

Programul de studii

BUSINESS ADMINISTRATION

Cursuri de Zi

TEMATICA EXAMENULUI DE LICENȚĂ - proba scrisă

Sesiunea IULIE 2023– FEBRUARIE 2024

TOPICS FOR THE FINAL EXAM - JULY 2023

I. ECONOMICS OF THE FIRM lect.dr. Dana Adriana Lușșa-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. Lușșa-Tătaru, D.A. (2019) Economics of the company, Brașov: Transilvania University Publishing House
3. Lușșa-Tătaru, D.A. (2019), course notes, (2020/2021), Economics of the firm
4. Popescu, M., Dascălu, A., Albu, R.G. (2004) Management, Brașov: 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. Gheorghița 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