

SYLLABUS

2021/2022

3rd Year of Study/ First Semester

1. Information on academic programme

1.1. University	"1 Decembrie 1918"
1.2. Faculty	Faculty of Science
1.3. Department	Economic Science and Business Administration
1.4. Field of study	Business Administration
1.5. Cycle of Study	Undergraduate
1.6. Academic programme / Qualification	Business Administration/ Business administration / 242102 Process improvement specialist, 242104 Process responsible, 242110 Specialist in economic performance planning, control and reporting

2. Information of Course Matter

2.1. Course	Strategic Management		2.2. Subject code	BA317.4			
2.3. Course Leader/ Seminar Tutor	PhD. Lecturer Dârja Mălina						
2.4. Seminar Tutor	PhD. Asist. Nichita Anca						
2.5. Academic Year	III	2.6. Semester	I	2.7. Type of Evaluation (E – final exam/C-examination /VP)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	Op

3. Course Structure (Weekly number of hours)

3.1. Weekly number of hours	4	3.2. course	2	3.3. seminar, laboratory	2
3.4. Total number of hours in the curriculum	56	3.5. course	28	3.6. seminar, laboratory	28
Allocation of time:					hours
Individual study of readers					35
Documentation (library)					20
Home assignments, Essays, Portfolios					10
Tutorials					2
Assessment (examinations)					2
Other activities.....					-

3.7 Total number of hours for individual study	69
3.9 Total number of hours per semester	125
3.10 number of ECTS	5

4. Prerequisites (where applicable)

4.1. curriculum-based	-
4.2. competence-based	

5. Requisites (where applicable)

5.1. course-related	- for courses: slides, informative materials - for students: edited course support - technical equipment: laptop, video projector
5.2. seminar/laboratory-based	- for seminar: informative materials - technical equipment: laptop, video projector

6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

Professional competences	C1. Knowledge and understanding of the fundamental concepts, theories and methods in the field and specialty area; their adequate use in professional communication; C2. Use of the fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field
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	C3. Application of fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualitative assistance C4. Adequate use of standard assessment methods and criteria in order to evaluate the quality, merit and limits of several processes, programs, projects, concepts, methods and theories C5. The drawing up of professional projects by using methods and principles acknowledged in the field
Transversal competences	-

7. Course objectives (as per the programme specific competences grid)

7.1 General objectives of the course	<i>To develop the student's capacity to use specific concepts of strategic management in economic practical activity</i>
7.2 Specific objectives of the course	<ul style="list-style-type: none"> - to provide the minimum knowledge in the field of strategic management - to form the managerial economic thinking by means of strategic management - to assimilate systems, methods and techniques specific to strategic management

8. Course contents

8.1 Course (learning units)	Teaching methods	Remarks
Course 1. Chapter 1. The process of strategic management – 2 hours 1.1. Strategic management – definition and concept	Lecture Conversation	Students may use printed course support or other library resources for information
Course 2. Chapter 1. The process of strategic management – 2 hours 2.1. Characteristics of strategic management	Lecture Conversation	Students may use printed course support or other library resources for information
Course 3. Chapter 1. The process of strategic management – 2 hours 3.1. Strategic management and competitions 3.2. Strategic management process 3.3. Strategic entry analysis	Lecture Conversation Video support Analyses, case studies	Students may use printed course support or other library resources for information
Course 4. Chapter 1. The process of strategic management – 2 hours 4.1. Strategic intention and strategic mission 4.2. Holders of the interests in a business organisation 4.3. Persons in charge with the organisation strategy (strategists) 4.4. Advantages and limits of strategic management	Lecture Conversation Exemplifications Problem solving Opponent dialogue	Students may use printed course support or other library resources for information
Course 5. Chapter 2. Analysis of the internal environment – 2 hours 5.1. Process for internal environment analysis 5.2. Company resources 5.3. Company capabilities.	Lecture Conversation Exemplifications	Students may use printed course support or other library resources for information
Course 6. Chapter 2. Analysis of the internal environment – 2 hours 6.1. Analysis of the company valuable creative activity 6.2. Company performance competencies 6.3. Factors that influence the attainment of competitive advantages	Lecture Conversation Analyses, case studies	Students may use printed course support or other library resources for information
Course 7. Chapter 3. Analysis of inputs from the external environment – 2 hours Company performance competencies. Factors that influence the attainment of competitive advantages 7.1. Analysis of company valuable creative activity 7.2. The globalisation process 7.3. Process for external environment analysis	Lecture Conversation Exemplifications	Students may use printed course support or other library resources for information
Course 8. Chapter 3. Analysis of inputs from the external environment – 2 hours 8.1. The subjective character of environmental analysis	Lecture Conversation Exemplifications	Students may use printed course support or other

8.2. General external environment analysis		library resources for information
Course 9. Chapter 3. Analysis of inputs from the external environment– 2 hours 9.1. Industry environment analysis 9.2. Competitor analysis	Lecture Conversation Exemplifications	Students may use printed course support or other library resources for information
Course 10. Chapter 4. Modern approaches to the company's strategy– 2 hours 10.1. Concept of strategy – origin and evolution 10.2. Components of a strategy	Lecture Conversation Exemplifications	Students may use printed course support or other library resources for information
Course 11. Chapter 4. Modern approaches to the company's strategy– 2 hours 11.1. Components of a strategy	Lecture Problem solving	Students may use printed course support or other library resources for information
Course 12. Chapter 4. Modern approaches to the company's strategy– 2 hours Strategy typology 12.1. Strategy typology at company level	Lecture Conversation Exemplifications Problem solving	Students may use printed course support or other library resources for information
Course 13. Chapter 4. Modern approaches to the company's strategy– 2 hours 13.1. Business strategies - Igor Ansoff's approach - Michael Porter's approach - Henry Mintzberg's approach	Lecture Conversation Exemplifications	Students may use printed course support or other library resources for information
Course 14. Chapter 4. Modern approaches to the company's strategy– 2 hours 14.1. Functional strategies	Lecture Conversation Exemplifications Video support Analyses, case studies	Students may use printed course support or other library resources for information
References Dârja (Cordoş) Mălina, Management strategic, suport de curs, Seria Didactica, 2017 Istocescu Amedeo, Strategia și managementul strategic al organizației. Concepte fundamentale. Aplicații manageriale, Editura ASE, București Popa Ion, Management general, Editura ASE, București Popa Ion, Ghid de realizare a strategiei, Editura ASE, București O. Nicolescu, <i>Strategii manageriale de firmă</i> , Editura Economică, București, 1998, biblioteca Catedrei de Management Marketing		
Seminars-laboratories	Teaching methods	
S1. Model of elaborating the general strategy of a company. The importance of the strategy in the Romanian companies 2 hours	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course holder Popa Ion, Ghid de realizare a strategiei, Editura ASE, București
S2. Foundation of the general strategy of a company The premises of the strategy Establishing the life cycle phase of the company Using the A.D.Little method in establishing the premises of the strategy Choosing the model according to the situation of the company on the market	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course holder

Differentiation of the model according to the nature and age of the industry 2 hours		Popa Ion, Ghid de realizare a strategiei, Editura ASE, București
S3. Stakeholder consideration 2 hours	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course holder Popa Ion, Ghid de realizare a strategiei, Editura ASE, București
S4. Establishing the place and role of the organization in the field of activity External diagnosis 2 hours	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course holder Popa Ion, Ghid de realizare a strategiei, Editura ASE, București
S5. Prior documentation to collect and systematize data on the main areas of activity of the company 2 hours	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course holder Popa Ion, Ghid de realizare a strategiei, Editura ASE, București
S6. The organizational system The decision-making system The methodological system The information system 2 hours	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course holder Popa Ion, Ghid de realizare a strategiei, Editura ASE, București
S7. Identification of significant symptoms Analysis of economic viability Management viability analysis Economic and managerial strengths Formulation of strategic-tactical recommendations 2 hours	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course holder

		Popa Ion, Ghid de realizare a strategiei, Editura ASE, București
<p>S8. Strategy development Formulation of the company's mission Clarification of the fundamental objectives Establish strategic modalities (options) Sizing the necessary resources Establishing deadlines</p> <p>2 hours</p>	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course holder Popa Ion, Ghid de realizare a strategiei, Editura ASE, București
<p>S9. Research and Development Strategy Functional production strategies Functional financial-accounting strategies Marketing strategies Staff functional strategies</p> <p>2 hours</p>	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course holder Popa Ion, Ghid de realizare a strategiei, Editura ASE, București
<p>S10. Formulating the global policies and the partial policies of the company</p> <p>2 hours</p>	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course holder Popa Ion, Ghid de realizare a strategiei, Editura ASE, București
<p>S11. Implementation of the strategy</p> <p>2 hours</p>	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course holder Popa Ion, Ghid de realizare a strategiei, Editura ASE, București
<p>S12. Evaluation of the strategy</p> <p>2 hours</p>	Conversation Exemplifications	minimum required bibliographic sources: course support, Seminar book made available to students by the course holder

		Popa Ion, Ghid de realizare a strategiei, Editura ASE, București
S13. Presentation of projects 2 hours	Conversation Exemplifications	
S14. Presentation of projects 2 hours	Conversation Exemplifications	
References Dârja (Cordoș) Mălina, Management strategic, suport de curs, Seria Didactica, 2017 Istocescu Amedeo, Strategia și managementul strategic al organizației. Concepte fundamentale. Aplicații manageriale, Editura ASE, București Popa Ion, Management general, Editura ASE, București Popa Ion, Ghid de realizare a strategiei, Editura ASE, București O. Nicolescu, <i>Strategii manageriale de firmă</i> , Editura Economică, București, 1998, biblioteca Catedrei de Management Marketing		

9. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme

The content of this file and implicitly of the course is the result of consulting information related to the business environment requirements, requirements that we became aware of during meetings with representatives of the business environment within the CEAC committees for the study programs of the Faculty of Economic Sciences.
The pragmatic nature of the discipline, resulting from the operationalization of the main activities specific to the organizations, is in accordance with the requirements of the contemporary economic community.

10. Assessment

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>Correct and complete solving of exam topics</i>	Written test examination.	70%
10.5 Seminar/laboratory	<ul style="list-style-type: none"> - <i>Correctness and completeness in drawing up of practical works</i> - <i>Paper scientific content</i> 	<ul style="list-style-type: none"> <i>Verification during the semester</i> <i>Practical works/Paper writing</i> 	30%
10.6 Minimum performance standard:	<ul style="list-style-type: none"> - have a complete portfolio of practical works from the seminar - define the main terms used in strategic management - identify and describe the main components of the strategy - to identify and correctly describe the main stages in the elaboration of an organization's strategy - define the main types of strategies used by an organization The presentation of the students is subject to: 1. attendance at the seminar in a proportion of at least 80% 2. attendance at least 70% Students absent from the seminars have the possibility to recover the seminars by supporting a project (on the subject of the course and the seminar) before the exam. The theme of the project will be given by the seminar holder Students absent from the courses will be penalized with 1 point in the final grade if they do not have a minimum attendance of 70%.		

Submission date
10.09.2021

Course leader signature
Lecturer Ph.D. Dârja Mălina.

Seminar tutor signature
Ph.D. Asist. Nichita Anca

Date of approval by Department members

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Department director signature

Lecturer Ph.D. Maican Silvia