

COURSE OUTLINE

COURSE TITLE	STRATEGIC MANAGEMENT				CODE:			
YEAR OF STUDY	SEMESTER		COURSE STATUS (C-COMPULSORY/O-OPTIONAL/E-ELECTIVE)					
NUMBER OF HOURS PER WEEK		TOTAL NUMBER OF HOURS PER SEMESTER	TOTAL NUMBER OF SELF-STUDY HOURS	CREDITS	TYPE OF ASSESSMENT (MT-MID-TERM, O-ORAL EXAM, M-MIXED)	LANGUAGE OF TEACHING		
2		42		5		EN		
COURSE COORDINATOR		ACADEMIC TITLE, FIRST NAME, LAST NAME				DEPARTMENT		
		ASIST. LECTURER RUXANDRA CIULU, Ph.D.				Business Administration		
PREREQUISITE COURSES		Management						
COURSE OBJECTIVES		Main objective: Performing the strategic diagnosis of the organization.						
		SPECIFIC OBJECTIVES: <u>KNOWLEDGE</u> , <u>ABILITIES</u> AND/OR <u>COMPETENCIES</u> i) <u>Cognitive competencies (knowledge)</u> Knowledge of competitive and relational strategies. ii) <u>Functional competencies (abilities and competencies: applying knowledge to a particular context)</u> Evaluating and implementing strategies within an organization. iii) <u>Personal competencies</u> Knowledge and art of mobilizing an organization for drawing a strategic plan. iv) <u>General competencies</u> Proving manager's distinctive competency.						
COURSE OUTLINE		NAME OF CHAPTER/ TOPIC				No. of hours		
		<ul style="list-style-type: none"> - COMPANU STRATEGY - GENERIC COMPETITIVE STRATEGIES - SPECIFIC COMPETITIVE STRATEGIES - STRATEGIES IN FRAGMENTED SECTORS - CORPORATE STRATEGIES - TECHNOLOGICAL STRATEGIES - INOVATIVE STRATEGIES - ANTREPRENORIAL STRATEGIE - BUSINESS INTERNATIONALIZATION STRATEGY - STRATEGIC ALLIANCES BETWEEN NON-COMPETITIVE COMPANIES - STRATEGIC ALLIANCES BETWEEN COMPETITIVE COMPANIES - PECULIARITIES OF ROMANIAN COMPANIES - ATTACKING THE LEADER - MEANS OF STRATEGY FORMULATION AND IMPLEMENTATION 				2 2 2 2 2 2 2 2 2 2 2 2 2 2		
SEMINAR/LAB TOPICS		Strategies, methods and techniques for stimulating creativity within organizations. Quantitative methods for calculating estimates results.						

TEACHING METHODS	Free teaching, interactive methods, free discussions.
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BIBLIOGRAPHY	<ul style="list-style-type: none"> - J.M. Higgins, J.W.Vincze, <i>Strategic Management. Text and Cases</i>, The Dryden Press, 4th edition, 1989 - A.A. Thompson, A.J. Strickland, <i>Strategic Management. Concepts and Cases</i>, Irwin, Homewood-Illinois, 4th edition, 1987 - G. Saloner, A. Shepard, J. Podolny, <i>Strategic Management</i>, John Wiley & Sons, 2001 - F. R. David, <i>Strategic Management: Concepts and Cases</i>, 12th edition, 2008
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ASSESSMENT	TERMS	Writing and presenting the project, being present for the final evaluation
	CRITERIA	Theoretical and practical knowledge
	TYEPES	Semester project, examination
	FINAL GRADE FORMULA	50% evaluation during semester, 50% final examination