SYLLABUS

1. Information regarding the program

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

2. Information regarding the discipline

2.1 Name of discipline		**Business investments strategies (FSTE-0852)**					
2.2 Course titleholder		Associate Professor Mariana SEHLEANU, Ph.D.					
2.3 Seminar titleholder		Associate Professor 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
Distribution of hours:					**94**
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	**94**
3.9 Total hours/semester	**150**
3.10 Number of credits	**6**

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	Projector, whiteboard, Internet access
5.2. concerning the seminar/laboratory activities	Projector, whiteboard, Internet access

6. 1.Specific skills acquired	
Professional skills	C1.2 Explanation and interpretation of the relation of economic influence exerted by the external business environment on the firm/organization. C1.3Applying 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.
Transversal Skills	

6.2. Learning outcomes

Knowledge	The student/graduate demonstrates entrepreneurial knowledge, based on the identification and application of performance principles in the investment field, through the lens of specific documentation (feasibility studies and business plans). The student/graduate accumulates the knowledge necessary to investigate the endogenous and exogenous environments of the organization, to substantiate investment decisions and initiate, implement, supervise, and evaluate investment processes.
Competences	The student/graduate develops entrepreneurial skills (creative thinking, innovation, decision-making, financial education, negotiation) to carry out investment processes. The student/graduate develops skills in analyzing and evaluating the organization's activity (as a whole or by subdivisions) based on the use of general or specific indicators, graphs and optimization problems, to carry out investment processes under optimal conditions.
Responsibility and autonomy	The student/graduate demonstrates the ability to initiate, carry out and monitor complex investment processes, based on the use of a methodology specific to feasibility studies and business plans, using appropriate tools (investment estimate, Gantt charts, cost-benefit analysis). The student/graduate builds financial scenarios and proposes measures to improve the economic efficiency of the enterprise or an investment project. The student/graduate evaluates the potential profitability of a new acquisition or investment project and proposes concrete actions to increase economic efficiency.

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

6.3.1 General objective of discipline	• Familiarity with the theories, concepts, and models specific to business investments. • Knowledge of the possibilities regarding investment financing and how to choose different sources of financing. • Understanding the process of identifying, selecting, evaluating, and analyzing investments.
6.3.2 Specific objectives	• Mastering modern methods of investment evaluation and decision-making tools. • Knowing and understanding how to develop and economically substantiate investments based on the feasibility study.

7. Contents

7.1 Course (C)	**Teaching methods**	**Observations**
8.1.1. Conceptual delimitations regarding investments		
8.1.2. The importance and context of business investments		
8.1.3. Classification of investments: types,		

characteristics and differentiation criteria	Lecture, problem-solving, debate, deduction, illustration	
8.1.4. Sources of investment financing: own sources		
8.1.5. Sources of investment financing: attracted sources		
8.1.6. Identification and analysis of investment opportunities		
8.1.7. Determinants of investment decisions. Analysis of the investment environment		
8.1.8. Investment evaluation: methods and tools		
8.1.9. Investment feasibility study		
8.1.10. Strategic investment management		
8.1.11. Investment-based growth and development strategies		
8.1.12. Sustainable development strategies through investments		
8.1.13. Green investments and the transition to a green economy		
8.1.14. Investment strategies in the context of digitalization		

Bibliography

1. Dumitrașcu V.; Dumitrașcu, R.A., *Managementul investițiilor. Abordări teoretice și instrumente aplicative*, Editura Universitară, Bucureşti, 2015;
2. Huru, D., Investițiile: *capital & dezvoltare*, Editura Economică, Bcurureşti, 2007;
3. 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;
4. Românu, I. and Vasilescu, I., *Managementul investiţiilor*, Ed. Mărgăritar, Bucureşti, 1997;
5. Sehleanu, M., *Business investment strategies* – online course, available on the platform e.uoradea.ro, 2026;
6. Staicu, F., Pârvu, D., Stoian, M., Dimitriu, M., Vasilescu, I., *Eficienţa economică a investiţiilor*, Editura Didactică şi Pedagogică, RA, Bucureşti, 1995;
7. 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;
8. Vasilescu, I.; Românu, I. and Cicea, C. – *Investiții*, Editura Economică, București, 2000.

7.2 Seminar (S)	**Teaching methods**	**Observations**
7.2.1. Investments and their financing sources. Case study with different financing options. Proposal of a financing scheme for a project	Questioning, debate, deduction, applications, examples	4 hours
7.2.2. The selection, evaluation, and analysis of investment projects	Questioning, debate, deduction, applications, examples	4 hours
7.2.3. Investment analysis and evaluation - applications	Questioning, debate, deduction, applications, examples	2 hours
7.2.4. Indicators of economic efficiency evaluation - exercises	Questioning, debate, deduction, applications, examples	4 hours
7.2.5. Methods for evaluation of investment projects - exercises	Questioning, debate, deduction, applications, examples	4 hours
7.2.6. The actualization of efficiency indicators at different reference moments	Questioning, debate, deduction, applications, examples	4 hours
7.2.7. Feasibility study and investment management-practical applications	Questioning, debate, deduction, applications, examples	4 hours
7.2.8. Investment strategies and sustainability	Questioning, debate, deduction, applications, examples	2 hours

Bibliography:

1. Dumitrașcu V.; Dumitrașcu, R.A., *Managementul investițiilor. Abordări teoretice și instrumente aplicative*,

Editura Universitară, Bucureşti, 2015;
2. Huru, D., Investițiile: *capital & dezvoltare*, Editura Economică, Bcurureşti, 2007;
3. 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;
4. Românu, I. and Vasilescu, I., *Managementul investiţiilor*, Ed. Mărgăritar, Bucureşti, 1997;
5. Sehleanu, M., *Business investment strategies* – online course, available on the platform e.uoradea.ro, 2026;
6. Staicu, F., Pârvu, D., Stoian, M., Dimitriu, M., Vasilescu, I., *Eficienţa economică a investiţiilor*, Editura Didactică şi Pedagogică, RA, Bucureşti, 1995;
7. 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;
8. Vasilescu, I.; Românu, I. and Cicea, C. – *Investiţii*, Editura Economică, Bucureşti, 2000.

8. 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.

9. Use of generative AI-based tools

The use of AI is not permitted during the assessment of course activities (the written examination).
During seminars, the use of generative AI tools is permitted for text rephrasing, editing, or revision. Commonly used tools include, but are not limited to, ChatGPT, Google Gemini, and Copilot for text writing and editing, and MidJourney for image generation. For each assignment/project, every student is required to include a separate declaration, in accordance with the model provided in Annex 2 of the Regulation on the Use of Generative Artificial Intelligence in Teaching and Scientific Activities of the Faculty of Economic Sciences, University of Oradea. The declaration must specify the AI tool used, the specific way in which it was used, and the section of the assignment/project where it was applied. The declaration must be inserted at the beginning of the respective assignment/project.

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 of the content of lectures.	Assessment based on a test with 3 subjects.	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 the projects (one individual project and one group project).	33%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			

10.9 Minimum performance standard

- Knowledge and understanding of the content of the subject at an essential level;
- The ability to use the concepts in solving a specific problem in the business investment process;
- Solving at least 2 out of the 3 subjects at the final exam.

Date	Course titleholder:	Seminar titleholder:
23.09.2026	**Associate Professor Mariana SEHLEANU, PhD** E-mail address: marietasehleanu@gmail.com	**Associate Professor Mariana SEHLEANU, PhD** E-mail address: marietasehleanu@gmail.com

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