

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 planning, control, and reporting of economic performance; ESCO Code 2421 - Management and Organisation Analysts

2. Information of Course Matter

2.1. Course		European Business Environment		2.2. Code		BA 327.1	
2.3. Course Leader				Assoc. Prof. PhD. Gavrilă – Paven Ionela			
2.4. Seminar Tutor				Assistant. PhD Ciolomic Ioana-Andreea			
2.5. Academic Year	III	2.6. Semester	II	2.7. Type of Evaluation (E – final exam/ CE - colloquy examination / CA -continuous assessment)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	Op

3. Estimated total time (hours per semester of teaching activities)

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

3.7 Total number of hours for individual study (a+b+c)	40
3.8 Total number of hours for academic activities (d+e+f+3.4)	60
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	-
4.2. competence-based	

5. Requisites (where applicable)

5.1. course-related	- classroom endowed with video projector / board
5.2. seminar/laboratory-based	- classroom endowed with video projector / board

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 theories
Transversal competences	-

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

7.1 General objectives of the course	To know and understand the fundamental concepts in the field of European business environment, and the mechanisms and methods according to which the resource economic circuit is formed and allotted at microeconomic level
7.2 Specific objectives of the course	General knowledge of economic processes and phenomena To form and develop an adequate economic language Conscious use of economic categories Development of an economic mode of thinking To understand the functioning modes in economics

8. Course contents

8.1 Course	Teaching methods	Remarks
Theoretical aspects regarding current knowledge and development perspectives of the European business environment	<i>Lecture, exposure, discussions, examples</i>	2 hours
The European business environment: theoretical aspects, definition, components	<i>Lecture, exposure, discussions, examples</i>	2 hours
The European business environment: trends and characteristics, specific evolutions of the European business environment	<i>Lecture, exposure, discussions, examples</i>	2 hours
Typology of economic agents operating on the single market – typology, legal forms, operating characteristics	<i>Lecture, exposure, discussions, examples</i>	2 hours
Analyzing sectors of economic activity at the national and European level	<i>Lecture, exposure, discussions, examples</i>	2 hours
The components of the European business environment: economic agents – typology, legal forms	<i>Lecture, exposure, discussions, examples</i>	2 hours
The components of the European business environment: economic agents - operating characteristics.	<i>Lecture, exposure, discussions, examples</i>	2 hours
Components of the European business environment: comparative analysis by activity sector. European Union policies to support the European business environment: SMEs and entrepreneurship	<i>Lecture, exposure, discussions, examples</i>	2 hours
The characteristics of the Romanian business environment: the characteristics of the Romanian economy and business environment in the context of the European Union, the competitiveness of the Romanian economy and business environment,	<i>Lecture, exposure, discussions, examples</i>	2 hours

the role and importance of SMEs in the Romanian economy		
Characteristics of the Romanian business environment: the characteristics of the Romanian economy and business environment in the context of the European Union	<i>Lecture, exposure, discussions, examples</i>	2 hours
Characteristics of the Romanian business environment: the competitiveness of the economy and the Romanian business environment, the role and importance of SMEs in the Romanian economy	<i>Lecture, exposure, discussions, examples</i>	2 hours
Dynamics of the SME sector in Romania: the number of active enterprises, personnel employed in SMEs, gross added value, labor productivity, investment propensity, entrepreneurs' appreciation index, management's ability to cope with the crisis	<i>Lecture, exposure, discussions, examples</i>	2 hours
European funding programs for the development of the business environment	<i>Lecture, exposure, discussions, examples</i>	2 hours
National/government funding programs for supporting and developing the business environment (comparative analysis)	<i>Lecture, exposure, discussions, examples</i>	2 hours

Bibliography

Andrei, Liviu C., Economie europeană (European Economy), București, Economica Printing House, 2009;
Gavrilă-Paven Ionela, Economie europeană (European Economy), Grinta Printing House, Cluj-Napoca, 2013;
Gavrilă-Paven Ionela, Investițiile în economia contemporană (Investments in contemporary economy), Casa Cărții de Știință Printing House, Cluj-Napoca, 2010;
Ionela Gavrilă-Paven, Programul Operațional Regional – Instrument de îmbunătățire a performanțelor economico-financiare ale întreprinderilor (Regional Operational Program – Economic and Financial Performances Improvement Instruments of Enterprises), Economica Printing House, Anul publicării: 2022, ISBN: 978-606-093-018-1;
Gavrilă-Paven Ionela, European Business Environment – Course notes, Universitatea „1 Decembrie 1918” din Alba Iulia, 2023;
Gavrilă-Paven Ionela, Oportunitatea inițiativelor antreprenoriale la nivelul Regiunii Centru (Entrepreneurial Initiatives Opportunities at Center Region Level), Casa Cărții de Știință Printing House, 2018, ISBN: 978-606-17-1360-8;
Gavrilă-Paven Ionela, Studiu privind rezultatele obținute în implementarea programului Leader la nivelul Grupului de Acțiune Locală din Zona Văilor Ampoiului și Mureșului (Study Regarding the Results of Implementing Leader Program), Grinta Printing House, Cluj-Napoca, 2013, ISBN 978-973-126-547-6;
Pohoanță I., Diaconășu D.E., Crupenschi V.M., Teoria dezvoltării sustenabile: o abordare critică (Theory of Sustainable Development: A Critical Approach), 2022;
Lazăr I., Măsurile financiar-fiscale și politica Uniunii Europene în domeniul ajutoarelor de stat (Financial and Fiscal Measures and European Union Policy Regarding the State Aid), București, 2018;
Marin Monica, Absorbția fondurilor europene pentru comunele din România: rolul capacității administrative (European Funds Absorption for Local Communities in Romania: Administrative Capacity Role), 2015;
***, Coord.: Petrescu, Claudia, Economia socială în contextul dezvoltării locale (Social Economy in the Framework of Local Development), Iași, Polirom Printing House, 2013.

8.2.Seminar		Remarks
1. Seminar	International business environment – Characteristics, trends and evolution	2 hours
2. Seminar	International business environment and the single market of the European Union	2 hours
3. Seminar	European business environment – Characteristics, trends and evolution	2 hours
4. Seminar	Impact of globalization on the European competitive environment	2 hours
5. Seminar	Economic agents – typology, legal forms – exemplifying the Romanian economy	2 hours
6. Seminar	Economic agents – typology – characteristics and peculiarities of operation	2 hours
7. Seminar	Comparative analysis by activity sector – exemplifying the Romanian economy National statistics by activity sector – INSSE	2 hours
8. Seminar	European statistics by activity sector – EUROSTAT	2 hours
9. Seminar	European statistics – European Regional Clusters	2 hours

10. Seminar	The competitiveness of European economies. World Bank Statistics and Reports	2 hours
11. Seminar	The competitiveness of European economies. EUROSTAT statistics and reports	2 hours
12. Seminar	Economic development through European funds – financing programs	2 hours
13. Seminar	Economic development through European funds – examples	2 hours
14. Seminar	Economic development through European funds – examples	2 hours

Bibliography

Andrei, Liviu C., Economie europeană (European Economy), București, Economica Printing House, 2009;
Gavrilă-Paven Ionela, Economie europeană (European Economy), Grinta Printing House, Cluj-Napoca, 2013;
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***, Coord.: Petrescu, Claudia, Economia socială în contextul dezvoltării locale (Social Economy in the Framework of Local Development), Iași, Polirom Printing House, 2013.

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 contents of the discipline are adapted to the reality regarding the functioning of the European business environment. The course contributes to the formation of the skills of the future specialists of scientific investigation of the business environment at international, European and national level. The assimilated knowledge and skills acquired in this course will provide students the opportunity to identify real economic problems, which they will solve by using scientific research methods and tools.

10. Assessment

Activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of final grade
10.4 Course	Exam	Exam	70%
10.5 Seminar/lab	Continuous assessment	Seminar activity during the semester: portfolio with practical works, involvement in debates, scientific contribution (e.g. participation in students’ communication sessions), etc.	30%
10.6 Minimum performance standard:			

Obtaining minimum grade 5 (five)

Scientific documentation on the process of globalization and its effects on the European and national business environment, the relationships that underlie the functioning of the business environment, case studies on the business environment by economic sectors, the single market, the typology and the particularities of the economic agents, identification of financing opportunities specific to the field of activity and categories of beneficiaries.

Filled in date:
12.09.2024

Course leader's signature,
Assoc.Prof.PhD. Gavrilă-Paven Ionela



Seminar tutor's signature,,
Assistant PhD. Ioana-Andreea Ciolomic



Approval date in departament
16.09.2024

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

