

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Administration
1.8. Language of study	English
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	Strategic management									
2.2. Code	19.0254IF1.2-0001									
2.3. Year of study	1	2.4. Semester	2	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	6	
2.8. Leaders	C(C)	Asociat dr. CHAILAN CLAUDE								
	S(S)	Asociat dr. CHAILAN CLAUDE								
	C(C)	prof.univ.dr. BRATIANU Constantin					constantin.bratianu@fabiz.ase.ro			
	S(S)	prof.univ.dr. BRATIANU Constantin					constantin.bratianu@fabiz.ase.ro			

3. Estimated Total Time

3.1. Number of weeks	14.00		
3.2. Number of hours per week	3.00	of which	
		C(C)	2.00
		S(S)	1.00
3.3. Total hours from curriculum	42.00	of which	
		C(C)	28.00
		S(S)	14.00
3.4. Total hours of study per semester (ECTS*25)	150.00		
3.5. Total hours of individual study	108.00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	30.00		
Additional documentation in the library, on specialized online platforms and in the field	10.00		
Preparation of seminars, labs, assignments, portfolios and essays	30.00		
Tutorials	10.00		
Examinations	8.00		
Other activities	20.00		

4. Prerequisites

4.1. of curriculum	<ul style="list-style-type: none">• Business management• Business strategies• Change management
4.2. of competences	C2.2. Explication and interpretation of relations between organization entities. C2.3. Using adequate methods for problem solutions concerning organizations structures.

5. Conditions

for the C(C)	<ul style="list-style-type: none">• Classroom with computer and video-projector
for the S(S)	<ul style="list-style-type: none">• Classroom with computer and video-projector

6. Acquired specific competences

	C1	Identification, interpretation and contextual use in Romanian and English, in an integrated manner, of business administration concepts in the context of a competitive economy
	C2	Development, implementation and evaluation of business strategies efficiency
	C3	Design and redesign of complex business processes in accordance with the principles of efficiency and ethics.

7. Objectives of the discipline

7.1. General objective	<ul style="list-style-type: none">• Capacity development for elaboration and implementation of business strategies in order to achieve competitive advantage.
7.2. Specific objectives	<ul style="list-style-type: none">•Developing strategic thinking.•Developing the capacity to develop business strategies•Developing the capacity to implement business strategies

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	1. Strategic thinking in business	Interactive methods and using media technology	
2	2. Strategies for internal development	Interactive methods and using media technology	
3	3. Strategies for external environment development. Acquisitions and mergers	Interactive methods and using media technology	
4	14. Strategic audit	Interactive methods and using media technology	
5	13. Risks evaluation	Interactive methods and using media technology	
6	12. Quantitative and qualitative evaluation of strategies	Interactive methods and using media technology	
7	11. Strategy implementation. Balance Scorecard	Interactive methods and using media technology	
8	10. Scenarios for business	Interactive methods and using media technology	
9	9. Strategies for disinvestment	Interactive methods and using media technology	
10	8. Strategies for cooperation between organizations. Networks and clusters	Interactive methods and using media technology	
11	7. Strategies for innovation	Interactive methods and using media technology	
12	6. Strategies for internationalization	Interactive methods and using media technology	
13	5. Strategies for business consolidation	Interactive methods and using media technology	
14	4. Diversification strategies. Horizontal, vertical and lateral integration	Interactive methods and using media technology	

Bibliography

- 1. Johnson, G., Whittington, R., Scholes, K. , Exploring strategy. Text & Cases, 9th Edition, Prentice Hall, Harlow, 2011
- 2. Carpenter, M.A., Sanders, Wm.G. , Strategic management. Concepts and cases, Pearson/Prentice Hall, Upper Saddle River, NJ, 2007

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	7. Strategies for innovation – Case study	Interactive methods and using media technology and case studies	
2	8. Strategies for cooperation between organizations. Networks and clusters – Case study	Interactive methods and using media technology and case studies	
3	9. Strategies for disinvestment – Case study	Interactive methods and using media technology and case studies	
4	10. Scenarios for business – Case study	Interactive methods and using media technology and case studies	
5	11. Strategy implementation. Balance Scorecard – Case study	Interactive methods and using media technology and case studies	
6	12. Quantitative and qualitative evaluation of strategies – Case study	Interactive methods and using media technology and case studies	
7	13. Risks evaluation – Case study	Interactive methods and using media technology and case studies	
8	14. Strategic audit – Case study	Interactive methods and using media technology and case studies	
9	6. Strategies for internationalization – Case study	Interactive methods and using media technology and case studies	
10	5. Strategies for business consolidation – Case study	Interactive methods and using media technology and case studies	
11	4. Diversification strategies. Horizontal, vertical and lateral integration – Case study	Interactive methods and using media technology and case studies	
12	3. Strategies for external environment development. Acquisitions and mergers – Case study	Interactive methods and using media technology and case studies	
13	2. Strategies for internal development – Case study	Interactive methods and using media technology and case studies	
14	1. Strategic thinking in business – Case study	Interactive methods and using media technology and case studies	

Bibliography

- 1. Johnson, G., Whittington, R., Scholes, K. , Exploring strategy. Text & Cases, 9th Edition, Prentice Hall, Harlow, 2011
- 2. Carpenter, M.A., Sanders, Wm.G. , Strategic management. Concepts and cases. , Pearson/Prentice Hall, Upper Saddle River, NJ, 2007

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The course content has been correlated with the requirements of the Romanian business environment through a series of meetings and professions debates.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Final examination	Written examination	60.00
10.2. S(S)	Progressive evaluation	Case studies, homework	40.00
10.3. Final assessment			
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	• 50%		

Date of listing,
06/06/2020

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,