

# SYLLABUS

## 1. Information regarding the program

1.1 Higher education institution	<b>University of Oradea</b>
1.2 Faculty	<b>Faculty of Economic Sciences</b>
1.3 Department	<b>Department of Economics and Business</b>
1.4 Field of study	<b>Business Administration</b>
1.5 Cycle of study	<b>Cycle I - Bachelor</b>
1.6 Program of study /Degree	<b>Business Administration / Bachelor Degree</b>

## 2. Information regarding the discipline

2.1 Name of discipline	<b>Business investments strategies ( FSTE-0852)</b>						
2.2 Course titleholder	Lecturer Mariana SEHLEANU, Ph.D.						
2.3 Seminar titleholder	Lecturer Mariana SEHLEANU, Ph.D.						
2.4 Year of study	III	2.5 Semester	V	2.6 Type of assessment	Ex	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

## 3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	4	out of which: 3.2 course	2	3.3 seminar	2
3.4 Total of hours in the Curriculum	56	out of which: 3.5 course	28	3.6 seminar	28
<b>Distribution of hours:</b>					<b>94</b>
Studying the workbook, course book, bibliography and notes					60
Supplementary documentation in the library, on electronic specialty sites and in the field					20
Preparing seminars/laboratories, themes, projects, portfolios and essays					12
Tutorship					
Assessment activities					2
Other activities.....					
3.7 Total hours of individual study	<b>94</b>				
3.9 Total hours/semester	<b>150</b>				
3.10 Number of credits	<b>6</b>				

## 4. Pre-requisites (if applicable)

4.1 Curriculum	n.a.
4.2 Skills	n.a.

## 5. Conditions (if applicable)

5.1. concerning the course activities	online platform e.uoradea.ro
5.2. concerning the seminar/laboratory activities	online platform e.uoradea.ro

6. Specific skills acquired	
<b>Professional skills</b>	C1.2 Explanation and interpretation of the relation of economic influence exerted by the external business environment on the firm/organization. C1.3 Applying the adequate instruments for the analysis of the influence relation exerted by the external business environment on the firm/organization. C1.5 Developing of a project investigating the economic influence exerted by the external business environment on the firm/organization. C2.2 Explanation and interpretation of the relations between the entities of the firm/organisation. C2.3 Applying the adequate instruments to solve a problem concerning the relations between the subdivisions of a firm/organization C3.5 Elaborating of a study regarding the operation and administration of a subdivision of the firm/organization.
<b>Transversal Skills</b>	

### 7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	<ul style="list-style-type: none"> <li>• Familiarity with the concepts, theories and models specific to business investments;</li> <li>• Understanding the mechanism of selection, evaluation and analysis of investment projects;</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Understanding the methods of evaluation of investment projects and the influence of time on the investment process;</li> <li>• Knowledge and understanding of the elaboration of investment projects based on the feasibility study.</li> </ul>

### 8. Contents

8.1 Course (C)	Teaching methods	Observations
Introduction	Lecture, problem-solving, debate, deduction, illustration	
<b>Chapter I. Investments and socio-economic development (2 hours)</b>		
1.1. The concept of investment		
1.2. Classification of investments		
1.3. Investment strategy. The investment decision		
<b>Chapter II. The sources of investment financing (4 hours)</b>		
2.1. Internal sources of investment financing		
2.2. External sources of investment financing		
<b>Chapter III. Economic efficiency of investments (4 hours)</b>		
3.1. The concept of economic efficiency		
3.2. The selection, evaluation and analysis of investment projects		
<b>Chapter IV. Indicators of economic efficiency evaluation (4 hours)</b>		
4.1. General indicators		
4.2. Basic indicators		
<b>Chapter V. The time factor and the investment process (2 hours)</b>		
5.1. The necessity for quantifying the influence of time factor		
5.2. The influence of time factor on the investment process		
<b>Chapter VI. Methods for evaluation of investment projects (4 hours)</b>		

6.1. The main indicators of economic efficiency of investments	Lecture, problem-solving, debate, deduction, illustration	
6.2. Using the actualization technique		
6.3. The determination of the actualization ratio		
6.4. The actualization of efficiency indicators at different reference moments		
<b>Chapter VII. The feasibility study - the basis of investment projects (4 hours)</b>		
7.1. The concept of feasibility study		
7.2. The structure and methodology for elaborating the feasibility study		
<b>Chapter VIII. Risk and investment strategy (4 hours)</b>		
8.1. The concept of risk		
8.2. Risk factors		
8.3. The evaluation of risk		

#### Bibliography

- Huru, D., *Investițiile: capital & dezvoltare*, Editura Economică, Bcururești, 2007;
- Lynch, P. and Rothchild, J., *Learn to Earn: A Beginner's Guide to the Basics of Investing and Business*, SIMON & SCHUSTER PAPERBACKS Rockefeller Center, New York, 1996, link <https://www.pdfdrive.com/learn-to-earn-a-beginners-guide-to-the-basics-of-investing-and-business-d165036677.html>;
- Românu, I. and Vasilescu, I., *Managementul investițiilor*, Ed. Mărgăritar, București, 1997;
- Sehleanu, M., *Business investment strategies* – online course, Universitatea din Oradea, 2020;
- Staicu, F., Pârvu, D., Stoian, M., Dimitriu, M., Vasilescu, I., *Eficiența economică a investițiilor*, Editura Didactică și Pedagogică, RA, București, 1995;
- Stanyer, P., *Guide to investment strategy. How to understand markets, risk, rewards and behaviour*, Profi le Books Ltd, London, 2006, link <https://www.pdfdrive.com/guide-to-investment-strategypdf-d11740924.html>;
- Vasilescu, I.; Românu, I. and Cicea, C. – *Investiții*, Editura Economică, București, 2000.

<b>8.2 Seminar (S)</b>	<b>Teaching methods</b>	<b>Observations</b>
1. Investments and their sources of financing (4 hours)	Questioning, debate, deduction, applications, examples	
2. The selection, evaluation and analysis of investment projects (4 hours)	Questioning, debate, deduction, applications, examples	
3. Indicators of economic efficiency evaluation - exercises (6 hours)	Questioning, debate, deduction, applications, examples	
4. Methods for evaluation of investment projects - exercises (6 hours)	Questioning, debate, deduction, applications, examples	
5. The actualization of efficiency indicators at different reference moments (4 hours)	Questioning, debate, deduction, applications, examples	
6. Feasibility study - practical application (4 hours)	Questioning, debate, deduction, applications, examples	

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- Huru, D., *Investițiile: capital & dezvoltare*, Editura Economică, Bcururești, 2007;
- Lynch, P. and Rothchild, J., *Learn to Earn: A Beginner's Guide to the Basics of Investing and Business*, SIMON & SCHUSTER PAPERBACKS Rockefeller Center, New York, 1996, link <https://www.pdfdrive.com/learn-to-earn-a-beginners-guide-to-the-basics-of-investing-and-business-d165036677.html>;
- Românu, I. and Vasilescu, I., *Managementul investițiilor*, Ed. Mărgăritar, București, 1997;
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- Staicu, F., Pârvu, D., Stoian, M., Dimitriu, M., Vasilescu, I., *Eficiența economică a investițiilor*, Editura Didactică și Pedagogică, RA, București, 1995;
- Stanyer, P., *Guide to investment strategy. How to understand markets, risk, rewards and behaviour*, Profi le Books Ltd, London, 2006, link <https://www.pdfdrive.com/guide-to-investment-strategypdf->

d11740924.html;

7. Vasilescu, I.; Românu, I. and Cicea, C. – *Investiții*, Editura Economică, București, 2000.

**9. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program**

*Business investment strategies* contributes to the understanding by the future economist of the ways of the mechanism, evaluation and analysis of investment projects and the influence of time on the investment process. Also, after studying this discipline, future economist will understand and know how to elaborate an investment project based on the feasibility study. Syllabus and Contents are consistent with those of similar disciplines taught at the undergraduate curricula of faculties in the country and abroad and the requirements of employers as expressed by them on various formal and non-formal occasions.

**10. Assessment**

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Knowledge and understanding the content of lectures.	Online exam, multiple choice type (12 theoretical multiple choice questions) and exercises.	67%
10.5 Seminar (S)	Understanding the mechanism, evaluation and analysis of investment projects. Solving applications, situations and study cases specific to Business investment strategies	The assessment is based on the elaboration of a feasibility study/project.	33%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard			
<ul style="list-style-type: none"><li>• Knowledge and understanding the content of the subject at essential level;</li><li>• The ability to use the concepts in solving a specific problem in business investment process;</li><li>• Solving at least five out of twelve questions and an exercise on the final exam.</li></ul>			

**Date**

**Course titleholder:**

**Seminar titleholder:**

**25.09.2020**

**Lecturer Mariana SEHLEANU, PhD**

**Lecturer Mariana SEHLEANU,  
PhD**

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**Director of Department,**

**Associate Professor Dorin BĂC, PhD**

**Date of approval in  
the Department:**

**29.09.2020**

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**Dean,**

**Professor Alina BĂDULESCU, PhD**

**Date of approval in  
The Council of the  
Faculty of**

**Economic Sciences:**

**30.09.2020**

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