

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 2026 si FEBRUARIE 2027

Topic for the first test of the final exam:

Evaluation of fundamental and specialized knowledge for the study program:

Business Administration - JULY 2026 & February 2027

I. Entrepreneurship Lect. dr. Dana Adriana LUPȘA-TĂȚARU

- 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 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