

SYLLABUS
Academic year 2024-2025
Year of study II / Semester I

1. Information about the program

1.1. Institution	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Study field	Business Administration
1.5. Level	Master
1.6. Study program/qualification	Master of Business Administration 242213 Expert accessing European structural and cohesion funds, 242222 Business Information Analyst, 242232 Sustainable Development Expert

2. Information about discipline

2.1. Discipline title	Contemporary Issues in Business Management			2.2. Course code	BA 211
2.3. Course coordinator	Ciolomic Ioana				
2.4. Seminar coordinator	Ciolomic Ioana				
2.5. Study year	II	2.6. Semester	I	2.7. Evaluation type (E/C/VP)	E
2.8. Type of course (C – compulsory, Op – optional, F - Facultative)					C

3. Number of teaching hours per semester

3.1. Teaching hours per week	3	of which: 3.2. course	2	3.3. seminar	1
3.4. Total of hours per semester	42	of which: 3.5. course	28	3.6. seminar	14
Distribution of time					Number of hours
Study from course book					50
Supplementary documentation					50
Preparing for seminars, papers					31
Mentoring					-
Exams					2
Other activities					-

3.7. Total of hours per individual study	133
3.8 Total of hours per study plan	42
3.9 Total of hours per semester	175
3.10 Number of ECTS credits allocated	7

4. Preconditions (where applicable)

4.1. Curriculum	-
4.2. Skills	-

5. Conditions (where applicable)

5.1. for the course	Room equipped with projector, laptop
5.2. for the seminar	Room equipped with projector, laptop

6. Specific competences

Professional competences	<p>S1. Creative application of research and problem-solving techniques in business management;</p> <p>S5. Leadership skills and a strong commitment to own professional development;</p> <p>S6. Establishing systems, capabilities and strategies for developing and diversifying the business environment;</p> <p>S10. Acquiring theoretical and practical knowledge in the field of business development;</p> <p>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;</p> <p>S18. Developing organizational leadership skills</p>
Additional competences	TS2. Contextual integration of business management issues into the current dynamics of the economy;

7. Discipline objectives

7.1 General objectives	The course will allow master students to fully grasp and apply management principles, study current trends and developments in the field of management at international level. The course describes the degree to which business management constantly changes and it emphasizes how economic agents drive such changes.
7.2 Specific objectives	<ul style="list-style-type: none"> ➤ Understand the role of managers and team leaders for business administration; ➤ Grasp the degree to which the structure of business shifts within the global economy; ➤ Explain how mission and vision drive nowadays businesses; ➤ Describe the role integrity, values and ethics play in management decision-making.

8. Content

Course	Teaching methods	Obs.
1. Introduction into contemporary issues in business management	Lecture, video, examples, discussions	2 hours
2. Business administration and the role of long-term thinking	Lecture, video, examples, discussions	2 hours
3. The importance of trust in business administration. Success stories and spectacular failures from the business world	Lecture, video, examples, discussions	2 hours
4. Strategies of eliciting and maintaining trust among employees, potential investors, business partners, public authorities	Lecture, video, examples, discussions	2 hours
5. Developing a strong work ethic and team spirit within a company. The role of soft skills	Lecture, video, examples, discussions	2 hours
6. A taxonomy of leaders and managers	Lecture, video, examples, discussions	2 hours
7. The role of proper financial management in running a business	Lecture, video, examples, discussions	2 hours
8. A primer on financial and tax literacy	Lecture, video, examples, discussions	2 hours
9. Digitalization and relevant market shifts	Lecture, video, examples, discussions	2 hours
10. Market structures and competition	Lecture, video, examples, discussions	2 hours
11. Fundamentals in logistics management	Lecture, video, examples, discussions	2 hours
12. Business administration and the legal framework	Lecture, video, examples,	2 hours

	discussions	
13. The impact of artificial intelligence (AI) on business administration	Lecture, video, examples, discussions	2 hours
14. Project presentations	Discussions	2 hours
References		
<ol style="list-style-type: none"> Găban, V.L. (2023). <i>Contemporary Issues in Business Management – course material</i> (electronic format). Adom, K., Hinson, R., Mintah, E., & Obuobisa-Darko, T. (2023). <i>Business Administration: An Introduction for Managers and Business Professionals</i>. Routledge: Abingdon, UK. Baggett, B. (2000). <i>The Complete Book of Business Success</i>. Rutledge Hill Press: Nashville, USA. Black, M. (2010). <i>Business Issues</i>. Black Cat Publishing: Pacific Grove, USA. Bossidy, L., & Charan, R. (2002). <i>Execution: The Discipline of Getting Things Done</i>. Crown Business: New York, USA. Collins, J., & Porras, J. (2002). <i>Built to Last: Successful Habits of Visionary Companies</i>. HarperBusiness: New York, USA. Drucker, P.F. (1999). <i>Management Challenges for the 21st Century</i>. HarperBusiness: New York, USA. Hamilton, L., Mitchell, L., & Mangan, A. (2019). <i>Contemporary Issues in Management: A Critical Management Approach</i>, 2nd edition. Edward Elgar: Ashgate, UK. Rath, P., Bharadwaj, A. (2017). <i>Communication Strategies for Corporate Leaders: Implications for the Global Market</i>. Routledge: Abingdon, UK. Sharang, S.S. (2009). <i>The Administration of a Business: Growth Strategies for the Development and Survival of Today's Corporate Organizations</i>. BookSurge: Charleston, USA. 		
Seminar		
1. Business administration and long-term thinking	<i>Discussion, examples, case studies</i>	2 hours
2. The importance of trust in business administration. Success stories and spectacular failures from the business world	<i>Discussion, examples, case studies</i>	2 hours
3. Strategies of eliciting and maintaining trust among employees, potential investors, business partners, public authorities	<i>Discussion, examples, case studies</i>	2 hours
4. Developing a strong work ethic and team spirit within a company. The role of soft skills	<i>Discussion, examples, case studies</i>	2 hours
5. A taxonomy of leaders and managers	<i>Discussion, examples, case studies</i>	2 hours
6. The role of proper financial management in running a business	<i>Discussion, examples, case studies</i>	2 hours
7. The impact of artificial intelligence (AI) on business administration	<i>Discussion, examples, case studies</i>	2 hours
References		
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Market. Routledge: Abingdon, UK.

10. Sharang, S.S. (2009). *The Administration of a Business: Growth Strategies for the Development and Survival of Today's Corporate Organizations*. BookSurge: Charleston, USA.

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

The structure of the course contributes to the training of specialists in dealing with contemporary issues in business administration. The course tackles relevant topics that capture nowadays market trends, business developments and economic realities.

Evaluation type

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percent in the final grade
10.4 Course	<i>Solving exam requirements</i>	Final project submission and presentation	60%
10.5 Seminar	<i>Completing practical activities</i>	Elaboration of seminar tasks	40%
	<i>Scientific content of papers</i>		
	<i>Involvement in class discussions</i>		
10.6 Minimum performance standard: minimum grade 5			
Master students should develop the following competences: apply the principles of management; address current trends and advances in business management, as required by today's dynamic markets.			

Submission date:
16.09.2024

Signature of course coordinator:
Ciolomic Ioana

Signature of seminar coordinator:
Ciolomic Ioana

Approval date in department:
16.09.2024

Signature of the Head of Department:
Assoc. Prof. PhD Maican Silvia-Ştefania