



CURRICULUM

I. BRIEF DESCRIPTION OF THE STUDY PROGRAM

Program Name: **BUSINESS ADMINISTRATION (IN ENGLISH)**
Fundamental Field: **ECONOMIC SCIENCES**
Bachelor's Field: **BUSINESS ADMINISTRATION**
Graduate Title: **Bachelor of Economic Sciences**
Duration of Studies: **3 years, 6 semesters, 180 credits**
Form of Education: **Full-time**
Completion of Studies: **Bachelor's Exam**
Qualifications/Opportunities:

- 242102 Process Improvement Specialist
 - 242104 Process Manager
 - 242110 Specialist in Planning, Control, and Reporting of Economic Performance
- ESCO Code: 2421 - Management and Organisation Analysts**
Valid Starting Academic Year: 2024-2025

II. MISSION, OBJECTIVES AND RESULTS OF THE STUDY PROGRAM

Mission of the study program:

The Business Administration bachelor's degree program is addressed to graduates of the upper cycle of pre-university high school education and aims to scientifically and practically prepare specialists in business administration both for profit-making companies and for those in the non-profit sector. Graduates of this program will be able to collect, process and analyze economic and financial information, develop a business plan, formulate and implement strategies and policies for companies in various fields. Among the professions in which graduates can practice, can be mentioned: Economist, Process improvement specialist, Process manager, Specialist in planning, control and reporting of economic performance, General manager, Human resources manager, Commercial manager, Financial manager, Assistant manager, Economic director, Director sales etc.

General objectives:

- a) to ensure training for specialists in the field of business initiation, management and administration in accordance with the current and future directions in the field of economics, curriculum theory and practice, information technology and communication, design and assessment, providing quality and efficient conditions for education;
- b) to attain a formative, modern, student and pragmatically oriented education system in accordance with the real needs of the Romanian school within the extended context of the European Union;
- c) to carry out study programmes in the field of continuous training and career perfecting for the field of business initiation, management and administration in accordance with the requirements of a modern and efficient education system;
- d) to connect the education system with the scientific research, to involve the students in the drawing up of studies on current topics in the field of business initiation, management and administration;
- e) to carry out research programmes in the field of business initiation, management and administration oriented towards the fundamental themes and current priorities of the economic system and process development, and the European integration of the professional training and career oriented programs.

Specific objectives:

- a. In the field of didactic activity:

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- a) the transfer to the students of the specialized knowledge, specific to the domains concerned, the deepening and completing of the previously acquired knowledge necessary to obtain an adequate degree of qualification so that the graduates are also able to act in decision-making positions;
 - b) Skills and Skills Training, enabling graduates to apply knowledge and professional activities in the field of business administration;
 - c) individual training, professional and transversal skills specific to the field of business administration, acquiring fundamental specialized knowledge in an operational system that will provide the students with professional competence;
 - d) training students for teamwork.
- b. *In the field of research activity:*
- a) provide an optimal framework for study and research for students by offering high-quality academic courses and papers, as well as a rich material and documentation base;
 - b) attracting students to research programs specific to business administration;
 - c) capitalizing the results of the research of the students and the teachers involved, by publishing them in specialized journals and participating in scientific events;
 - d) valorisation of the research results in the socio-economic context and development of their applicative character.
- c. *In the field of continuous training:* attracting in the educational process practitioners with recognized competence and experience.

III. COMPETENCES COVERED BY THE STUDY PROGRAMME

Competences/results of the study programme (ESCO):

R1/C1 Advises on efficiency improvements. It analyzes the information and details of processes and products to provide advice on possible efficiency improvements that could be implemented that would mean a capitalization of resources.

R2/C2 Manages the project evaluation indicators. Collects, reports, analyzes, and creates key indicators for a project to help measure its success.

R3/C3 Ensures compliance with policies. Ensures compliance with policies with company legislation and procedures regarding health and safety at work and in public areas at all times. It ensures awareness and compliance with all company policies regarding health and safety, as well as equal opportunities in the workplace. Performs any other duties that may reasonably be required.

R4/C4 Develops the company's strategies. Visualize, plan, and develop the strategies of companies and organizations aimed at achieving different goals, such as creating new markets, upgrading a company's equipment and machinery, implementing pricing strategies, etc.

R5/C5 Performs data analysis. It collects data and statistics for testing and evaluation to generate pattern statements and predictions in order to discover useful information in the decision-making process.

R6/C6 Interprets commercial information. It extracts and analyzes different types of information on the management of a company to draw conclusions about projects, strategies and developments.

R7/C7 Performs business analysis. It assesses the state of a business on its own and in relation to the competitive field of activity, conducts research, putting data in the context of the needs of the enterprise and determining areas of opportunity.

R8/C8 Identifies key performance indicators. It identifies the quantifiable measures that a company or sector uses to measure or compare performance in meeting operational and strategic objectives, using pre-established performance indicators.

R9/C9 Implements strategic planning. Takes action on strategically defined objectives and procedures to mobilize resources and implement established strategies.

R10/C10 Interprets the financial statements. Reads, understands and interprets the key lines and indicators in the financial statements. It extracts the most important information from the financial statements according to needs and integrates this information into the development of the department's plans.

R11/C11 Analyzes business plans. It analyzes the official statements of companies that present their business objectives and the strategies they have implemented to achieve them, to assess the feasibility of the plan and to verify that the company is able to meet external requirements, such as repaying a loan or recovering investments.

R12/C12 Analyzes the external factors of companies. It carries out research and analysis of the external factor related to companies, such as consumers, market position, competitors and the political situation.

R13/C13 Analyzes the internal factors of companies. Research and understand various internal factors that influence the operation of businesses, such as culture, strategic foundation, products, pricing, and its available resources.

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R14/C14 **Conducts quantitative research.** It collects relevant information by applying systematic methods such as interviews, focus groups, text analysis, observations, and case studies.

R15/C15 **Analyzes business requirements.** It studies customer needs and expectations regarding a product or service to identify and resolve possible inconsistencies and disagreements of the stakeholders involved.

R16/C16 **Motivates employees.** Communicates with employees to ensure that their personal ambitions align with business goals and that they are taking action to achieve them.

R17/C17 **Manages corrective actions.** Implements corrective actions and continuous improvement plans from internal and third-party audits so as to comply with food sector safety and quality performance indicators, within agreed deadlines.

R18/C18 **Coordinates a team.** Ensures clear and effective communication channels across all departments within the organization and support functions, both internally and externally, ensuring that the team is aware of the standards and objectives of the department/business unit. Implement disciplinary and arbitration procedures so as to ensure that a fair and consistent approach to performance management is consistently achieved. Assists in the recruitment process and manages, trains and motivates employees to reach/exceed their potential, through the use of effective performance management techniques. Encourage and develop a team ethic among all employees.

R19/C19 **Analyzes production processes for improvement.** Analyzes production processes in order to make improvements. Performs analysis to reduce production losses and overall manufacturing costs.

R20/C20 **Includes economic criteria in the decision-making process.** It draws up proposals and takes appropriate decisions, taking into account economic criteria.

Transversal competences (maximum 20%):

R21/CT1 **Builds team spirit.** It builds a relationship of mutual trust, respect and cooperation between members of the same team.

R22/CT2 **Think analytically.** Think using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems.

R23/CT3 **Adapts to change.** They change their attitude or behavior to adapt to changes in the workplace.

R24/CT4 **Ensures customer orientation.** Understands what customers want and adopts a positive attitude when interacting with them, offering advice, selling products or services, or processing complaints.

R25/CT5 **Show confidence.** It shows maturity by fully understanding its own qualities and abilities that can serve as sources of confidence in different situations.

IV. REQUIREMENTS FOR OBTAINING THE BACHELOR'S DEGREE

Number of credits for mandatory courses: 180 credits and 6 credits for Physical Education

Number of credits for fundamental courses: 61 credits

Number of credits for optional courses: 17 credits

Number of credits for the bachelor's exam: 10 credits

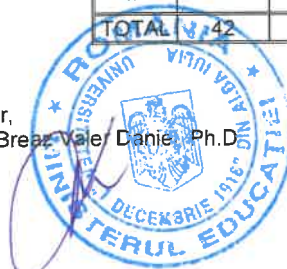
- **Exam 1:** Evaluation of fundamental and specialized knowledge: 5 credits
- **Exam 2:** Presentation and defense of the bachelor's thesis: 5 credits

Non-credited mandatory courses: -

V. STRUCTURE OF ACADEMIC YEARS (in number of weeks)

Year of study	Teaching activities		Sesiuni de examene			Holidays		
	Sem. I	Sem. II	Winter	Summer	Outstanding exams	Winter	Intersemester	Summer
I	14	14	3	3	2	2	1	12
II	14	14	3	3	2	2	1	12
III	14	14	3	3	1	2	1	-
TOTAL	42	42	9	9	5	6	3	24

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VI. NUMBER OF HOURS PER WEEK (mandatory)

YEAR OF STUDY	1 st Semester					2 nd Semester				
	C	S	L	PS	TOTAL	C	S	L	PS	TOTAL
I	10	9	1	-	20	10	10	-	4	24
II	12	8	1	-	21	14	8	2	6	30
III	12	10	2	-	24	12	8	-	4	24
TOTAL	34	31			65	36	42			78

VII. PROMOTION CONDITIONS

Year of study	Number of ECTS credits for disciplines										
	Mandatory	Optional	Total	Fundamental	Domain	Specialty	Complementary	Relevant to the institution's	Total	Elective additional	Non-credited mandatory ¹
1st Year	60	-	60	52	5	-	3	-	60	-	-
2nd Year	52	8	60	9	12	22	6	11	60	12	-
3rd Year	51	9	60	-	37	18	-	5	60	-	-
TOTAL	163	17	180	61	54	40	9	16	180	12	-

VIII. HOW TO CHOOSE OPTIONAL SUBJECTS²

No.	Optional disciplines	Year	Semestre	ECTS Credit no.	Weighting of Credits
1	BA216.1, BA216.2, BA216.3, BA216.4	II	I	5	3%
2	BA229.1, BA229.2	II	II	3	2%
3	BA316.1, BA316.2, BA316.3	III	I	5	3%
4	BA327.1, BA327.2	III	II	4	2%
ECTS credit average					9%

IX. BACHELOR'S DEGREE EXAMINATION

- **Period for Writing the Bachelor's Thesis:** Semesters V – VI
- **Period for Finalizing the Bachelor's Thesis:** Semester VI, 2 weeks
- **Period for Taking the Bachelor's Degree Examination:** June – July, September, February

Bachelor's Degree Examination: 10 credits, of which:

- **Fundamental and Specialized Knowledge Exam:** 5 credits
- **Thesis Defense:** 5 credits

The pedagogical module represents an optional curriculum offering, whose educational plan is attached to the curriculum of the specialization.

¹ The disciplines are designated by codes.
² Disciplinele sunt desemnate prin coduri.

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X. STRUCTURE OF THE CURRICULUM

At the "1 Decembrie 1918" University in Alba Iulia, optional courses are taken according to the provisions of the ECTS Implementation Guide (approved by the UAB Senate) and other applicable legal regulations that allow students from all UAB specializations to choose flexible training paths.

No.	Subject code	ACADEMIC YEAR 2024/2025 FIRST YEAR OF STUDY DISCIPLINE	Type of discipline	Number of hours of learning activities										Assessment methods	Number of ECTS credits
				Collective teaching activities						Individual activities per semester					
				Curs	Seminar	Laboratory	Practical Training	Total per week	Total per semester	Thematic Discipline Preparation	Discipline Application Preparation	Total hours of individual activities	Total hours per semestre		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1st SEMESTER															
COMPULSORY COURSES															
FUNDAMENTAL COURSES															
01	BA111	Microeconomics	DO/DF	2	1	-	-	3	42	55	28	83	125	E	5
02	BA112	Mathematics Applied in Economics	DO/DF	2	2	-	-	4	56	62	32	94	150	E	6
03	BA113	Business Law	DO/DF	2	-	-	-	2	28	48	24	72	100	E	4
04	BA114	Accounting	DO/DF	2	1	-	-	3	42	55	28	83	125	E	5
05	BA115	Informatics	DO/DF	1	-	1	-	2	28	52	20	72	100	C	4
06	BA116	Psychology	DO/DF	1	1	-	-	2	28	31	16	47	75	Vp	3
07	BA117.1	Foreign Language – French	DO/DF	-	2	-	-	2	28	31	16	47	75	Vp	3
	BA117.2	Foreign Language – German		-	2	-	-	2	28	31	16	47	75		
TOTAL fundamental courses				10	7	1	-	18	252	366	132	498	750	4E+2Vp+1C	30
COMPLEMENTARY COURSES															
08	BA118	Physical Education	DO/DC	-	2	-	-	2	28	47	-	47	75	C ³	3 ⁴
TOTAL complementary courses				-	2	-	-	2	28	47	-	47	75	1C	3
Total compulsory course of study				10	9	1	-	20	280	413	132	545	825	4E+2Vp+1C+1C*	30+3*

³ For the Physical Education course, grades will be awarded as follows: A/R (Pass/Fail).

⁴ The number of credits for the Physical Education course is not included in the total number of credits for compulsory courses.

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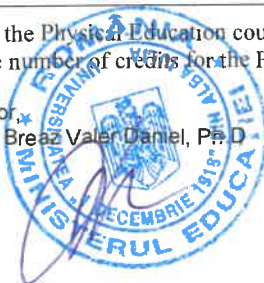
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				Collective teaching activities						Individual activities per semester						
				Course	Seminar	Laboratory	Practical learning	Total per week	Total per semestre	Thematic Discipline Preparation	Discipline Application Preparation	Total hours of individual activities	Total hours per semestre			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
2nd SEMESTRE																
COMPULSORY COURSES																
FUNDAMENTAL COURSES																
01	BA121	Management	DO/DF	2	1	-	-	3	42	43	40	83	125	E	5	
02	BA122	Statistics	DO/DF	2	1	-	-	3	42	43	40	83	125	E	5	
03	BA123	Macroeconomics	DO/DF	2	1	-	-	3	42	43	40	83	125	E	5	
04	BA124	Marketing	DO/DF	2	1	-	-	3	42	43	40	83	125	E	5	
05	BA125.1	Foreign Language – French	DO/DF	-	2	-	-	2	28	32	15	47	75	Vp	3	
	BA125.2	Foreign Language – German		-	2	-	-	2	28	32	15	47	75	Vp	3	
TOTAL fundamental courses				8	6	-	-	14	196	204	175	379	575	4E+1Vp	23	
DOMAIN COURSES																
06	BA126	Business Communication and Public Relations	DO/D D	2	2	-	-	4	56	24	20	44	100	E	4	
TOTAL domain courses				2	2	-	-	4	56	24	20	44	100	1E	4	
COMPLEMENTARY COURSES																
07	BA127	Physical Education	DO/D C	-	2	-	-	2	28	47	-	47	75	C ⁵	3 ⁶	
TOTAL complementary courses				-	2	-	-	2	28	47	-	47	75	1C	3	
RELEVANT DISCIPLINES AS PER INSTITUTION'S OPTIONS																
08	BA128	Practical Training	DO/D D	-	-	-	4	4	56	-	19	19	75	C	3	
TOTAL relevant courses				-	-	-	4	4	56	-	19	19	75	1C	3	
Total compulsory course of study				10	10	-	4	24	336	275	214	489	825	5E+1C+1C*+1Vp	30+3*	
TOTAL PER ACADEMIC YEAR				Mandatory course					616	707	327	1034	1650	9E+2C+2C*+3Vp	60+6*	
				Optional course					-	-	-	-	-	-	-	-
				TOTAL					616	707	327	1034	1650	9E+2C+2C*+3Vp	60+6*	

⁵ For the Physical Education course, grades will be awarded as follows: A/R (Pass/Fail).

⁶ The number of credits for the Physical Education course is not included in the total number of credits for compulsory courses.

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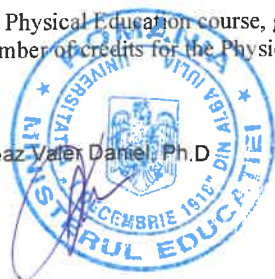
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No.	Subject code	ACADEMIC YEAR 2025/2026 SECOND YEAR OF STUDY DISCIPLINE	Type of discipline	Number of hours of learning activities										Assessment methods	ECTS credit number
				Collective teaching activities					Individual activities per semester						
				Course	Seminar	Laboratory	Practical training	Total per week	Total per semester	Thematic Discipline Preparation	Discipline Application Preparation	Total hours of individual activities	Total ore pe semestru		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1st SEMESTRE															
COMPULSORY COURSES															
FUNDAMENTAL COURSES															
01	BA211	Finance	DO/DF	2	1	-	-	3	42	62	21	83	125	E	5
TOTAL fundamental courses				2	1	-	-	3	42	62	21	83	125	1E	5
DOMAIN COURSES															
02	BA 212	Marketing Research	DO/DD	2	2	-	-	4	56	39	30	69	125	E	5
TOTAL domain courses				2	2	-	-	4	56	39	30	69	125	1E	5
SPECIALISED COURSES															
03	BA213	Business Negotiation Techniques	DO/DS	2	1	-	-	3	42	34	24	58	100	E	4
04	BA214	Banks and Banking Operations	DO/DS	2	1	-	-	3	42	55	28	83	125	E	5
TOTAL specialised courses				4	2	-	-	6	84	89	52	141	225	2E	9
COMPLEMENTARY COURSES															
05	BA215.1	Foreign Language – French	DO/DC	-	2	-	-	2	28	31	16	47	75	C	3
	BA215.2	Foreign Language – German		-	2	-	-	2	28	31	16	47	75	1C	3
TOTAL complementary courses				-	2	-	-	2	28	31	16	47	75	1C	3
OPTIONAL COURSES															
06	BA216.1	Organizational Culture	DA/DS	2	1	-	-	3	42	38	20	58	100	E	4
	BA216.2	Ethics and Academic Integrity		2	1	-	-	3	42	38	20	58	100	E	4
	BA216.3	Quality Management		2	1	-	-	3	42	38	20	58	100	E	4
	BA216.4	Digital Marketing		2	1	-	-	3	42	38	20	58	100	1E	4
TOTAL optional courses				2	1	-	-	3	42	38	20	58	100	1E	4
RELEVANT DISCIPLINES AS PER INSTITUTION'S OPTIONS															
07	BA217	Fundamentals of Commodities	DO/DR	2	-	1	-	3	42	38	20	58	100	Vp	4
TOTAL relevant courses				2	-	1	-	3	42	38	24	83	100	1Vp	4
Total compulsory course of study				12	8	1	-	21	294	315	141	456	750	5E+ 2C+ 1Vp	30
ELECTIVE COURSES															
08	BA218.1	Correspondence in Foreign Language	DF/DC	2	1	-	-	3	42	18	15	33	75	Vp	3
	BA218.2	Sustainable Development and Social Economy	DF/DC	2	1	-	-	3	42	18	15	33	75	Vp	3
	BA218.3	Physical Education	DF/DC	-	2	-	-	2	28	47	-	47	75	C ⁷	3 ⁸
Total elective course of study				4	4	-	-	8	112	83	30	113	225	2Vp +1C	6+3

⁷ For the Physical Education course, grades will be awarded as follows: A/R (Pass/Fail).

⁸ The number of credits for the Physical Education course is not included in the total number of credits for compulsory courses.

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Nr. crt.	Subject code	ACADEMIC YEAR 2025/2026 SECOND YEAR OF STUDY DISCIPLINE	Type of discipline	Number of hours of learning activities										Assessment methods	ECTS credit number
				Collective teaching activities						Individual activities per semester					
				Course	Seminar	Laboratory	Practical Preparation	Total per week	Total per semestre	Thematic Discipline Preparation	Discipline Application Preparation	Total hours of individual activities	Total ore semestru		
5	6	7	8	9	10	11	12	13	14	15	16				
2nd SEMESTRE															
COMPULSORY COURSES															
FUNDAMENTAL COURSES															
01	BA221	European Economy	DO/DF	2	1	-	-	3	42	30	28	58	100	E	4
TOTAL fundamental courses				2	1	-	-	3	42	30	28	58	100	1E	4
DOMAIN COURSES															
02	BA222	Entrepreneurship	DO/DD	2	1	-	-	3	42	30	28	58	100	E	4
03	BA223	Insurance and Reinsurance	DO/DD	2	1	-	-	3	42	17	16	33	75	E	3
TOTAL domain courses				4	2	-	-	6	84	47	44	91	175	2E	7
SPECIALISED COURSES															
04	BA224	Managerial accounting	DO/DS	2	1	-	-	3	42	17	16	33	75	E	3
05	BA225	Investments Evaluation and Financing	DO/DS	2	1	-	-	3	42	17	16	33	75	E	3
06	BA226	Practical Training II	DO/DS	-	-	-	6	6	84	-	-	-	75	C	3
TOTAL specialised courses				4	2	-	6	12	168	34	32	66	225	2E+1C	9
COMPLEMENTARY COURSES															
07	BA227.1	Foreign Language – French	DO/DC	-	2	-	-	2	28	21	26	47	75	C	3
	BA227.2	Foreign Language – German		-	2	-	-	2	28	21	26	47	75	C	3
TOTAL complementary courses				-	2	-	-	2	28	21	26	47	75	1C	3
RELEVANT DISCIPLINES AS PER INSTITUTION'S OPTIONS															
08	BA228	Marketing Services ⁹	DO/DD	2	1	-	-	3	42	30	28	58	100	E	4
TOTAL relevant courses				2	1	-	-	3	42	30	28	58	100	1E	4
OPTIONAL COURSES (RELEVANT DISCIPLINES AS PER INSTITUTION'S OPTIONS)															
09	BA229.1	Food and Nonfood Commodity Science and Consumer Safety ¹⁰	DA/DR	2	-	2	-	4	56	10	9	19	75	Vp	3
	BA229.2	Systematics, Quality and Food Safety		2	-	2	-	4	56	10	9	19	75	Vp	3
TOTAL optional courses				2	-	2	-	4	56	10	9	19	75	1Vp	34
Total compulsory course of study				14	8	2	6	30	420	183	156	339	750	6E+2C+1Vp	30
ELECTIVE COURSES															
10	BA220	Physical Education	DF/DC	-	2	-	-	2	28	47	-	47	75	C ¹¹	3 ¹²
Total elective course of study				-	2	-	-	2	28	47	-	47	75	1C	3
TOTAL per ACADEMIC YEAR				MANDATORY COURSE OF STUDY					714	498	297	795	1500	11E+4C+2Vp	60
				ELECTIVE COURSE OF STUDY					140	47	30	47	300	2C+2Vp	12
				TOTAL					854	545	327	842	1800	11E+6C+4Vp	72

⁹ The name Marketing of services is assimilated to the discipline Production and development of products/services from the specific standards of ARACIS for the field of Business Administration and was named so in order to ensure the correspondence of the name of the discipline from other specializations

¹⁰ The course 'Food and Non-food Products and Consumer Safety' combines two disciplines outlined in the ARACIS standards for the Business Administration field and the specialization in Trade, Tourism, and Services Economics: 'Food Products and Consumer Safety' and 'Non-food Products and Consumer Safety.'

¹¹ For the Physical Education course, grades will be awarded as follows: A/R (Pass/Fail).

¹² The number of credits for the Physical Education course is not included in the total number of credits for compulsory courses.

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No.	Subject code	ACADEMIC YEAR 2026/2027 THIRD YEAR OF STUDY DISCIPLINE	Type of discipline	Number of hours of learning activities											Assessment methods	ECTS credit number
				Collective teaching activities						Individual activities per semester						
				Course	Seminar	Laboratory	Practical learning	Total per week	Total per semestre	Thematic Discipline Preparation	Discipline Application Preparation	Total hours of individual activities	Total hours per semestre			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
SEMESTRUL I																
COMPULSORY COURSES																
DOMAIN COURSES																
01	BA311	Consumer Behavior	DO/DD	2	2	-	-	4	56	24	20	44	100	E	4	
02	BA312	Management Information Systems	DO/DD	-	-	2	-	2	28	36	36	72	100	C	4	
03	BA313	Economic and Financial Analysis	DO/DD	2	1	-	-	3	42	59	24	83	100	E	4	
04	BA314	Business Simulation ¹³	DO/DD	2	1	-	-	3	42	30	28	58	100	E	4	
TOTAL domain courses				6	4	2	-	12	168	149	108	257	400	3E +1 C	16	
SPECIALISED COURSES																
05	BA315	Audit	DO/DS	2	2	-	-	4	56	22	22	44	100	E	4	
TOTAL specialised courses				2	2	-	-	4	56	22	22	44	100	1E	4	
OPTIONAL COURSES (DOMAIN COURSES)																
06	BA316.1	Business Initiation	DO/DD	2	2	-	-	4	56	48	21	69	125	E	5	
	BA316.2	Risk Economics														
	BA316.3	Strategic Management														
TOTAL optional courses				2	2	-	-	4	56	48	21	69	125	E	5	
RELEVANT DISCIPLINES AS PER INSTITUTION'S OPTIONS																
07	BA317	International Commodity Exchange	DO/DR	2	2	-	-	4	56	48	21	69	125	C	5	
TOTAL relevant courses				2	2	-	-	4	56	48	21	69	125	1 C	5	
Total compulsory course of study				12	10	2	-	24	336	236	178	414	750	5E +2 C	30	

¹³ The Business Simulation course represents a variant similar to the Business Projects and Enterprise Games course found in the ARACIS standards for the Business Administration field and specialization. This variant of the course title was adopted to harmonize curriculum plans and to align the course with the Marketing specialization, specifically the Marketing Business Simulation course.

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No.	Subject code	ACADEMIC YEAR 2026/2027 THIRD YEAR OF STUDY DISCIPLINE	Type of discipline	Number of hours of learning activities										Assessment methods	ECTS credit number	
				Collective teaching activities					Individual activities per semester							
				Course	Seminar	Laboratory	Practical teaching	Total per week	Total per semester	Thematic Discipline Preparation	Discipline Application Preparation	Total hours of individual activities	Total hours per semester			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
2ND semestre																
COMPULSORY COURSES																
DOMAIN COURSES																
01	BA321	Human Resources Management	DO/DD	2	1	-	-	3	42	18	15	33	75	E	3	
02	BA322	Price and Competition	DO/DD	2	1	-	-	3	42	18	15	33	75	E	3	
03	BA323	Methodology for Elaborating Bachelors Theses	DO/DD	-	-	-	4	4	56	114	80	194	250	C	10	
04	BA324	Business Ethics	DO/DS	2	1	-	-	3	42	18	15	33	75	E	3	
TOTAL domain courses				6	3	-	4	13	182	168	125	293	475	3E+1C	19	
SPECIALISED COURSES																
05	BA325	International Marketing	DO/DS	2	2	-	-	4	56	26	18	44	100	E	4	
06	BA326	Commercial Transactions and Techniques	DO/DS	2	1	-	-	3	42	22	11	33	75	C	3	
TOTAL specialised courses				4	3	-	-	7	98	48	29	77	175	1E+1C	7	
OPTIONAL COURSES (DOMAIN COURSES)																
07	BA327.1	European Business Environment	DO/DS	2	2	-	-	4	56	26	18	44	100	E	4	
	BA327.2	Investment Strategies for Business														
TOTAL optional courses				2	2	-	-	4	56	26	18	44	100	1E	4	
Total compulsory course of study				12	8	-	4	24	336	318	96	414	750	5E+2C	30	
TOTAL per ACADEMIC YEAR				MANDATORY COURSE OF STUDY					672	554	274	828	1500	10E+4C	60	
				ELECTIVE COURSE OF STUDY					-	-	-	-	-	-	-	-
				TOTAL					672	554	274	828	1500	10E+4C	60	

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X. GENERAL REVIEW

No.	Course Categories	Discipline code	Number of Hours	Fulfilled %		ARACIS standard %	
						Min.	Max.
				MANDATORY COURSE OF STUDY	+ELECTIVE COURSE OF STUDY		
1.	Compulsory courses	DO	1778	88,81%		80%	90%
2.	Optional courses	DA	224	11,19%		10%	20%
3.	Elective courses	DF	-	-	140	Additional to this structure	
Total			2002	100%	+140	1848	2352
No.	Course Categories	Discipline code	Number of Hours	Fulfilled %		ARACIS standard %	
						Min.	Max.
				MANDATORY COURSE OF STUDY	+ELECTIVE COURSE OF STUDY		
1.	Fundamental courses	DF	532	27%		25%	30%
2.	Domain courses	DD	602	35%		35%	40%
3.	Specialised courses of which: The bachelor's thesis project	DS	504 din care: 56	25% 3%	140	25%	30%
4.	Complementary courses	DC	112	6%		5%	10%
5.	Relevant disciplines as per institution's options	DDOI	196	5%		0%	15%
Total			2002	2002	100%	100%	100%

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ANEXA 3 Grila de corelare a disciplinelor din planul de învățământ cu competențele/rezultatele învățării, anexă a Planului de învățământ*

MINISTRY OF EDUCATION
 "1 DECEMBRIE 1918" UNIVERSITY OF ALBA IULIA
 FACULTY OF ECONOMICS
 DEPARTMENT FOR BUSINESS ADMINISTRATION
 BASIC QUALIFICATION (ESCO): 2421 - Management and organisation analysts
 STUDY LEVEL: 6
 FUNDAMENTAL AREA: BUSINESS ADMINISTRATION
 FIELD OF STUDY: BUSINESS ADMINISTRATION
 STUDY PROGRAM: BUSINESS ADMINISTRATION (IN ENGLISH)

Annex: Correlation of subjects with program results/competences

OUTCOMES/COMPETENCES COURSES	R1/ C1/ No. cred no.	R2/ C2/ No. cred	R3/ C3/ No. cred	R4/ C4/ No. cred	R5/ C5/ No. cred	R6/ C6/ No. cred	R7/ C7/ No. cred	R8/ C8/ No. cred	R9/ C9/ No. cred	R10/ C10/ No. cred	R11/ C11/ No. cred	R12/ C12/ No. cred	R13/ C13/ No. cred	R14/ C14/ No. cred	R15/ C15/ No. cred	R16/ C16/ No. cred	R17/ C17/ No. cred	R18/ C18/ No. cred	R19/ C19/ No. cred	R20/ C20/ No. cred	R21/ C21/ No. cred	R22/ C22/ No. cred	R23/ C23/ No. cred	R24/ C24/ No. cred	R25/ C25/ No. cred		
Year I Sem I																											
Microeconomics	R1/ C1/ 1											R12/ C12/ 1	R13/ C13/ 1	R14/ C14/ 1					R19/ C19/ 1								
Mathematics Applied to Economics					R5/ C5/ 2						R11/ C11/ 2						R17/ C17/ 1				R22/ C22/ 1						
Business Law	R1/ C1/ 1		R3/ C3/ 1								R11/ C11/ 1															R25/ C25/ 1	
Accounting					R5/ C5/ 1	R6/ C6/ 1				R10/ C10/ 2												R22/ C22/ 1					
Informatics		R2/ C2/ 1			R5/ C5/ 1																	R22/ C22/ 1	R23/ C23/ 1				
Psychology																									R24/ C24/ 1	R25/ C25/ 1	
Foreign Language – French / German																										R25/ C25/ 1	
Physical Education																		R18/ C18/ 1								R25/ C25/ 1	
Year I Sem II																											
Management																											R23/ C23/ 1



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Statistics	5	R2/ C2/ 2								R14/ C14/ 2									R22 /CT2 /1
Macroeconomics	5		R5/ C5/ 1					R12/ C12/ 2			R20/ C20/ 1								R22 /CT2 /1
Marketing	5		R5/ C5/ 1	R6/ C6/ 1				R12/ C12/ 1	R13 /C13 /1	R14/ C14/ 1									R21 /CT1 /1
Foreign Language – French / German	3																		R23 /CT3 /1
Business Communication and Public Relations	4		R3/ C3/ 1	R4/ C4/ 1											R18 /C18 /1				R25 /CT5 /1
Physical Education	3*														R18 / C18 /1				R25 / CT5/ 1
Practice	3						R7/ C7/ 1	R8/ C8/ 1			R19/ C19/ 1								
Year II Sem I																			
Finance	5		R3/ C3/ 2					R10/ C10/ 2											R22 /CT2 /1
Marketing Research	5			R5/ C5/ 1					R13 /C13 /1	R14/ C14/ 1									
Business Negotiation Techniques	4			R4/ C4/ 1					R12/ C12/ 1										R24 /CT4 /1
Banks and Banking Operations	5			R5/ C5/ 2															
Foreign Language – French / German	3																		R21 /CT1 /1
Organizational Culture			R3/ C3/ 2	R4/ C4/ 1															
Digital Marketing			R3/ C3/ 2	R4/ C4/ 1															
Quality Management	4		R3/ C3/ 2	R4/ C4/ 1															
Ethics and Academic Integrity																			
Fundamentals of Commodities	4		R1/ C1/ 1																R22 /CT2 /1
Sustainable Development and Social Economy	3																		R22 /CT2 /1

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