

## **BUSINESS ENVIRONMENT ANALYSIS (MAPA, I-st YEAR, II-nd SEMESTER)**

**Credit value (ECTS) 5**

### **Course category**

Domain (Imposed)

### **Course holder:**

**Prof. Gavril ȘTEFAN**

### **Discipline objectives (course and practical works)**

General objective: Acquiring and understanding the theoretical basis specific to the analysis of the business environment, the skills regarding the quantification and interpretation of economic-financial indicators in order to identify the final causes of non-performance / economic and financial performance.

Specific objectives: Assessing the performance, competitiveness, risk and limits of market growth by using the following types of analysis: analysis of the competitive environment; technological environment analysis; social environment analysis; political environment analysis; analysis of the results and performances of the enterprise.

### **Contents (syllabus)**

<b>Course (Chapters / Subchapters)</b>
1. Analysis of the business environment - content, typology, research methods, object of study, types of analysis, methods of qualitative analysis, methods of quantitative analysis
2. Analysis of the competitive environment - analysis of the market share, analysis of the competitive position, analysis of the competition structure, analysis of the competitive context, analysis of the competitive advantage
3. Analysis of market potential - analysis of human resources, analysis of material resources, analysis of prices
4. Analysis of the technological, social and political environment
5. Analysis of the company's results - financial analysis, turnover analysis, value added analysis, production analysis for the year, trade margin analysis

<b>Practical work</b>
1. Calculation techniques used in the analysis - types, examples, interpretation
2. Analysis of the competitive environment - methods, examples, interpretation
3. Human resources analysis - indicators, examples, interpretation
4. Analysis of material resources - indicators, examples, interpretation
5. Market analysis - methods, indicators, examples, interpretation
6. Analysis of enterprise results - indicators, examples, interpretation

### **References**

1. Dragomir Voicu D., 2010 - Guvernanță corporativă și sustenabilitate în Uniunea Europeană, Economic Publishing House, Bucharest.
2. Ștefan G., 2021 – Analiza mediului de afaceri, Course notes USV Iași.
3. Thomas, A. R., Fulkerson, G. M., 2016 - Reinventing Rural: New Realities in an Urbanizing World, Lexington Books, USA, ISBN: 978-1-4985-3409-3s.
4. Thomas, J. M. Callan, S. J., 2010 - Environmental Economics: Applications, Policy, and Theory, South-Western Cengage Learning, Canada.
5. Visviz, A., Lytras, M. D Mudri, G., 2019, Smart villages in the EU and Beyond, Emerald Publishing, United Kingdom, ISBN: 978-1-78769-846-8.

## Evaluation

Evaluation form	Evaluation Methods	Percentage of the final grade
Course	Oral examination	80%
Attendance and active involvement in practical work activities	Case study	20%

## Contacts

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