

PROPOSALS OF TOPICS FOR BACHELOR THESIS

Coordinator: University ph.D lecturer Nancu Dorinela

Subject: Enterprise Economy

Study program: Business Administration

University year: 2024-2025

1	The economic performance of SMEs in the current economic context.
2	Sources of financial assistance to SMEs and their role in boosting activity.
3	Business incubators. Source of support for SMEs in Romania.
4	Ways to optimize the production process within a company. Study case for a trading company.
5	Technical and material supply activity within a company. Study case for a trading company.
6	Ways to optimize the retail activity within a company. Study case for a trading company.
7	Business development strategies within a company. Study case for a trading company.
8	Information and knowledge – the source of organizational performance.
9	Learning process – source of organizational performance.
10	Training and improvement of human resources within a company. Case study...
11	Planning, selection and recruitment of human resources within a company. Case study...
12	Evaluation and rewarding of human resources within a company. Case study...
13	Organizational company within a company. Case study...
14	On-line business environment. Case study in an organization operating in the virtual environment.
15	Business plan of a company. Case study...
16	Corporate social responsibility within a company. Case study...
17	A comparison between the performance of the domestic business environment and foreign economic operators.
18	Developments and trends of merger, dissolution and liquidation processes of local organizations.
19	Analyze the influence exerted by the environment in the case of a business company.
20	The development of a company through European funding programs.

NOTE: The topics mentioned above are indicative. Depending on the student's option, the topics can be reformulated with the coordinator's consent, based on the specifics of the study program in which the student is enrolled and the coordinator's own area of competence.