

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	International Business and Economics
1.3. Departments	Department of Management
1.4. Field of study	Applied modern languages
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Applied Modern Languages
1.8. Language of study	Romanian, English, French
1.9. Academic year	2022-2023

## 2. Information on the discipline

2.1. Name	<b>Management</b>								
2.2. Code	<b>22.0223IF2.1-0006</b>								
2.3. Year of study	<b>2</b>	2.4. Semester	<b>1</b>	2.5. Type of assessment	<b>Test</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>2</b>
2.8. Leaders	C(C)	<b>lect.univ.dr. BRAICU Cezar</b>					cezar.braicu@man.ase.ro		
	S(S)	<b>lect.univ.dr. BRAICU Cezar</b>					cezar.braicu@man.ase.ro		

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	2.00 of which
	C(C) 1.00
	S(S) 1.00
3.3. Total hours from curriculum	28.00 of which
	C(C) 14.00
	S(S) 14.00
3.4. Total hours of study per semester (ECTS*25)	50.00
3.5. Total hours of individual study	22.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	7.00
Additional documentation in the library, on specialized online platforms and in the field	5.00
Preparation of seminars, labs, assignments, portfolios and essays	6.00
Tutorials	2.00
Examinations	2.00
Other activities	

## 4. Prerequisites

4.1. of curriculum	Basic knowledge of economics and business
4.2. of competences	- Communication in English - Teamwork - Computer literacy (Microsoft Office Basic Level - Word, Excel, PowerPoint)

## 5. Conditions

for the C(C)	Lectures will be held in classes equipped with internet access and multimedia teaching equipment
for the S(S)	

## 6. Acquired specific competences

PREFESSIONAL	C4	Organizing professional, scientific and cultural events that require professional and institutional communication competences in languages A, B and C (company and product/service presentations and formal events, fairs and exhibitions);
PREFESSIONAL	C5	Networking in various institutional contexts (institutions, business entities, NGOs) and use of general and semi-specialized knowledge in professional fields applicable to the specialization undertaken

## 7. Objectives of the discipline

7.1. General objective	Development of knowledge, skills and behaviours necessary for managing an organization
7.2. Specific objectives	Cunoașterea și folosirea conceptelor de bază ale managementului. Folosirea metodelor și tehnicilor specifice de management. Dezvoltarea capacității de analiză a unor aspecte manageriale concrete din cadrul unei organizații. Dezvoltarea capacității studenților de a lucra în cadrul unei echipe.

## 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introductory course. Presentation of objectives and skills that will be acquired through learning, of the requirements and continuous and final assessment methods	PowerPoint presentation, student interaction	
2	Theoretical foundations of management. Management concept. Management schools. Managerial functions. The management process. Organizing system. Structure, processes, informal structure, specific documents to formalize organizing	PowerPoint presentation, student interaction	
3	Information system. Defining the organization's information system, information system components, informatic management systems, communication	PowerPoint presentation, student interaction	
4	Decision system. Definition, classification, stages of decision-making, decision-making methods and techniques, methods for stimulating creativity in decision-making	PowerPoint presentation, student interaction	
5	Strategic management of an organization. Business and corporate strategy. Organization's strategic options	PowerPoint presentation, student interaction	
6	Organization and the external environment. Exploring the macro-environment (PESTEL) and the micro-environment (Porter's five forces model). Exploring the internal environment. Resources and competitive advantage. SWOT analysis.	PowerPoint presentation, student interaction	
7	Leadership, negotiation and business ethics. Organizational culture. International strategies	PowerPoint presentation, student interaction	
8			

***Bibliography***

- Deac, V. (coord.), Management, ASE, Bucuresti, 2016
- Robbins, S.; Delenzo, D.; Coulter, M., Fundamentals of Management – Essential Concepts and Applications, 8th edition, Pearson, 2013
- Robbins, S.; Coulter, M., Management, Prentice Hall, Upper Saddle River, 2007

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introductory seminar. Presentation of participants, seminar presentation, presentation of the assessment methods, establishing requirements for participation in debates, establishing deadlines. Business strategy. Case study - Negotiation	Presentations, student interaction, debate, case study	
2	Project presentations	Presentations, question and answer, debate	
3	Project management	Game, debriefing, critical thinking	
4	Work motivation	Self-assessment questionnaires, case studies	
5	Information and communication	Games, debriefing, debate	
6	Managerial simulation. Tools and techniques for decision-making.	Simulation, debriefing, critical thinking,	
7	Project presentations	Presentations, question and answer, debate	
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***Bibliography***

- Deac, V. (coord.), Management, ASE, Bucuresti, 2016
- Carpenter, M.A.; Sanders, W.G., Strategic Management: A Dynamic Perspective. Concepts and Cases (2nd edition), Pearson Education, Upper Saddle River, 2009

**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**

- Discussing the contents with colleagues who teach the same subject in other universities in the country and in the European Union Member States;
- Discussing with the most representative employers in the field.

### 10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Involvement in debates based on case studies, active involvement	Seminars attendance and quality of interventions	30.00
10.2. S(S)	Involvement in debates based on case studies, active involvement	Seminars attendance and quality of interventions	10.00
10.3. S(S)	Managerial simulation	Team final results and individual involvement	10.00
10.4. Final assessment	Level of assimilation of theoretical knowledge and students' ability to apply them in practice	Written test	50.00
10.5. Modality of grading	Whole notes 1-10		
10.6. Minimum standard of performance	5 (five)		

Date of listing,  
06/13/2026

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,