

STRATEGIC MANAGEMENT AND BUSINESS DEVELOPMENT



FACULTY OF ECONOMICS AND LAW



STRATEGIC MANAGEMENT AND BUSINESS ADMINISTRATION

DEGREE TYPE UPON GRADUATION:

Master's Degree

DURATION:

2 years (4 semesters)

LANGUAGE:

English

ECTS POINTS:

120

PROGRAMME DESCRIPTION

The mission of the study programme is to train specialists with skills in the field of strategic management and business development, able to lead, manage and develop economically functional organizations/companies in a global market, in a knowledge economy and in a constantly changing business environment

TUITION:

EU citizens: 3400 RON (approx. € 680)

Non-EU citizens: € 1980

ENTRY REQUIREMENTS:

- Average of undergraduate study years
- Multiple-Choice Test

REASONS TO CHOOSE THIS PROGRAMME:

- To assess the opportunities and risks specific to the business environment in order to choose the best solutions.
- To develop decision-making scenarios and make predictions about their potential impact.
- To apply strategic management systems under circumstances of certainty, uncertainty and risk.
- To capitalize on entrepreneurial skills in a competitive environment
- To analyze market information to make the best business decisions.

CAREER OPPORTUNITIES

- Industry
- Trade
- Services
- Tourism
- Consultancy



PROGRAMME DETAILS

I st YEAR OF STUDY					
I st SEMESTER			II nd SEMESTER		
Subjects	ECTS	Type of assessment	Subjects	ECTS	Type of assessment
Management Methods and Techniques	8	E	Marketing Strategies and Policies	5	E
Organizational Culture and Behavior	8	E	Negotiation and Partnership	5	C
Strategic Management of Career and Employee Development	8	E	Integrated Quality Management	5	E
Rhetoric and Argumentation in the Organizational Environment: Strategies and Situations	4	C	Decisional Simulations	7	E
Ethics and Academic Integrity	2	E	Business Development Strategies Through Projects	8	C

II nd YEAR OF STUDY					
I st SEMESTER			II nd SEMESTER		
Subjects	ECTS	Type of assessment	Subjects	ECTS	Type of assessment
Competitive Environment and Business Competitiveness	7	E	Decision Making based on Operational Research Methods	7	E
Organizational Change Management	7	E	Business Plan for Entrepreneurs	8	E
Technology Transfer Management in the Context of Globalization	7	E	Strategies, Methods and Techniques for Sales Development	6	E
Internship	3	C	Discursive Practice in Business. Applied Skills	2	C
			Methodology of Scientific Research for the Master's Dissertation	3	C
			Defending and Passing the Master's Exam*		E
<i>Optional discipline</i>			<i>Optional Course Unit:</i>		
- Customer Satisfaction Analysis	6	C	Strategies and Policies for Sustainable Business Development	4	C
- Quantitative and Qualitative Market Research			Tertiary Sector Development Strategies		

* - the course credit points are not taken into account in the semi-annual credit points

*V= test taken in the last two weeks of the semester (about 10% of the final grade)

*C= test taken in the last two weeks of the semester (about 30% of the final grade)

*E= exam taken during the exam period (at least 50% of the final grade)



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