

Programul de studii

BUSINESS ADMINISTRATION

Cursuri de ZI

TEMATICA EXAMENULUI DE LICENȚĂ - proba scrisă

Sesiunea IULIE 2021- FEBRUARIE 2022

TOPICS FOR THE FINAL EXAM - JULIY 2021

I. ECONOMICS OF THE FIRM lect.dr. Dana Adriana Lupşa-Tătaru

1. Internal and external environment of the firm
2. Communication and power in management
3. Corporate social responsibility

References:

1. Baird, L.S., Post, J.E., Mahon, J.F. (1990) Management. Functions and responsibilities, New York: Harper and Row Publishers
2. Lupşa-Tătaru, D.A. (2019) Economics of the company, Braşov: Transilvania University Publishing House
3. Lupşa-Tătaru, D.A. (2019), course notes, (2020/2021), Economics of the firm
4. Popescu, M., Dascălu, A., Albu, R.G. (2004) Management, Braşov: Ed. Informarket

II. HUMAN RESOURCES MANAGEMENT - lect.dr. Cristina NICOLAU

1. Organisational structures design
 - 1.1. Organisational design - general issues
 - 1.2. Types of organisational structures
 - 1.3. Centralisation vs. decentralisation
2. Organisational management
 - 2.1. Leadership
 - 2.2. Management styles (Michigan & Ohio studies; Douglas McGregor, Rensis Likert, Tannenbaum & Schmidt, Blake & Mouton and "Contingency" theories)
3. Personnel Compensation
 - 3.1. Strategic payment planning & waging
 - 3.2. Pay for performance and financial incentives
 - 3.3. Benefits and services
4. Managing careers
 - 4.1. Career start-up
 - 4.2. Roles in career planning and development
 - 4.3. Employee career development
 - 4.4. Managing promotions and transfers
 - 4.5. Retirement

Bibliography:

Armstrong, M. (2006) *A Handbook of Human Resources Management, Practice*, the 10th edition, Philadelphia: Kogan Page

Cole, G.A. (1990) *Personnel Management*, the 3rd edition, London: D.P. Publications Ltd
Dressler, G. (2008) *Human Resource Management*, the 11th edition, New Jersey: Pearson Education
Foris, T. (2007) *Managementul Resurselor Umane*, Braşov: Ed. Infomarket

III. COMPANY FINANCE - prof.dr. Gheorghiu DINCĂ

1. Investment Decision Rules (Capital Budgeting Techniques)

- 1.1. Unsophisticated techniques: *the average rate of return and the payback period*
- 1.2. Sophisticated Capital Budgeting Techniques: *net present value and the internal rate of return*

2. The cost of capital

- 2.1. Cost of bonds
- 2.2. Cost of banking loans
- 2.3. Cost of equity (*Dividend growth model and Capital asset pricing model*)

References

1. Brealey, R. & Myers, S. (2003). *Principles of Corporate Finance*, Seventh Edition, McGraw-Hill
2. Dincă, G, Dincă M. S. (2018). *Finanțe / Finance*, Transilvania University Publishing House
3. Dincă G., note de curs, (2018/2019), Corporate Finance