# SYLLABUS

**1. Information regarding the program**

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| 1.1 Higher education institution | **University of Oradea** |
| 1.2 Faculty | **Faculty of Economic Sciences** |
| 1.3 Department | **Management-Marketing Department** |
| 1.4 Field of study | **Management** |
| 1.5 Cycle of study | **Cycle II – Master** |
| 1.6 Program of study /Degree | **Advanced Management/Master Degree** |

**2. Information regarding the discipline**

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|---|---|---|---|---|---|---|---|
| 2.1 Name of discipline | | | STAGE FOR ELABORATION OF DISSERTATION | | | | |
| 2.2 Course titleholder | | | Associate Professor Mirela BUCUREAN, PHD | | | | |
| 2.3 Seminar titleholder | | | Associate Professor Mirela BUCUREAN, PHD | | | | |
| 2.4 Year of study | II | 2.5 Semester | IV | 2.6 Type of assessment | Cv | 2.7 Type of discipline | I |

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

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

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|---|---|---|---|---|---|
| 3.1 Number of hours/week | 2,35 | out of which: 3.2 course | - | 3.3 seminar | - |
| 3.4 Total of hours in the Curriculum | 33 | out of which: 3.5 course | 33 | 3.6 seminar | - |
| **Distribution of hours:** | | | | | |
| Studying the workbook, course book, bibliography and notes | | | | | 60 |
| Supplementary documentation in the library, on electronic specialty sites and in the field | | | | | 65 |
| Preparing seminars/laboratories, themes, projects, portfolios and essays | | | | | 60 |
| Tutorship | | | | | 28 |
| Assessment activities | | | | | 4 |
| Other activities..... | | | | | - |

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| 3.7 Total hours of individual study | **217** |
| 3.9 Total hours/semester | **250** |
| 3.10 Number of credits | **10** |

**4. Pre-requisites** (if applicable)

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| 4.1 Curriculum | n.a. |
| 4.2 Skills | C4.1, C5.1 |

**5. Conditions** (if applicable)

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

| 6. Specific skills acquired | |
|---|---|
| **Professional skills** | **C2 –** Skill to analyse business performance, apply strategic models, evaluate data<br>**C4 -** Knowledge of HR strategies, labour legislation, performance management |
| **Transversal Skills** | **CT1 -** Interpersonal skills<br>**CT2 -** Ethical judgement |
| **ESCO Skills/Competencies** | ▪ Knowledge of management theories, business strategies, organisational structure<br>▪ Competence in managing team performance, change management, conflict resolution<br>▪ Skills to plan and optimize flows, manage stock, forecast demand<br>▪ Interpersonal skills<br>▪ Organizational & planning skills<br>▪ Critical thinking<br>▪ Problem-solving<br>▪ Communication (writing reports, presenting findings) |

| 6. 2. Expected learning outcomes | |
|---|---|
| **Knowledge** | .<br>▪ The student/graduate demonstrates advanced knowledge of organizational management, strategic management, human resources management, marketing, finance, supply chain, and information systems<br>▪ The student/graduate identifies the object of study of management science, based on advanced knowledge regarding the managerial tools used within organizations, in order to adopt optimal decisions within the organization. |
| **Skills** | ▪ The student/graduate applies advanced methods, tools, and techniques for managerial analysis, financial diagnosis, market research, project design, and organizational development.<br>▪ The student/graduate develops skills in using management systems, methods and techniques to solve complex economic-managerial problems within organizations. |
| **Responsibility and autonomy** | ▪ The student/graduate manages complex and unpredictable organizational situations through strategic and innovative approaches<br>▪ The student/graduate demonstrates the ability to analyze and synthesize in order to make optimal decisions within the organization using modern management methods. |

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

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| 6.3.1 General objective of discipline | • Knowledge and understanding by students of the importance and role of the knowledge acquired in the years of study for a correct use of research tools in order to develop the final dissertation and the implementation at an advanced level of the acquired |

| | |
|---|---|
| | knowledgeto the pragmatic one |
| 6.3.2.Specific objectives | • Formation of skills and abilities of interdisciplinary analysis and use of the tools acquired during the years of studies in order to substantiate practical proposals<br>• Development of skills aimed at evaluating the activity of organizations of low complexity in order to develop creative approaches in formulating solutions |

**7. Contents**

| **7.1 Course (C)** | **Teaching methods** | **Observations** |
|---|---|---|
| 1. Defining the objectives and hypotheses of the research | Online on the e.uoradea.ro platform<br>PowerPoint presentation<br>Debate | |
| 2. Preliminary research | | |
| 3. Bibliographic documentation | | |
| 4. Elaboration of the questionnaire / interview guide | | |
| 5.Application of the questionnaire / interview guide | | |
| 6.Monitoring of investigators / interviewers | | |
| 7.Data processing (I) | | |
| 8.Data processing (II) | | |
| 9.Hypothesis testing | | |
| 10.Interpretation of results | | |
| 11.Benchmarking | | |
| 12.Formulation of conclusions and proposals | | |
| 13.Writing the research report (I) | | |
| 14.Writing the research report (II) | | |

Bibliography
1.Adela Popa, Marketing research, Lecture notes, University of Oradea Publishing House, 2013
2. Botezat Elena, Dorina Lezeu, Research methodology-course notes, 196 pg., Oradea, 2000
3. Băcanu Bogdan, Analysis techniques in strategic management. Methods and case studies, Polirom Iași Publishing House, 2007
4. Chelcea Septimiu, Methodology of sociological research. Quantitative and qualitative methods. 3rd Edition, Bucharest, Economic Publishing House, 2007

**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**

- knowledge and understanding of how the organization can and should relate to the current and future environment
- development of action skills aimed at solving problems in specific contexts
- cultivating and promoting a scientific environment focused on values, ethics and social responsibility

**9. Use of generative AI-based tools**

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| For the assessment activities in the following section, the use of generative AI (GenAI) is permitted for tasks such as generating ideas, slogans, or images, rewriting text, editing, reviewing, etc. Commonly used tools of this type include—but are not limited to—ChatGPT, Google Gemini, and Copilot for text generation, and MidJourney for image generation.<br>Each student is required to disclose the tool used, the specific manner of its use, and the section where it was applied. This disclosure must be made via a statement drafted separately for each assignment, following the template provided in Annex 2 of the Regulation on the Use of Generative Artificial Intelligence in Teaching and Research Activities at the Faculty of Economic Sciences, University of Oradea. The statement must be included at the beginning of the work submitted for the respective assignment. |

**10. Assessment**

| Type of activity | 10.1 Assessment criteria | 10.2 Assessment methods | 10.3 Percentage of the final grade |
|---|---|---|---|
| 10.4 Projects | Integral knowledge and understanding of the content of the discipline<br>Preparation of the research project<br>Correct inclusion of research items in the final project<br>Involvement in research activities | Colloquium - Evaluation of research project. | 100 % |
| 10.5 Seminar (S) | | | |
| 10.6 Laboratory (L) | | | |
| 10.7 Project (P) | | | |
| 10.8 Practical works (P) | | | |
| 10.9 Minimum performance standard<br>▪ Formulation of strategies and policies for organizations of low complexity (as a whole or on a component)<br>▪ Knowing and understanding the course content at the level of essential ideas<br>▪ Obtaining at least 5 points (out of 10) for the activity within the seminar<br>▪ Obtaining at least 5 points (out of 10) for colloquium responses<br>▪ Obtaining at least 5 points (out of 10) as a final grade | | | |

| **Date** | **Course titleholder:** | **Seminar titleholder:** |
|---|---|---|
| 18.09.2026 | Associate Professor Mirela BUCUREAN, PhD<br>E-mail address:<br>mbucurean@gmail.com | Associate Professor Mirela BUCUREAN, PhD<br>E-mail address:<br>mbucurean@gmail.com |

**Director of Department,**

**Professor Maria-Madela ABRUDAN, PhD**

**Date of approval in the Department:**

**25.09.2026**

**Contact data[1]:**
University of Oradea, Faculty of Economic Sciences, Management-Marketing Department
Universităţii 1, Building Corp E, floor 1, room E118
Zip code 410087, Oradea, Bihor, Romania
Tel.: 0259-408796;
E-mail: steconomice@uoradea.ro
Web page: http://steconomiceuoradea.ro

[1] State the contact information (telephone, e-mail, web page, etc) of the academic institution beneficiary of the *Syllabus*

**Dean,**

**Professor Diana SABĂU-POPA, PhD**

**Date of approval in The Council of the Faculty of Economic Sciences:**

**28.09.2026**

**Contact data[2]:**
University of Oradea, Faculty of Economic Sciences
Universităţii 1
Zip code 410087, Oradea, Bihor, Romania
Tel.: 0259-408109; Fax: 0259-408409
E-mail: steconomice@uoradea.ro
Web page: http://steconomiceuoradea.ro

[2] State the contact information (telephone, e-mail, web page, etc) of the academic institution beneficiary of the *Syllabus*