



SYLLABUS

Internship Specialized – BUSINESS ADMINISTRATION

2nd year, Specialization HOSPITALITY BUSINESS ADMINISTRATION – English
language
full time education
academic year 2015-2016

1. General Information

Students specialized in Hospitality Business Administration, undergraduate level, must perform in the 2nd year of their study, an internship in the field of Business Administration.

This internship, as a practical work carried out by the student in the field of Business Administration is a compulsory subject that requires 90hours work and has 3 credits.

The objective of this subject is to implement and deepen practical knowledge of Business Administration. It aims to familiarize the student with the implementation in the economic organizations (private, public or virtual firms) of the theoretical knowledge acquired during the lectures from the past semesters as well as to develop new skills and practical issues for future graduates of the Faculty of Business.

The internship – Business Administration – can take place in any organization, chosen by the student under the guidance of the Faculty's Commission in charge of the internship related aspects.

2. Content

Topic include the following disciplines: Marketing, Management, Finance, Accounting. **The analytic programs presented in the annex have an optional character.** Depending on the activity of each firm, **can approach any other relevant aspects** to the subjects covered in the four disciplines and was approved by person in charge of internship both from the firm an faculty. Students must **have to study different specific aspects to business administration in one of the following fields: Marketing, Management, Finance, Accounting.** During the internship, the student will prepare a portfolio of activities, which will be submitted to the Faculty Commission o the day scheduled for evaluation.

The practice portfolio will include the following documents:

1. General Agreement on performing the internship (filled in, signed, stamped and with the date mark). This document will be filled in 3 copies submitted for the internship folder. After presenting the internship outcomes, two copies signed by the faculty Dean will return to the student, and the student has the obligation to give one copy to the company/ institution where he/she performed the internship.

2. The student`s Final Individual Evaluation Form by the internship tutor (which will be filled in by the teacher in charge after presenting the internship folder).

3. The student`s Evaluation Report by the tutor (filled in, with date mark, signed by the internship tutor).

4. The student`s Individual Daily Presence Form at the internship activities (filled in, signed, and it is compulsory to prove 90 hours of internship).



5. The Report of specific activities performed at host the company/ institution (filled in, with date mark and signed).

6. Support documents which prove the performed activities during the internship period (prepared reports, different documents prepared during the internship period, financial and accounting documents etc.)

The above mentioned documents should be submitted in a paper file folder with 1 fastener respecting the following order from bellow to up: supporting documents; then the Report of specific activities performed; then Individual Daily Presence Form; then Final Individual Evaluation Form by the tutor; then General Agreement on performing the internship.

The student shall follow the Internship Commission and the company/ institution` s tutor requirements.

3. Evaluation method (assessment)

Internship evaluation will be made by the Faculty's academic staff, based on the portfolio presented by the student. Evaluation will assess: quality of presentation and analysis approach to issues, conclusions and suggestions made by the student, but also based on the assessment of the tutor from the firm.

Annexes

Curriculum Marketing

The students will analyse the following aspects:

- A. Product
 - What are the product-line objectives? Are these objectives sound?
 - Which products should be phased out?
 - Which products should be added?
 - What is the buyers' knowledge and attitudes towards the company's and competitors' product quality, features, styling, brand names etc.?
 - What areas of product strategy need improvement?
- B. Price
 - What are the pricing objectives, policies, strategies and procedures?
 - To what extend are prices set on cost, demand and competitive criteria?
 - Do the customers see the company's prices as being in line with the value of its offer?
 - To what extend are price policies compatible with the needs of distributors and dealers, suppliers and government regulations?
- C. Distribution
 - What are the distribution objectives and strategies?
 - Is there adequate market coverage and service?
 - How effective are the following channel members: distributors, dealers, manufacturers' representatives, brokers, agents, etc.?
 - Should the company consider changing its distribution channels?
- D. Promotion
 - What are the organization's promotional objectives?
 - Is the right amount being spent on promotion?
 - Are the ad themes and copy effective? What do costumers and the



public think about the advertising? Are the advertising media well chosen? Is the internal advertising staff adequate?

- Is there effective and sufficient use of sales promotion tools such as sample, coupons, displays, sales contents?
- Is the public relation staff competent and creative?
Is the salesforce large enough to accomplish the company's objectives? Does the sales compensation level and structure provide adequate incentive and reward? How does the company's sales force compare to competitors' salesforce?

Management Curriculum

Objectives:

- I. General aspects concerning the enterprise – provide the following pieces of information:
 - a. Judicial form and the type of enterprise by size classes;
 - b. Main object of activity;
 - c. Describe the enterprise's activity in statistic figures: turnover, production volume and the number of employees.

- II. The enterprise's management system:
 - a. Present the organizational system of the company according to the following two components:
 - i. Process based organization (specific processes, including the production process);
 - ii. Structure based organization (describe the manner how the enterprise is organized);
 - b. Analyze the personnel structure by the level of qualification, age, duration of employment in the company and overall work experience, and by the level of education (draw up charts and tables);
 - c. Identify and present 4 employee motivation systems/ activities used by the enterprise in order to satisfy their needs of: achievement, growth, socialization and safety.

- III. The planning activity of the enterprise:
 - a. Present 2 plans drawn up by the enterprise for the current year: one of unique use and a second one for permanent usage;
 - b. Provide 2 examples of planning tools used by the enterprise for this activity.

Corporate finance

Companies have a wide range of activities, some of them are involved in production while others have commercial activities or simply provide services to the customers. For this reason, the subject chosen by the student to be analyzed will have to be related to the main



activity of the company. For example, if you analyze a company that mainly provides services to the final customer, a paper orientated towards an analysis of the inventory may be insufficient.

Some of the subjects that can be presented are:

- The analysis of the financial indicators of the company for the past two years. Please provide explanations and comments for the results.
- Investment decision analysis. Criteria for making a certain investment. Risk assessment. Capital budgeting.
- Equity and liabilities' structure. Detailed representation (graph) of the long and short term liabilities, comparative view of the financial resources.
- Cash-flow analysis. Detailed representation.
- Managing current assets. Inventory analysis. Receivables management.
- Managing fixed assets. Depreciation.

No matter the subject that is analyzed, the student has to provide his/her opinion on the results and give suggestions on how the present situation of the firm can be improved.

Accounting Curriculum

| | |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | The organization of the accounting system within the economic entity - presentation |
| 2. | Exemplify (justifying documents and accounting formula for each operation - at least one example): - Operation of receipts and payments in cash; - Providing and justification of cash advances ; - Long and short term bank loans, line of credit, or leasing. |
| 3. | Exemplify (justifying documents and accounting formula for each operation - at least one example): - Accounting inputs of inventory from suppliers, including the settlement of obligations towards suppliers in cash or by bank transfer; - Accounting outputs of inventory from third party suppliers (consumption, consumer goods sales or other means of exit); - Stocks of production (getting them and selling them). |
| 4. | Exemplify (justifying documents and accounting formula for each operation - at least one example) - Operations concerning entries and exits to / from the accounting of the economic entity of intangible and tangible assets ; - Depreciation of assets; - Expenditure on works and services provided by third parties; - Incomes from the execution of works and services to third parties. |
| 5. | Exemplify (justifying documents and accounting formula for each operation - at least one example): - Calculation and recording of salaries (for at least 2 employees); - Calculation and recording of the obligations related to salaries and their settlement; - Statements towards state bodies which are related to salaries |
| 6. | Exemplify (justifying documents and accounting formula for each operation - at least one example): - Local taxes, taxes and other payments; |



| | |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none">-Other operating expenses;- Incomes and financial expenses;- Incomes and extraordinary expenses (if any);- Expenses with provisions and adjustments for impairment (if any). |
| 7. | <ul style="list-style-type: none">- VAT regulation;- Calculation and recording of taxes on income;- Closing of the accounts of incomes and expenses;- Registration of operations in the Accounting Journals and the General Ledger (Ts of accounts), establishment of opening balances in order to comply with the rules of functioning of accounts;- Preparation of trial balance. |