals of investment economic efficiency	Lecture. Conversation. Examples	2 hours
5. The influence of the time factor on the economic efficiency of investments	Lecture. Conversation. Examples	2 hours
6. The influence of the time factor on the economic efficiency of investments	Lecture. Conversation. Examples	2 hours
7. Fundamentation of investment decision	Lecture. Conversation. Examples	2 hours
8. Uncertainty and investment risk	Lecture. Conversation. Examples	2 hours
9. The mechanisms and techniques of investment financing (Part I)	Lecture. Conversation. Examples	2 hours
10. The mechanisms and techniques of investment financing (Part II)	Lecture. Conversation. Examples	2 hours
11. Financial investments and the capital market (Part I)	Lecture. Conversation. Examples	2 hours
12. Financial investments and the capital market (Part II)	Lecture. Conversation. Examples	2 hours
13. International investments (Part I)	Lecture. Conversation. Examples	2 hours
14. International investments (Part II)	Lecture. Conversation. Examples	2 hours

#### Bibliographie

1. Ionescu I. – Mediul de afaceri european, Editura Ex Ponto, Constanța, 2010.
2. Cistelecan, L. –Economia, eficiența și finanțarea investițiilor, Ed. Economică, București, 2002. Dornescu, V. – Finanțarea investițiilor, Ed. Univ. “Al. I. Cuza” Iași, 2009
3. Gavrilă-Paven Ionela, Investițiile în economia contemporană, Editura Casa Cărții de Știință, Cluj-Napoca, 2010.
4. Gavrilă-Paven Ionela, Economie europeană – Note de curs, Universitatea „1 Decembrie 1918” din Alba Iulia, 2016.
5. Gavrilă-Paven Ionela, Integrare europeană – Note de curs, Universitatea „1 Decembrie 1918” din Alba Iulia, 2016.
6. Dornescu, V. –Finanțarea investițiilor, Ed. Univ. “Al. I. Cuza” Iași, 2009
7. Gavrilă-Paven Ionela, Convergența structurală a economiei României cu economia Uniunii Europene – Teza de doctorat, ASE Bucuresti, 2007.
8. Miron D. – Elemente ale mediului global, Editura ASE; București 2004.
9. Miron D. – Integrarea economică regională; Editura Silvy, București, 2000.
10. Miron, D. – Economia Uniunii Europene, Editura Luceafărul, București, 2003.
11. Miron, D. – Economia integrării Europene, ASE, București, 2001.
12. Miron, D., Folcut, O., Potecea, V. – Mediul internațional de afaceri, Editura Universității din Ploiești, Ploiești, 2005.
13. Pîrvu Gh. – Economie europeană, Editura Sitech, Craiova, 2009.

8.2 Seminar	Teaching methods	Remarks
1. The concept of investment; classification of investments; key developments in the investment process in Romania (Part I)	Examples. Case studies. Worksheets	2 hours
2. The concept of investment; classification of investments; key developments in the investment process in Romania (Part II)	Examples. Case studies. Worksheets	2 hours

3. Investment strategies (Part I)	Examples. Case studies. Worksheets	2 hours
4. Investment strategies (Part II)	Examples. Case studies. Worksheets	2 hours
5. Investment strategies (Part III)	Examples. Case studies. Worksheets	2 hours
6. Investment strategies (Part IV)	Examples. Case studies. Worksheets	2 hours
7. Analysis of sources of investment financing (Part I)	Examples. Case studies. Worksheets	2 hours
8. Analysis of sources of investment financing (Part II)	Examples. Case studies. Worksheets	2 hours
9. Economic efficiency of investments; static indicators of economic efficiency—typology, calculation methods, and interpretation (Part I)	Examples. Case studies. Worksheets	2 hours
10. Economic efficiency of investments; static indicators of economic efficiency—typology, calculation methods, and interpretation (Part II)	Examples. Case studies. Worksheets	2 hours
11. The impact of the time factor on investment efficiency; dynamic indicators of economic efficiency; discounting techniques in the investment process	Examples. Case studies. Worksheets	2 hours
12. Investment risk and methods for evaluating and mitigating	Examples. Case studies. Worksheets	2 hours
13. Financial investments: characteristics, methods for determining yield and risk	Examples. Case studies. Worksheets	2 hours
14. International investments	Examples. Case studies. Worksheets	2 hours

#### **Bibliography**

1. Ionescu I. – Mediul de afaceri european, Editura Ex Ponto, Constanța, 2010.
2. Cistelecan, L. –Economia, eficiența și finanțarea investițiilor, Ed. Economică, București, 2002. Dornescu, V. – Finanțarea investițiilor, Ed. Univ. “Al. I. Cuza” Iași, 2009
3. Gavrilă-Paven Ionela, Investițiile în economia contemporană, Editura Casa Cărții de Știință, Cluj-Napoca, 2010.
4. Gavrilă-Paven Ionela, Economie europeană – Note de curs, Universitatea „1 Decembrie 1918” din Alba Iulia, 2016.
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6. Dornescu, V. –Finanțarea investițiilor, Ed. Univ. “Al. I. Cuza” Iași, 2009
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11. Miron, D. – Economia integrării Europene, ASE, București, 2001.
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13. Pîrvu Gh. – Economie europeană, Editura Sitech, Craiova, 2009.

#### **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 content of the course is aligned with the realities of investment strategies in business. It contributes to the development of skills for future specialists at the international, European, and national levels. The knowledge and skills gained in this course will enable students to identify real economic problems and address them using scientific methods and tools*

#### **10. Assessment**

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>Accurate and thorough completion of exam</i>	<i>Written paper</i>	80%

	<i>requirements</i>		
10.5 Seminar/laboratory	<i>Seminar Attendance</i>	<i>Interventions and participation in debates</i>	20%
10.6 Minimum performance standard: To pass the exam, students must achieve a minimum grade of 5 (five) on the final exam, with additional points awarded for other previously scored activities.			

Fill in date  
16.09.2024

Course leader signature  
Assoc.Prof. PhD. Gavrilă-Paven Ionela



Seminar tutor signature  
Assoc.Prof. PhD. Gavrilă-Paven Ionela



Approval date in department  
16.09.2024

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

