

**Tematica pentru proba I a examenului de licenta:**

**Evaluarea cunoștințelor fundamentale și de specialitate pentru programul de studii: Administrarea Afacerilor (lb. engleză)**

**Sesiunile de finalizare a studiilor: IUNIE - IULIE 2025 si FEBRUARIE 2026**

**Topic for the first test of the final exam:**

**Evaluation of fundamental and specialized knowledge for the study program:**

**Business Administration - JULY 2025 & February 2026**

**I. Entrepreneurship Lect. dr. Dana Adriana LUPȘA-TĂTARU**

- 1. Design thinking**
- 2. Business canvas model**
- 3. Revenue models**
- 4. Business validation**
- 5. Entrepreneurial strategies**

**References:**

**Alan L. Carsrud, Malin Brannback - Understanding the Entrepreneurial Mind, Springer – 2009,**

**Barringer, B., Ireland, R.D. Entrepreneurship – Successfully launching new ventures, Pearson Education Limited, 2012**

**Bygrave, W., Zacharakis, A. Entrepreneurship, John Wiley & Sons Inc., N.J., 2008**

**Drucker, P., Innovation and Entrepreneurship, Butterworth-Heinemann – 2002,**

**Hisrich, R., Peters, M., Shepherd, D. Entrepreneurship, McGraw-Hill Irwin, New York, 2013**

**Lupșa-Tătaru, D., Entrepreneurship – course notes, 2024**

**Reis, E., The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Crown Currency, 2011**

## 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 10<sup>th</sup> edition, Philadelphia: Kogan Page

**Cole, G.A. (1990)** *Personnel Management*, the 3<sup>rd</sup> edition, London: D.P. Publications Ltd

**Dressler, G. (2008)** *Human Resource Management*, the 11<sup>th</sup> edition, New Jersey: Pearson Education

**Foris, T. (2007)** *Managementul Resurselor Umane*, Braşov: Ed. Infomarket

## III. COMPANY FINANCE - prof.dr. Gheorghita 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