

**SYLLABUS**  
**Academic Year 2024/2025**  
**2nd Year of Study/ Second Semester**

**1. Information on academic programme**

1.1. University	"1 Decembrie 1918" University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Departament	Business Administration and Marketing
1.4. Field of study	Business Administration
1.5. Cycle of Study	Master
1.6. Academic programme / Qualification	Master of Business Administration/ Business administration 242213 Expert accessing European structural and cohesion funds, 242222 Business Information Analyst, 242232 Sustainable Development Expert

**2. Information of Course Matter**

2.1. Course		Entrepreneurial Culture and Business Development			2.2. Subject code		BA 221				
2.3. Course Leader/ Seminar Tutor				Assoc Prof. PhD. Maican Silvia							
2.4. Seminar Tutor				Assoc Prof. PhD. Maican Silvia							
2.5. Academic Year		II	2.6. Semester		II	2.7. Type of Evaluation (E – final exam/C-examination /VP)		E	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	3	3.2. course	2	3.3. seminar, laboratory	1
3.4. Total number of hours in the curriculum	42	3.5. course	28	3.6. seminar, laboratory	14
Allocation of time:					hours
Individual study of readers					24
Documentation (library)					20
Home assignments, Essays, Portfolios					10
Tutorials					2
Assessment (examinations)					2
Other activities.....					-

3.7 Total number of hours for individual study	58
3.9 Total number of hours per semester	100
3.10 umber of ECTS	4

**4. Prerequisites (where applicable)**

4.1. curriculum-based	-
4.2. competence-based	

**5. Requisites (where applicable)**

5.1. course-related	<ul style="list-style-type: none"> <li>- for courses: slides, informative materials</li> <li>- for students: edited course support</li> <li>- technical equipment: laptop, video projector</li> </ul>
5.2. seminar/laboratory-based	<ul style="list-style-type: none"> <li>- for seminar: informative materials</li> <li>- technical equipment: laptop, video projector</li> </ul>

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

Professional competences	<p>S5. Leadership skills and a strong commitment to own professional development;</p> <p>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;</p> <p>S10. Acquiring theoretical and practical knowledge in the field of business development;</p> <p>S13. Understanding the way business plans and feasibility studies are developed;</p> <p>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;</p> <p>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;</p> <p>S21. Ability to understand the importance of partnerships for business development;</p> <p>S23. Ability to find a source of funding that is appropriate to the organization's purpose and objectives</p>
Transversal competences	-

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

7.1 General objectives of the course	The course wants to provide an overview of the business development process to familiarize master students with the concepts of business development, the role of business development and of the business manager, the competences of business development and how to integrate the business development.
7.2 Specific objectives of the course	<ul style="list-style-type: none"> <li>- to understand the meaning of concept of business development</li> <li>- to understand and to explain the pitfalls of business management</li> <li>- to identify and understand the role of business development nad of the business managers</li> <li>- to understand and to identify the competences of business development</li> <li>-to be able to apply the concepts when organising and implementing business development.</li> </ul>

## 8. Course contents

8.1 Course (learning units)	Teaching methods	Remarks
1. General information. Structure of the course. Objectives	Lecture Conversation	Students may use printed course support or other library resources for information <b>2 hours</b>
2. 1. Introduction	Lecture Conversation	Students may use printed course support or other library resources for information <b>2 hours</b>
3. Chapter 1 Business development	Lecture Conversation Video support Analyses, case studies	Students may use printed course support or other library resources for information <b>2 hours</b>

<b>4.</b> The pitfalls of business development	Lecture Conversation Exemplifications Problem solving Opponent dialogue	Students may use printed course support or other library resources for information <b>2 hours</b>
<b>5.</b> Chapter 2. Managing business development	Lecture Conversation Analyses, case studies	Students may use printed course support or other library resources for information <b>2 hours</b>
<b>6.</b> The role of business development	Lecture Conversation Exemplifications	Students may use printed course support or other library resources for information <b>2 hours</b>
<b>7.</b> What does a BD manager do?	Lecture Conversation Exemplifications	Students may use printed course support or other library resources for information <b>2 hours</b>
<b>8.</b> Organising business development	Lecture Conversation Exemplifications	Students may use printed course support or other library resources for information <b>2 hours</b>
<b>9.</b> Competences of business development	Lecture Conversation Exemplifications	Students may use printed course support or other library resources for information <b>2 hours</b>
<b>10.</b> Performance measures for business developers	Lecture Problem solving	Students may use printed course support or other library resources for information <b>2 hours</b>
<b>11.</b> Chapter 3. Integrating business development	Lecture Conversation Exemplifications Problem solving	Students may use printed course support or other library resources for information <b>2 hours</b>
<b>12.</b> The rules of engagement	Lecture Conversation Exemplifications	Students may use printed course support or other library resources for information <b>2 hours</b>
<b>13.</b> Final discussions	Conversation Exemplifications Problem solving Video support Analyses, case studies	Students may use printed course support or other library resources for information <b>2 hours</b>
<b>14.</b> Final discussions	Conversation Exemplifications Problem solving Video support Analyses, case studies	Students may use printed course support or other library resources for information <b>2 hours</b>

## References

Silvia Maican, Mălina Dârja, Entrepreneurial culture and business management. Class materials, electronic format (available at the University Library), 2023

Mălina Dârja, Strategic management. Class materials, electronic format (available at the University Library), 2023

Mălina Dârja, Business strategies and models. Class materials, electronic format (available at the University Library), 2023

David Stokes, Nick Wilson, Small Business management and Entrepreneurship, 8th Edition, Cengage, 2021

Edward D. Hess, Growing an Entrepreneurial Business. Concepts and cases, Stanford University Press, 2011

Santino Spencer, Business Development, iulie 2023

Kohne Andreas, Business Development: Processes, Methods and Tools, Springer, 2022

Eric Ries , The Lean Startup, 2011

Chris Voss, Tahl Raz, Never Split the Difference: Negotiating As If Your Life Depended On It, 2016  
 Keith Ferrazzi, Never Eat Alone, 2005  
 Peter Thiel, Blake Master , Zero To One, 2014  
 Sean Ellis, Morgan Brown, Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success, 2017  
 W. Chan Kim, Renée Mauborgne, Blue Ocean Strategy, 2004

Seminars-laboratories	Teaching methods	
S1. General information about the class.	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course leader <b>2 hours</b>
S2. What is business entrepreneurial culture? <b>Steps to Creating an Entrepreneurial Culture</b>	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course leader <b>2 hours</b>
S3. The diversity of current business development practices	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course leader <b>2 hours</b>
S4. The role and responsibility of business development. Exercise 1 1,5 points/6	Conversation Exemplifications Homework 1.	minimum required bibliographic sources: course support, Seminar book made available to students by the course leader 2 hours
S5. The role of BD manager. Exercise 2 1,5 point/6	Conversation Exemplifications Homework 2.	minimum required bibliographic sources: course support, Seminar book made available to students by the course leader <b>2 hours</b>
S6. Organising business development	Conversation Exemplifications Presentation and discussions over Homework 2.	minimum required bibliographic sources: course support, Seminar book made available to students by the course leader <b>2 hours</b>
S7. Final paper presentation 3 points/6	Presentation and discussions over Final projects.	minimum required bibliographic sources: course support, Seminar book made available to students by the course leader <b>2 hours</b>

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## 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 this file and implicitly of the course is the result of consulting information related to the business environment requirements, requirements that we became aware of during meetings with representatives of the business environment within the CEAC committees for the study programs of the Faculty of Economic Sciences. The pragmatic nature of the discipline, resulting from the operationalization of the main activities specific to the organizations, is in accordance with the requirements of the contemporary economic community.

## 10. Assessment

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>Correct and complete solving of exam topics</i>	Written test examination (from the theoretical aspects presented at class).	40%
10.5 Seminar/ laboratory	- <i>Correctness and completeness in drawing up of practical works</i>	<i>Verification during the semester</i>	60%
	- <i>Paper scientific content</i>	<i>Practical works: Paper writing consisting in 2</i>	
	- <i>Involvement in approaching the seminar topics</i>	<i>homeworks during the semester and one final paper presentation</i>	

### 10.6 Minimum performance standard: minimum grade 5

- have a complete portfolio of practical works from the seminar

The presentation of the students is subject to:

1. attendance at the seminar in a proportion of at least 80%
2. attendance at least 70%

Students absent from the seminars have the possibility to recover the seminars by supporting a project (on the subject of the course and the seminar) before the exam. The theme of the project will be given by the seminar holder

Students absent from the courses will be penalized with 1 point in the final grade if they do not have a minimum attendance of 70%.

Submission date  
16.09.2024

Course leader signature  
Assoc Prof. PhD. Maican Silvia

Seminar tutor signature  
Assoc Prof. PhD. Maican Silvia

Date of approval by Department members  
16.09.2024

Department director signature  
Assoc Prof. PhD. Maican Silvia