

# 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	Entrepreneurship and Business Administration
1.8. Language of study	English
1.9. Academic year	2019-2020

## 2. Information on the discipline

2.1. Name	<b>Strategic management</b>								
2.2. Code	<b>19.0244IF1.2-0001</b>								
2.3. Year of study	<b>1</b>	2.4. Semester	<b>2</b>	2.5. Type of assessment	<b>Exam</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>6</b>
2.8. Leaders	C(C)	<b>lect.univ.dr. NISTOREANU BOGDAN-GABRIEL</b>				bogdannistoreanu@yahoo.co.uk			
	S(S)	<b>lect.univ.dr. NISTOREANU BOGDAN-GABRIEL</b>				bogdannistoreanu@yahoo.co.uk			

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	4.00 of which
	C(C) 2.00
	S(S) 2.00
3.3. Total hours from curriculum	56.00 of which
	C(C) 28.00
	S(S) 28.00
3.4. Total hours of study per semester (ECTS*25)	150.00
3.5. Total hours of individual study	94.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	
Additional documentation in the library, on specialized online platforms and in the field	
Preparation of seminars, labs, assignments, portfolios and essays	44.00
Tutorials	
Examinations	50.00
Other activities	

## 4. Prerequisites

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

## 5. Conditions

for the C(C)	• Classroom with computer and video-projector
for the S(S)	• Classroom with computer and video-projector

## 6. Acquired specific competences

	C1	Identification, analysis, interpretation and development of the business management concepts in Anglo-Saxon space
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## 7. Objectives of the discipline

7.1. General objective	• 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"> <li>• Dezvoltarea unei gândiri strategice.</li> <li>• Dezvoltarea capacității de elaborare a strategiilor de afaceri</li> <li>• Dezvoltarea capacității de implementare a strategiilor de afaceri</li> <li>• Dezvoltarea competențelor fundamentale pentru obținerea avantajului competitiv</li> </ul>

## 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	4. Diversification strategies. Horizontal, vertical and lateral integration	Interactive methods and using media technology	
5	5. Strategies for business consolidation	Interactive methods and using media technology	
6	6. Strategies for internationalization	Interactive methods and using media technology	
7	7. Strategies for innovation	Interactive methods and using media technology	
8	8. Strategies for cooperation between organizations. Networks and clusters	Interactive methods and using media technology	
9	9. Strategies for disinvestment	Interactive methods and using media technology	
10	10. Scenarios for business	Interactive methods and using media technology	
11	11. Strategy implementation. Balance Scorecard	Interactive methods and using media technology	
12	12. Quantitative and qualitative evaluation of strategies	Interactive methods and using media technology	
13	13. Risks evaluation	Interactive methods and using media technology	
14	14. Strategic audit	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
- 3. David, R.F. , Strategic management. Concepts and cases. 11th edition, Pearson/Prentice Hall, Upper Saddle River, NJ, 2007
- 4. Wheelen, T.L., Hunger, J.D. , Strategic management and busienss policy, 11th edition, Pearson/Prentice Hall, Upper Saddle River, NJ, 2008
- 5. Porter, M. , Competitive advantage. Creating and sustaining superior performance, The Free Press, New York, 1998

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

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- 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
- 3. David, R.F. , Strategic management. Concepts and cases. 11th edition, Pearson/Prentice Hall, Upper Saddle River, NJ, 2007
- 4. Wheelen, T.L., Hunger, J.D. , Strategic management and business policy, 11th edition, Pearson/Prentice Hall, Upper Saddle River, NJ, 2008
- 5. Porter, M. , Competitive advantage. Creating and sustaining superior performance, The Free Press, New York, 1998

### **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 professional debates.

**10. Assessment**

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

Date of listing,  
12/17/2019

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,