

BUSINESS MANAGEMENT(Master, 1st year AAA)

Credit value (ECTS) 9

Course category

Domain (Imposed)

Course holder:

Ph. D. Prof. Stejărel BREZULEANU

Discipline objectives (course and practical works)

- ⇒ Presenting the role of different methods of investigation, analysis and interpretation of data available to managers to make effective decisions in a timely manner;
- ⇒ Using different methods and management techniques to improve the efficiency of the overall management activity.
- ⇒ Improving the manager's role in increasing the use of production factors and means of achieving greater quantities of agricultural products.
- ⇒ Knowing the types of existing agricultural businesses and their peculiarities
- ⇒ Familiarizing with the methods and techniques of business planning
- ⇒ Improving the time of work of direct productive staff and managers in agriculture
- ⇒ Increasing the incomes in rural areas by taking into consideration new activities that can generate additional profits

⇒ **Contents (syllabus)**

Course (chapters/subchapters)
COMPANY - CENTRAL ECONOMIC AGENT OF MARKET ECONOMY
BUSINESS FUNCTIONING AND MANAGEMENT
METHODOLOGY OF ACOMPLISHING THE ENTREPRENEURSHIP STRATEGY
ENTREPRENEUR - SMALL BUSINESS PROMOTER
METHODS OF LAUNCHING IN BUSINESS
NEGOTIATION - FORM OF COMMUNICATION IN BUSINESS
BUSINESS MANAGEMENT IN AGRICULTURE

Seminar
Technical-economic background of the dimension of the farms through MBS method
The MBS methodology for determining the intake unit and work hours for activities in crop and animal production
Using MBS in determining the technical and economic orientation and economic size of the farm
Steps taken to determine the MBS unit in crop and animal production
Case Study. Description of an agricultural company
Equipment with production facilities and their use
Financing means (Investment plan)
Debt and repayment plan
Economic results
Using factors, opportunity expenses of their own factors and interest

Compensation factors: capital, land, labor force
Liquidity and stability
Charts for foreign capital
Calculation of standard gross margin of crop and animal production for the production unit
Calculation of standard gross margin on a farm in the current, optimizable and target conditions

Bibliography

1. ALECU, I. ȘI COLAB., 2001 – *Managementul exploatațiilor agricole*. Editura Ceres, București.
2. ALECU, I. ȘI COLAB., 1997 – *Ghidul întreprinzătorului particular*. Ediția a 3-a. Editura Tehnică, București.
3. BREZULEANU S, 2004 – *Management în agricultură-teorie și practică*. Editura Performantica Iași
4. CIUREA, I.V., BREZULEANU S., UNGUREANU G. 2005 – *Management*. Editura „Ion Ionescu de la Brad” Iași.
5. GROZAV, I. ȘI COLAB., 1995 – *Privatizarea activității pe baza liberei inițiative*. Editura Signata, Timișoara.
6. MOLDOVEANU, MARIA, DOBRESCU, E., 1995 – *Știința afacerilor*. Editura Expert, București.
7. NICA, P. ȘI COLAB., 1994 – *Managementul firmei*. S.R.L. Condor Chișinău.
8. NICOLESCU, O., VERBANCU, I., 1996 – *Management*. Editura Economică, București.
9. OANCEA, MARGARETA, 2003 – *Managementul modern în unitățile agricole*. Editura Ceres, București.
10. POPESCU, D., 1993 – *Conducerea afacerilor*. Editura Mar and Mar, București.
11. REECE, B., O’GRADY, I. , 1984 – *Business*. Houghton. Mifflim Company, Boston, Dallas, Geneva, Palo Alto.
12. RUSU, C. ȘI COLAB., 1993 – *Managementul afacerilor mici și mijlocii*. Editura Logos, Chișinău.
13. ***, 1999 – *Dicționar de economie*. Editura Economică, București.

Evaluation

Evaluation form	Evaluation Methods	Percentage of the final grade
Exam	Oral examination	40%
Appreciation of the activity during the semester	Oral assessment during the semester, verification tests; colloquium.	60%

Contact

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