

SYLLABUS

Decision Making by Methods of Operational Research

2018-2019

1. Program information

1.1	Higher education institution	University of Pitești
1.2	Faculty	Faculty of Economics and Law
1.3	Department	Management and Business Administration
1.4	Field of studies	Management
1.5	Cycle of studies	Master
1.6	Program of studies	Strategic Management and Business Development

2. Course information

2. Course information						Decision Making by Methods of Operational Research					
2.1	Name					PhD Associate Professor Doruleț GRĂDINARU					
2.2	Course teacher					PhD Assistant Professor Doruleț GRĂDINARU					
2.3	Seminar teacher					PhD Assistant Professor Doruleț GRĂDINARU					
2.4	Year of studies	II	2.5	Semester	I	2.6	Evaluation type	E	2.7	Course type	mandatory

3. Total estimated time

3.1	Number of hours per week	4	3.2	of which course	2	3.3	S / L / P	1 + 1
3.4	Total hours from curriculum	56	3.5	of which course	28	3.6	S / L / P	14 + 14
Time distribution								hours
Study the textbook, course support, bibliography and notes								60
Further reading in the library, on the online platforms and field								50
Preparing seminars, homework, portfolios and essays								50
Tutoring								6
Examinations								2
Other activities								1
3.7	Total hours of individual study	169						
3.8	Total hours per semester	225						
3.9	Number of credits	9						

4. Prerequisites

4.1	of curriculum	The basics of Management and Mathematics Applied in Economics
4.2	of competences	Capacity of analysis, synthesis, divergent thinking

5. Requirements

5.1	for courses	Endowment of the lecture rooms with video projectors
5.2	for seminars	This seminar room should be equipped with a video projector and computers

6. Specific acquired competences

Professional competences	C2-Making decision scenarios and forecasting their potential impact – 3 CP; C3-Assuming the business decision and planning its implementation – 3 CP; C4-Appling strategic management systems under certainty, uncertainty and risk – 3 CP.
Transversal competences	

7. Course objectives (based on the specific acquired competences)

7.1 General objective	The course Decision Making by Methods of Operational Research transmits the students the need to implement sustainable development strategies and policies, evaluated in a coordinated way and taken into account in decision making. Developing students' abilities and skills of using the main methods of operational research in decision making on mathematical bases.
7.2 Specific objectives	<i>A. Cognitive objectives</i> 1. Knowing and understanding the concept of operational research; 2. Working with algorithms specific to decision theory and optimization processes; 3. Acquiring linear programming models, graph theory, game theory and decision theory; 4. Explaining, interpreting and approaching scientifically the complex problems that occur in company management, in order to develop the best decisions;

	<p>5. Defining correctly the subject of "Decision Making by Methods of Operational Research" and establishing its connections with other economic sciences.</p> <p><i>B. Procedural objectives</i></p> <ol style="list-style-type: none"> 1. Solving applications and case studies related to decision making using algorithms of operational research; 2. Identifying concrete situations to apply the methods of operational research; 3. Familiarizing students with completing the steps of operational research in solving the problems of an organization; <p><i>C. Attitudinal objectives</i></p> <ol style="list-style-type: none"> 1. Ability to work in a team 2. Respectin the rules of professional deontology based on explicit value
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8. Contents

8.1. Course		No. of hours	Teaching methods	Observations Resources
1	THE THEORY OF DECISION 1.1 The economic decision-making process 1.2 Methods and management techniques using elements of theory of decision	4	- lecture - debate with fictitious opponent - graphic organizer	(Other) resources used: Short presentations in Power Point for the stimulation of the reflection
2	LINEAR PROGRAMMING AS MATHEMATICAL METHOD OF SOLVING OPTIMIZATION PROBLEMS 2.1 Economic problems leading in linear programming models 2.2 The mathematical form a problem of P.L. 2.3 Elements on vectorial space 2.4 Solutions of a linear programming problem	4		
3	SIMPLEX PRIMAL ALGORITHM 3.1 The mathematic bases of the Primal Simplex method. Simplex tabel. Algorithm description 3.2 Simplex algorithm for different types of problems	4		
4	DUALITY IN LINEAR PROGRAMMING. SIMPLX DUAL ALGORITHM 4.1 Duality in linear programming 4.2 Simplex dual algorithm	4		
5	THE USE OF LINEAR PROGRAM IN THE PRACTICAL SOLVING OF TRANSPORT PROBLEMS IN LOGISTICS OF THE ENTERPRISE 5.1 Solving transport problems unbalanced type 5.2 Solving balanced type transport problems	4		
6	FORRESTER SIMULATION METHOD IN THE MANAGEMENT OF DYNAMIC SYSTEMS 6.1 Economic-mathematical modeling, the bases of foundation and decision-making 6.2 The Forrester simulation	4		
7	THE USE OF FORRESTER TECHNIQUES IN THE MODELING OF TRANSPORT PROBLEMS 7.1 Transport of primary materials, materials and goods 7.2 The use of Forrester techniques in the management transport undertakings	4		

Bibliography

1. Grădinaru, D., **Decision making by methods of operational research**, Lecture Notes in Electronic Form, 2017
2. Sven Ove Hansson, Decision Theory. A Brief Introduction, Royal Institute of Technology (KTH) Stockholm http://web.science.unsw.edu.au/~stevensherwood/120b/Hansson_05.pdf, 2013
3. James A. Brickley, Clifford W. Smith, Jerold L. Zimmerman, Managerial economics and organizational architecture, McGraw-Hill / Irwin, 2009
4. Denis Bouyssou Didier Dubois Marc Pirlot Henri Prade, Decision-making Process, Concepts and Methods, John Wiley & Sons, Inc. London, UK, <https://onlinelibrary.wiley.com/doi/pdf/10.1002/9780470611876.fmatter>, 2009
5. Giovanni Parmigiani, Lurdes Y. T. Inoue, Hedibert F. Lopes, Decision Theory Principles and Approaches, John Wiley & Sons Ltd, United Kingdom, https://www.webdepot.umontreal.ca/Usagers/perronf/MonDepotPublic/stt2100/Decision_theory.pdf, 2009

8.2. Seminar		No. of hours	Teaching methods	Observations Resources
1	The mathematical form a problem of P.L. Solutions of a linear programming problem Methods of solving decisional, multicriterial problems in conditions of certainty, without utilities	1	- Questioning - Debate - Working group - Conversation - Heuristic approach	Case study, homework presentation, check list Computer assisted instruction, modeling
2	Forms of presentation of a linear programming problem Combined use of the variable variables and artificial variables to obtain the standard work form Switching from canonical form to standard form	2		
3	Simplex algorithm for initial solution problems Simplex algorithm without initial solutions and form restrictions Simplex algorithm without initial solutions and form restrictions $Ax = b, b \geq 0, x \geq 0$ / 59 Simplex algorithm for problems without initial solutions and form < restrictions $Ax=b, b \geq 0, x \geq 0$ / >	4		
4	Determining the Optimal Solution of a P.L. through its duality The dual simplex algorithm for dual-core solutions - basic issues Dual simplex algorithm for problems without dual possible basic solution	2		
5	Determining the optimal solution Determining a possible basic, non-generated, initial solution	1		
6	Microstructure of the feedback loop, consideration of the time factor and axioms of the structure Other examples of Forrester simulations The equation model of a dynamic system and basic structures used in building dynamic Flow diagram of a dynamic system	2		
7	The use of Forrester techniques in the management transport undertakings	2		
Project 1. Presentation of the company 1.1. Object of activity 1.2. Characterization of the products (services) of the company 1.3. Structural organization 1.4. Possible changes that took place within the company 2. Application of management methods and techniques using the decision theory 2.1. . Models of LP problems. Explaining a linear program 2.2. The dual simplex algorithm. Obtaining a dual explicit form 2.3. Getting the starting solution. Determining the optimal solution 2.4. Hamiltonian roads and circuits. The problem of optimum value tree 2.5. Deterministic and stochastic models of storage. Determining the safety stock 3. Proposals for the increase of the efficiency of the company by emphasizing the creative side of the management		4 6 4		
Bibliography 1. Grădinaru, D., Decision making by methods of operational research , Lecture Notes in Electronic Form, 2017 2. Sven Ove Hansson, Decision Theory. A Brief Introduction, Royal Institute of Technology (KTH) Stockholm http://web.science.unsw.edu.au/~stevensherwood/120b/Hansson_05.pdf , 2013 3. James A. Brickley, Clifford W. Smith, Jerold L. Zimmerman, Managerial economics and organizational architecture, McGraw-Hill / Irwin, 2009 4. Denis Bouyssou, Didier Dubois, Marc Pirlot, Henri Prade, Decision-making Process, Concepts and Methods, John Wiley & Sons, Inc. London, UK, https://onlinelibrary.wiley.com/doi/pdf/10.1002/9780470611876.fmatter , 2009 5. Giovanni Parmigiani, Lurdes Y. T. Inoue, Hedibert F. Lopes, Decision Theory Principles and Approaches, John Wiley & Sons Ltd, United Kingdom, https://www.webdepot.umontreal.ca/Usagers/perronf/MonDepotPublic/stt2100/Decision_theory.pdf , 2009				

9. Course contents corroboration with the demands of epistemic community representatives, professional associations and related employers.

- The precision and the accuracy in the use of the concepts and theories learned within the discipline – will meet the expectations of the epistemic/academic community representatives within the field of education sciences
- The procedural and attitudinal qualifications to be acquired through this discipline - will meet the expectations of the professional associations representatives and of the employers in the business environment.

Note: Periodically, it will be assessed the degree in which the expectations of the representatives of the academic community and of the employers regarding the professional and transversal qualifications are met by the graduates of the Decision making by methods of operational research program

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share of final mark
10.4 Course	- accuracy and completeness of knowledge - logical coherence - degree of assimilation of the specialized language	- Written assessments during the semester - Final assessment	20% 50 %
10.5 Seminar / Project	<ul style="list-style-type: none"> • Periodical assessment Test – solving applications <ul style="list-style-type: none"> • Project – applications proposed by the teacher on the methodology of implementing the changes will be solved. The level of complying with the requirements will be assessed 	<ul style="list-style-type: none"> • Free presentation of the student and the oral questioning in the form of dialogue • Test - Oral presentation of the homework - Oral questioning 	10% 20%
10.6 Minimum standard of performance	1. Communication of information using correctly the scientific language with respect to the field of the methods of operational research 2. Knowledge of the basic concepts pertaining to the discipline “ Decision making by methods of operational research 3. The ability to use the methods of stimulating creativity in the modeling of managerial decision 4. Grade 5 in the final assessment		

Completion date,
September 22nd, 2018

Course teacher,
PhD Associate Professor
Doruleț GRĂDINARU

Seminar teacher,
PhD Associate Professor
Doruleț GRĂDINARU

Approval date in
Department Council,
September 28th, 2018

Head of Department,
(provider)
PhD Associate Professor Daniela MIHAI

Head of Department,
(beneficiary)
PhD Associate Professor Daniela MIHAI

SYLLABUS
Organizational Change Management
2018-2019

1. Program information

1.1	Higher education institution	University of Pitești
1.2	Faculty	Faculty of Economics and Law
1.3	Department	Management and Business Administration
1.4	Field of studies	Management
1.5	Cycle of studies	Master
1.6	Program of studies	Strategic Management and Business Development

2. Course information

2.1	Name	Organizational Change Management			
2.2	Course teacher	PhD Assistant Professor Puiu GRĂDINARU			
2.3	Seminar teacher	PhD Assistant Professor Puiu GRĂDINARU			
2.4	Year of studies	II	2.5	Semester	I
2.6	Evaluation type	E	2.7	Course type	mandatory

3. Total estimated time

3.1	Number of hours per week	3	3.2	of which course	2	3.3	S / L / P	1
3.4	Total hours from curriculum	42	3.5	of which course	28	3.6	S / L / P	14
Time distribution								hours
Study the textbook, course support, bibliography and notes								56
Further reading in the library, on the online platforms and field								50
Preparing seminars, homework, portfolios and essays								40
Tutoring								6
Examinations								2
Other activities								4
3.7	Total hours of individual study	158						
3.8	Total hours per semester	200						
3.9	Number of credits	8						

4. Prerequisites

4.1	of curriculum	The basics of Management and Human Resources Management
4.2	of competences	analysis, synthesis, divergent thinking

5. Requirements

5.1	for courses	The lecture room should be equipped with a video-projector.
5.2	for seminars	The seminar room should be equipped with a video-projector and at least 10 computers.

6. Specific acquired competences

Professional competences	C1-Evaluating opportunities and risks specific to business environment – 1 CP; C2-Making decision scenarios and forecasting their potential impact – 2 CP; C3-Assuming the business decision and planning its implementation – 2 CP; C4-Appling strategic management systems under certainty, uncertainty and risk – 2 CP; C5-Revaluating the entrepreneurial skills in a competitive environment – 1 CP.
Transversal competences	

7. Course objectives (based on the specific acquired competences)

7.1 General objective	Understanding of the topics and familiarization with the methodology of formulation and implementation of the planned organizational changes
7.2 Specific objectives	A. Cognitive objectives 1. Knowledge and understanding of the concept of organizational change 2. Working with methodology for the formulation and implementation of organizational changes 3. Explanation and interpretation of the forces that lead to change and of the ways of approaching the opposition to change 4. Familiarization with the most efficient methods and techniques for the stimulation of the creativity in order to initiate the organizational changes 5. Correct definition of the matter of study of "Organizational Change Management" and the establishment of its relations with other economic sciences

	<p>B. Procedural objectives</p> <ol style="list-style-type: none"> 1. Drafting of a team project at the company's level and of its components 2. Solving of applications and case studies for each method and technique 3. Set up a pronounced systemic vision for the creation and use of the managerial tools 4. Use of some self-assessment methods of the learning activity <p>C. Attitudinal objectives</p> <ol style="list-style-type: none"> 1. Respecting the rules of professional deontology, based on explicit value options of a specialist in management; 2. Cooperation and teamwork to solve various job tasks; 3. Using specific methods to develop plans of personal and professional development.
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8. Contents

8.1. Course		No. of course hours	Teaching methods	Observations Resources
1	The concept of organizational change. Typology of organizational change. Management styles 1.1 Step by step change 1.2 Radical change 1.3 Structural change 1.4 Types of managers in relation with organizational changes	2	Lecture Heuristic conversation Problem solving Explanation Debate	Demonstration using modern audio-visual means (short PowerPoint presentations)
2	Specific strategies of organizational change 2.1 Guiding strategy 2.2 Strategy expert 2.3 Negotiable strategy 2.4 Participatory strategy 2.5 Key ideas in change management	2		
3	Methods of implementing change management based on creativity 3.1 General methods 3.2 More specific ways 3.3 The models of behavior in the organization and spectrum of possible attitudes towards change	4		
4	The use of methods to stimulate creativity in organizational change management 4.1 Brainstorming 4.2 Delbecq method 4.3 Method book collective 4.4 Sinectic method 4.5 Technical Phillips 66 4.6 Matrix discoveries 4.7 Zwicky's morphological method 4.8 SCANLON Plan	4		
5	Methodology of formulating and implementing organizational planned changes 5.1 Definition of the factors that lead to change 5.2. Understanding of the need to change 5.3. Diagnosis of the problems that lead to change 5.4. Identification of the methods through which is made the change and of the type of change 5.5. Establishment of the ways of implementing the change 5.6. Overcoming of the resistance to change 5.7. Implementation of change 5.8. Strengthening of change	4		
6	Change – the impulse for company reengineering 6.1 The concept of reengineering (RGN) 6.2 Types of reengineering	4		
7	Management of organizational culture - a key element of change 7.1 Elimination of internal competition 7.2 Guide to creating a culture of success in an organization	4		
8	The role of total management in processes of change and improvement from organizations 8.1 The Total Management Concept (MT) 8.2 The pyramid of total management	4		
Bibliography 1. Grădinaru Puiu, Organizational change management, support de curs in format electronic, 2017 2. Linda Crafts, Change management. Body of knowledge, https://pmiww.org , 2013 3. Esther Cameron & Mike Green. MAKING SENSE OF CHANGE MANAGEMENT. A complete guide to the				

models, tools & techniques of organizational change, Kogan Page Limited, http://www.bms.lk/download/GDM_Tutorials/e-books/Making_Sense_of_Change_Management.pdf , 2009				
4. Harold L. Sirkin, Perry Keenan, Alan Jackson, The Hard Side of Change Management, Harvard Business Review, https://hbr.org/2005/10/the-hard-side-of-change-management , 2009				
5. Thomas G. Cummings & Christopher G. Worley, South-Western Cengage Learning, http://otgo.tehran.ir/Portals/0/pdf/organization%20development%20and%20change.pdf , 2009				
8.2. Project		No. of seminar hours	Teaching methods	Observations Resources
1	Presentation of the company 1.1. Object of activity 1.2. Characterization of the products (services) of the company 1.3. Structural organization 1.4. Possible changes that took place within the company 1.5. Economical-financial situation	3	Conversation Problem solving Reflection exercises Debate Explanation Teamwork Project presentations	Case study, homework presentation, check list
2	Application of the methodology for the implementation of the change management 2.1. Definition of the factors that lead to change 2.2. Understanding of the need to change 2.3. Diagnosis of the problems that lead to change 2.4. Identification of the methods through which is made the change and of the type of change 2.5. Establishment of the ways of implementing the change 2.6. Overcoming of the resistance to change 2.7. Implementation of change 2.8. Strengthening of change	1 1 2 1 1 1 1 1		
3	Proposals for the increase of the efficiency of the company by emphasizing the creative side of the management	2		
Bibliography 1. Grădinaru Puiu, Organizational change management, support de curs in format electronic, 2017 2. Linda Crafts, Change management. Body of knowledge, https://pmiww.org , 2013 3. Esther Cameron & Mike Green, MAKING SENSE OF CHANGE MANAGEMENT. A complete guide to the models, tools & techniques of organizational change, Kogan Page Limited, http://www.bms.lk/download/GDM_Tutorials/e-books/Making_Sense_of_Change_Management.pdf , 2009 4. Harold L. Sirkin, Perry Keenan, Alan Jackson, The Hard Side of Change Management, Harvard Business Review, https://hbr.org/2005/10/the-hard-side-of-change-management , 2009 5. Thomas G. Cummings & Christopher G. Worley, South-Western Cengage Learning, http://otgo.tehran.ir/Portals/0/pdf/organization%20development%20and%20change.pdf , 2009				

*** NOTES:**

1. The seminars consists of projects, direct interventions, debates, teamwork etc., activities considered in the final evaluation.
2. The projects are conducted in teams.

9. Course contents corroboration with the demands of epistemic community representatives, professional associations and related employers.

- the accuracy of using concepts and theories learned during this course will meet employers' requirements;
- the procedural and attitudinal competencies to be acquired during this course will meet the expectations of business professional associations and employers.

Note: The University of Pitești evaluates periodically the degree of satisfaction of the employers' representatives towards the professional and transversal competences acquired by our graduates.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share of final mark
10.4 Course	- accuracy and completeness of knowledge - logical coherence - degree of assimilation of the specialized language	- Final assessment	50 %
10.5 Project	• Periodical assessment	• Free presentation of the student and the oral questioning in the form of dialogue	20%
	• Project – applications proposed by the teacher on the methodology of implementing the changes will be solved. The level of complying with the requirements will be assessed	• Test - Oral presentation of the homework - Oral questioning	30%

10.6 Minimum standard of performance	1. Communication of information using correctly the scientific language with respect to the field of the organizational change management 2. Knowledge of the basic concepts pertaining to the discipline “ Organizational Change Management ” 3. The ability to use the methods of stimulating creativity in the organizational change management ” 4. Grade 5 in the final assessment. Student must : - define and explain forces that lead to planned organizational changes - explain methodology of the formulation and implementation of the planned organizational changes
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Completion date,
September 19th, 2018

Course teacher,
PhD Associate Professor
Puiu GRĂDINARU

Seminar teacher,
PhD Associate Professor
Puiu GRĂDINARU

Approval date in
Department Council,
September 28th, 2018

Head of Department,
(provider)
PhD Associate Professor Daniela MIHAI

Head of Department,
(beneficiary)
PhD Associate Professor Daniela MIHAI

SYLLABUS
ANALYSIS OF CONSUMER SATISFACTION
2018-2019

1. Program information

1.1. Higher education institution	University of Pitești
1.2. Faculty	Faculty of Economics and Law
1.3. Department	Management and Business Administration
1.4. Field of studies	Management
1.5. Cycle of studies	Master
1.6. Program of studies	Strategic Management and Business Development

2. Course information

2. Course information:											
2.1	Name					Analysis of Consumer Satisfaction					
2.2	Course teacher					Associate Professor Amalia DUȚU					
2.3	Seminar teacher					Associate Professor Amalia DUȚU					
2.4	Year of studies	II	2.5	Semester	I	2.6	Evaluation type	colloquy	2.7	Course type	mandatory

3. Total estimated time

5. Total estimated time								
3.1	Number of hours per week	3	3.2	of which course	1	3.3	<u>S</u> / <u>L</u> / <u>P</u>	1 + 1
3.4	Total hours from curriculum	42	3.5	of which course	14	3.6	<u>S</u> / <u>L</u> / <u>P</u>	14 + 14
Time distribution								ore
Study the textbook, course support, bibliography and notes								30
Further reading in the library, on the online platforms and field								25
Preparing seminars, homework, portfolios and essays								30
Tutoring								4
Examinations								2
Other activities								3
3.7	Total hours of individual study		108					
3.8	Total hours per semester		150					
3.9	Number of credits		6					

4. Prerequisites

4.1. of curriculum	-
4.2. of competences	analysis, synthesis, divergent thinking, drafting reports, drafting analysis, being able to put into practice concepts and theories

5. Requirements

5.1. for courses	The lecture room should be equipped with a video-projector.
5.2. for seminars	The seminar room should be equipped with a video-projector and at least 10 computers.

6. Specific acquired competences

Professional competences	C1 - Evaluating opportunities and risks specific to business environment – 1 CP; C6 - Analyzing and interpreting market information for decision making in business – 3 CP; C7 - Substantiating strategic decisions to attract and retain customers, using modern sale methods and techniques – 2 CP.
Transversal competences	

7. Course objectives (based on the specific acquired competences)

7.1. General objective	Knowledge dissemination, aprofundate, explanation, interpretation of the concepts, theories, methods and tools specific for the domain; Evaluation and diagnosis of the marketing environment based on analysis methods and tools. Presenting the usage of the quantitative and qualitative methods for assessing the customer satisfaction.
7.2. Specific objectives	A. <i>Cognitive objectives cognitive</i> 1. Understanding the role of assessing the customers satisfaction; 2. Understanding the principles and methods used for customers satisfaction assessment

	3. Familiarizing students with the methods and tools used in marketing research 4. Familiarizing students with the research plan drafting and implementing 5. Familiarizing students with research report drafting <i>B. Procedural objectives</i> 1. students should be able to use customers feedback for improving marketing strategies; 2. Collecting and processing data from documentary sources and primary sources, developing skills to use the methods, techniques and research tools for making strategic choices of sustainable business development. <i>C. Attitudinal objectives</i> 1. Respecting the rules of professional deontology, based on explicit value options of a specialist in management; 2. Cooperation and teamwork to solve various job tasks; 3. Using specific methods to develop plans of personal and professional development.
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8. Contents

8.1. Course		No. of hours	Teaching methods	Observations Resources
1	Introduction in the topic of the course, objectives, exam requirement. Customers' satisfaction assessment - introduction into the topic.	1	Lecture	Power Point presentations Didactical short movies Working forms
2	Introduction in customers' behavior.	3	Heuristic conversation	
3	The process of customers' satisfaction assessment –how to plan and report into the process.	2	Problem solving	
4	Quantitative research methods used into the customers' satisfaction assessment process	3	Explanation	
5	Qualitative research methods used into the customers' satisfaction assessment process	3	Debate	
6	Business performance assessing using customers' satisfaction, customers' loyalty and customers retaining rates.	2		

Bibliography:

1. Duțu Amalia, Understanding Consumers' Behaviour Change in Uncertainty Conditions: A Psychological Perspective, in Handbook of Research on Retailer-Consumer Relationship Development, editori: Fabio Musso and Elena Druică, DOI: 10.4018/978-1-4666-6074-8, IGI Global, SUA, 2014
2. Duțu Amalia, Quantitative and qualitative methods for customers' satisfaction assessment – theory and practice., suport de curs pe suport electronic, 2015.
3. Ramees Rahman. M, Safeena P., Customer Needs and Customer Satisfaction, Research Gate Platform, https://www.researchgate.net/publication/303813023_Customer_Needs_and_Customer_Satisfaction, 2016
4. NTHIJS, N., STAES, P., Customers Satisfaction Management, European Primer on Customer Satisfaction Management, http://www.eupan.eu/files/repository/20101215131727_EU_Primer_English_FINAL_LR.pdf, 2008
5. Greener S., Business Research Methods, Ventus Publishing ApS, http://gent.uab.cat/diego_prior/sites/gent.uab.cat/diego_prior/files/02_e_01_introduction-to-research-methods.pdf, 2008

8.2. Seminar + Project		No. of hours	Teaching methods	Observations Resources
1	Seminar minimum requirements and final mark calculation. Discussions on the projects' guide.	2	Heuristic conversation	Power Point presentations Scientific articles SPSS Short didactic movies
2	Quantitative research methods usage form customer satisfaction assessment. How to draft a research plan. Dissections on the topic.	6	Problem solving	
3	Data analysis using SPSS – descriptive statistics (fervencies, mean values, crosstabs, case reports, graphics and tabs). Research report drafting.	10	Case studies Roll playing	
4	Qualitative research methods usage form customer satisfaction assessment. How to draft an in-depth interview guide and research report. Dissections on the topic.	4		
5	How to use customers' feedback to improve the marketing strategy. How to use customers' satisfaction, customers' loyalty and customers retaining rates for business performance assessment.	6		

Bibliography:

1. Duțu Amalia, Understanding Consumers' Behaviour Change in Uncertainty Conditions: A Psychological Perspective, in Handbook of Research on Retailer-Consumer Relationship Development, editori: Fabio Musso and Elena Druică, DOI: 10.4018/978-1-4666-6074-8, IGI Global, SUA, 2014

2. Duțu Amalia, Project guide- Drafting a market survey plan and a final research report material didactic in format electroni, 2015.
3. Ramees Rahman. M, Safeena P., Customer Needs and Customer Satisfaction, Research Gate Platform, https://www.researchgate.net/publication/303813023_Customer_Needs_and_Customer_Satisfaction, 2016
4. Greener S., Business Research Methods, Ventus Publishing ApS, http://gent.uab.cat/diego_prior/sites/gent.uab.cat/diego_prior/files/02_e_01_introduction-to-research-methods.pdf, 2008
5. Oancea, Olimpia, Mihaela Diaconu, and Amalia DUȚU. "Analyzing The Consumer Profiling For Improving Efforts Of Integrated Marketing Communication." *SEA-Practical Application of Science* 4 (2014): 101-108.

*** NOTES:**

1. The seminars consists of projects, direct interventions, debates, teamwork etc., activities considered in the final evaluation.
2. The projects are conducted in teams.

9. Course contents corroboration with the demands of the epistemic community representatives, professional associations and related employers.

- the accuracy of using concepts and theories learned during this course will meet employers' requirements;
- the procedural and attitudinal competencies to be acquired during this course will meet the expectations of business professional associations and employers.

Note: The University of Pitești evaluates periodically the degree of satisfaction of the employers' representatives towards the professional and transversal competences acquired by our graduates.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share of final mark
10.4 Course	- written exam: the quality and consistency of treating subjects; - logical coherence; - assimilation degree of specialized language.	Final evaluation	30%
10.5 Seminar / Project	- active participation during the seminars, solving the case studies; - compliance with the requirements of the project .	Involvement in seminar activities (case studies, roll playing)	10%
		case study	30%
		project evaluation (quantitative research)	30%
10.6 Minimum performance standard	Minimum requirements for the pass mark 5: achieving the following minimum skills: C6. The students should be able to analyze and interpreting customer feedback and incorporate this into strategic decisions.		

Completion date,
September 25th, 2018

Course teacher,
Associate Professor Amalia DUTU

Seminar teacher,
Associate Professor Amalia DUTU

Approval date in
Department Council,
September 28th, 2018

Head of Department,
(provider)
PhD Associate Professor Daniela MIHAI

Head of Department,
(beneficiary)
PhD Associate Professor Daniela MIHAI

SYLLABUS
Discursive Practices in Business. Applied Competencies
2018-2019

1. Program information

1.1. Higher education institution	University of Pitești
1.2. Faculty	Faculty of Economics and Law
1.3. Department	Management and Business Administration
1.4. Field of studies	Management
1.5. Cycle of studies	Master
1.6. Program of studies	Strategic Management and Business Development

2. Course information

2.1	Name	Discursive Practices in Business. Applied Competencies									
2.2	Course teacher	-									
2.3	Seminar teacher	PhD Lecturer Smaranda TOMA									
2.4	Year of studies	II	2.5	Semester	I	2.6	Evaluation type	colloquy	2.7	Course type	mandatory

3. Total estimated time

3.1	Number of hours per week	2	3.2	of which course	-	3.3	S / L / P	2
3.4	Total hours from curriculum	28	3.5	of which course	-	3.6	S / L / P	28
Time distribution								hours
Study the textbook, course support, bibliography and notes								20
Further reading in the library, on the online platforms and field								20
Preparing seminars, homework, portfolios and essays								20
Tutoring								4
Examinations								4
Other activities								4
3.7	Total hours of individual study	72						
3.8	Total hours per semester	100						
3.9	Number of credits	4						

4. Prerequisites

4.1. of curriculum	Business English, Business Communication, Rhetoric and Argumentation in the Organizational Environment
4.2. of competences	analysis, synthesis, divergent thinking

5. Requirements

5.1. for courses	-
5.2. for seminars	The seminar room should be equipped with a video-projector and one computer (laptop) with speakers.

6. Specific acquired competences

Professional competences	C3 - Assuming the business decision and planning its implementation - 2 CP C5 - Revaluating the entrepreneurial skills in a competitive environment - 2 CP
Transversal competences	

7. Course objectives (based on the specific acquired competences)

7.1. General objective	As the global economy grows, companies from different countries increasingly have to work, trade and communicate with each other. Therefore, communication in an international language becomes imperative. English is often the language used for this communication. These seminars helps students to understand the principles of business communication; to produce accessible, well designed every day writing and compelling presentations and speeches; to prepare and project high quality presentations and speeches; to listen and speak during normal business activities
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	<p>such as meetings, interviews, telephone conversation or negotiations; to adapt written and oral communication skills for achieving leading strategic business goals.</p> <p>These seminars help students improve their written and oral communications so they will be better equipped to accomplish their educational and professional goals. Students master effective business communication in multiple forms: from written materials to oral presentations and command of body language.</p>
7.2. Specific objectives	<p>The seminars also cover discursive techniques, the composition, structure and how to deliver presentations. They also address other issues like body language, visuals, and interaction with the audience.</p> <p>Students master the elements of business rhetoric and become adept at strategies for successfully conveying valuable knowledge and a leadership vision that persuades readers and motivates organizations.</p> <p>Students learn powerful and innovative techniques drawn from multiple sources, including media, quantitative and visual narratives. Each student produces written projects and oral presentations, and each student receives critical feedback and individual support.</p>

8. Contents

8.2. Seminar		No. of hours	Teaching methods	Observations Resources
1.	INTRODUCTION IN DISCURSIVE PRACTICES IN BUSINESS 1.1. Reading: Understanding the Principles of Business Communication 1.2. Essential Principles for Successful Results in Business Communications (informing and influencing your target audience by building skills in writing, speaking, negotiation, media and leadership) 1.3. Vocabulary Practice 1.4. Comprehension Check 1.5. Assessment	4	Conversation Listening, reading, writing and vocabulary exercises, role-plays, comprehension questions, individual work	Demonstration using modern audio-visual means (short PowerPoint presentations, videos etc.) Computer assisted instruction, modeling
2.	WELCOMING YOUR AUDIENCE 2.1. Audio: Introducing Yourself and the Topic 2.2. Audio: Opening a Presentation. Structuring a Presentation 2.3. Audio: Getting the Audience's Attention 2.4. Vocabulary Practice 2.5. Comprehension Check 2.6. Assessment	4	Reflection exercises Debate Explanation Teamwork	
3.	GIVING PRESENTATIONS AND CONDUCTING MEETINGS 3.1. Reading: Writing a Winning Presentation 3.2. Reading: Designing Effective Visual Aids (charts and illustrations) 3.3. Communicating the Narrative or Corporate Storyline 3.4. Video: Clear and to the Point: Psychological Principles for Compelling PowerPoint Presentations 3.5. Vocabulary Practice 3.6. Comprehension Check 3.7. Assessment	4	Project presentations Demonstration using specific teaching materials	
4.	TONE, DICTION, PERSUASION, CLARITY AND BODY LANGUAGE 4.1. Reading: Active versus Passive Communication 4.2. Discussion: Purpose, Audience, Discourse Communities 4.3. Video: Body Language 4.4. Audio: Tone, Diction, Persuasion, and Clarity 4.5. Vocabulary Practice 4.6. Comprehension Check 4.7. Assessment	4		
5.	PRESENTATION TOOLS 5.1. Introducing Visuals. Types of Visuals 5.2. Creating Effective Visuals. Presenting Visuals Effectively 5.3. Interpreting Visuals. Describing Graphs and Charts 5.4. Emphasizing Important Points 5.5. Making Contrasts and Describing Results	4		

6.	CONCLUDING A PRESENTATION 6.1. Reading: Strategies for a Good Conclusion. Phrases for Effective Conclusions 6.2. Audio: Summarizing the Main Points 6.3. Audio: Making Recommendations 6.4. Audio: Using your Voice Effectively (stressing words, making pauses) 6.5. Comprehension Check 6.6. Vocabulary Practice 6.7. Assessment	4		
7.	HANDLING THE QUESTION AND ANSWER SESSION 7.1. Reading: Dealing with Questions 7.2. Role-plays and Video: Asking Polite Questions 7.3. Audio: Anticipating Questions. Dealing with Interruptions. Reforming Questions 7.4. Comprehension Check 7.5. Vocabulary Practice 7.6. Assessment	4		

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* NOTES:

1. The seminars consist of projects, direct interventions, debates, teamwork etc., activities considered in the final evaluation.
2. The projects are conducted in teams.

9. Course contents corroboration with the demands of epistemic community representatives, professional associations and related employers.

- the accuracy of using concepts and theories learned during this course will meet employers' requirements;
- the procedural and attitudinal competencies to be acquired during this course will meet the expectations of business professional associations and employers.

Note: The University of Pitești evaluates periodically the degree of satisfaction of the employers' representatives towards the professional and transversal competences acquired by our graduates.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share of final mark
10.4 Course	-	-	-
10.5 Seminar	- active participation during the seminars;	Evaluating student's products and interventions during the seminars	50%
	- assimilation degree of specialized language;		
	- compliance with the requirements of the project ;	Evaluating student's participation in project making and presentation	20%
	- an oral and written examination: the quality and consistency of treating subjects.	Colloquy	30%

10.6 Minimum performance standard	Minimum requirements: the pass mark 5 is granted provided that the student demonstrated mastery of basic knowledge of discursive practices in business, throughout the semester.
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Completion date,
September 15th, 2018

Seminar teacher,
PhD Lecturer Smaranda TOMA

Approval date in
Department Council,
September 28th, 2018

Head of Department,
(provider)
PhD Associate Professor Daniela MIHAI

Head of Department,
(beneficiary)
PhD Associate Professor Daniela MIHAI

SYLLABUS

Internship

2018-2019

1. Program information

1.1. Higher education institution	University of Pitești
1.2. Faculty	Faculty of Economics and Law
1.3. Department	Management and Business Administration
1.4. Field of studies	Management
1.5. Cycle of studies	Master
1.6. Program of studies	Strategic Management and Business Development

2. Course information

2. Course information												
2.1	Name					Internship						
2.2	Course teacher					-						
2.3	Seminar teacher					PhD Assistant Professor Puiu GRĂDINARU						
2.4	Year of studies	II	2.5	Semester	I	2.6	Evaluation type		colloquy	2.7	Course type	mandatory

3. Total estimated time

3.1	Number of hours per week	6	3.2	of which course	-	3.3	<u>S / L / P</u>	6
3.4	Total hours from curriculum	84	3.5	of which course	-	3.6	<u>S / L / P</u>	84
Time distribution								ore
Study the textbook, course support, bibliography and notes								-
Further reading in the library, on the online platforms and field								-
Preparing seminars, homework, portfolios and essays								-
Tutoring								-
Examinations								-
Other activities								-
3.7	Total hours of individual study	-						
3.8	Total hours per semester	84						
3.9	Number of credits	3						

4. Prerequisites

4.1. of curriculum	-
4.2. of competences	Analysis, synthesis, divergent thinking, drafting reports, drafting analysis, and being able to put into practice concepts and theories. Have knowledge about management, marketing, techniques and tools for business diagnostics and assessment, business planning and development techniques and tools, organizational policies and strategies in the context of sustainable development, business management.

5. Requirements

5.1. for courses	Is not the case
5.2. for seminars	Is not the case.

6. Specific acquired competences

Professional competences	<p><i>C1-Evaluating opportunities and risks specific to business environment – 1 CP</i></p> <p><i>C6-Analyzing and interpreting market information for decision making in business – 1 CP</i></p>
Transversal competences	<p><i>TC1-Applying the rules and values of professional ethics in decision making and achieving independently or in groups the complex tasks / objectives at work – 1 CP</i></p>

7. Course objectives (based on the specific acquired competences)

7.1. General objective	Students' skills and competences development regarding the application of the theoretical concepts, theories and aspects within the real life contexts.
7.2. Specific objectives	<p><i>A. Cognitive objectives cognitive</i></p> <p>1. Ability to interpret through logical thinking issues related to the organization and functioning of commercial companies;</p>

	<p>2. Acquiring by the trainees the know-how necessary to manage the enterprise through methods and techniques used by the practice to develop their spirit of action as well as the ability to manage the work process within the organizations;</p> <p>3. Capacity to design and manage processes;</p> <p>4. Selection of relevant economic information to solve various concrete problems in and to adopt the optimal decision.</p> <p>C. Attitudinal objectives</p> <p>1. Respecting the rules of professional deontology, based on explicit value options of a specialist in management;</p> <p>2. Cooperation and teamwork to solve various job tasks;</p> <p>3. Using specific methods to develop personal and professional development plans.</p>
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8. Contents

Applications: Seminars / Labs / Homework		No. of hours	Teaching methods	Observations Resources
1.	<p>Presentation, description and characterization of the company and current activity:</p> <ul style="list-style-type: none"> - the company identification, the legal framework, the legal status, the company's share capital; - short history of the company; - the business scope of the firm; - production capacity (if it is a production company), services rendered (if it is a service company); - how to organize and manage the firm; - analysis of current business activities; - System of organizing and coordinating activities. 	8	<p>discussions presentations drafting applying</p>	<p>The companies' documentation /reports.</p> <p>Discussions with tutors on the focused topics.</p> <p>Tutors guidance.</p>
2	<p>Marketing environment – definition, components and analysis tools.</p> <ul style="list-style-type: none"> - analysis of the external stakeholders - analysis of STEP factors - analysis of the industry - reviewing the analysis results - SWOT profile drafting. 	8		
3	<p>Analyzing the organization of the company's activity:</p> <ul style="list-style-type: none"> - organizational structure of the company and organization chart of the unit: number of employees (permanent and seasonal, level of training, positions held, age groups), attributions; - the organizational structure of the main subdivisions of the company; - organizational relationships involved; - management and execution personnel, job descriptions, organization and operation regulations, other internal regulations; - organization of the firm; - the functions of the firm - the way of manifestation and exercise (research and development, production - where appropriate, commercial, financial and accounting personnel) - the contribution of the main components of the process organization to achieving the company's objectives. 	10		
4	<p>Market research – managerial tool.</p> <ul style="list-style-type: none"> - drafting a research plan for company usage; - collecting data; - data analysis; - research report drafting; - discussions with the company management on the report results. 	8		
5	<p>Analysis of the company's internal environment:</p> <ul style="list-style-type: none"> - current status, malfunctions, improvement proposals; - general about the financial situation of the firm; - description of products / services, technological processes developed; company logistics; equipment: office equipment, means of transport; spaces for the provision of services, storage and others; - the company's profitability threshold, as well as the profitability threshold for a product or service provided by the firm; 	8		

	<ul style="list-style-type: none"> - analyzing the performance of the commercial strategy; - the human resources involved; - describing the climate and organizational culture; - processing documents within the company; - interpreting the dynamics of the internal environment. 			
6	Formulating business development alternatives based on the SWOT analysis of the DIY firm / shop and demonstrating their relevance, referring to the national, European and global economic realities: <ul style="list-style-type: none"> - internal factors analysis / business potential assessment - materialized in the identification of strengths and weaknesses; - analysis of external factors, detailing the opportunities and threats the organization faces; - formulation of strategic alternatives based on the SWOT strategic diagnostic matrix. 	8		
7	Analyzing the business model. <ul style="list-style-type: none"> - the business canvas drafting; - market segments analysis and targeting strategies; - the value proposition for the companies' customers; - business operations and value chain; - the business strategy. 	8		
8	Identifying and substantiating the company's strategies into the external environment point of view <ul style="list-style-type: none"> - vision and mission of the firm; - presentation of the fundamental objectives; - strategic options of the company (means of achieving the objectives); - necessary resources; - intermediate and final milestones; - the competitive advantage of the organization. 	8		
9	The use of some methods to stimulate creativity in organizational change management <ul style="list-style-type: none"> brainstorming; Delbecq method; book collective method; Sinectic method; technical Phillips 66; matrix discoveries; Zwicky's morphological method; SCANLON Plan. 	8		
10	Organizational culture analysis: <ul style="list-style-type: none"> description of the organizational culture content, and function; Identifying the influence factors and characteristics, Identifying the organizational culture type. 	8		
11	Final evaluation	2		

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9. Course contents corroboration with the demands of the epistemic community representatives, professional associations and related employers.

- the accuracy of using concepts and theories learned during the internship will meet employers' requirements;
- the procedural and attitudinal competencies to be acquired during this course will meet the expectations of business professional associations and employers.

Note: The University of Pitești evaluates periodically the degree of satisfaction of the employers' representatives towards the professional and transversal competences acquired by our graduates.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share of final mark
10.4 Course	-	-	-
10.5 Seminar / Project	- active participation and the tasks fulfilling degree during the internship	Involvement in internship activities	20%
	- project elaboration and presentation	project evaluation (the content project)	50%
	- participation in final debates on project analysis and interpretation	project evaluation (final presentation)	30%
	- compliance with the requirements of the project .		
10.6 Minimum performance standard	The student accomplished the internship tasks according to the internship portfolio. His/hers attendance to the internship activities was over 75%. The student presented his/hers internship project.		

Completion date,
September 16th, 2018

Course teacher,
-

Seminar teacher,
PhD Assistant Professor Puiu GRĂDINARU

Approval date in
Department Council,
September 28th, 2018

Head of Department,
(provider)
PhD Associate Professor Daniela MIHAI

Head of Department,
(beneficiary)
PhD Associate Professor Daniela MIHAI

SYLLABUS

Competitive Environment and Company's Competitiveness 2018-2019

1. Program information

1.1	Higher education institution	University of Pitești
1.2	Faculty	Faculty of Economics and Law
1.3	Department	Management and Business Administration
1.4	Field of study	Management
1.5	Cycle of studies	Master
1.6	Program of studies	Strategic Management and Business Development

2. Course information

2.1	Name	Competitive Environment and Company's Competitiveness									
2.2	Course teacher	PhD Lecturer Elena JIANU									
2.3	Seminar teacher	PhD Lecturer Elena JIANU									
2.4	Year of studies	II	2.5	Semester	II	2.6	Evaluation type	E	2.7	Course type	Mandatory

3. Total estimated time

3.1	Number of hours per week	3	3.2	of which course	2	3.3	S / L / P	1
3.4	Total hours from curriculum	36	3.5	of which course	24	3.6	S / L / P	12
Time distribution of individual study								hours
Study the textbook, course support, bibliography and notes								28
Further reading in the library, on the online platforms and field								40
Preparing seminars, homework, portfolios and essays								40
Tutoring								2
Examinations								2
Other activities								2
3.7	Total hours of individual study	114						
3.8	Total hours per semester	150						
3.9	Number of credits	6						

4. Prerequisites

4.1	of curriculum	Elements of management and strategic management
4.2	of competences	Capacities of analysis, synthesis and divergent thinking

5. Requirements

5.1	for courses	- Classroom equipping with video-projector
5.2	for seminars	- Proper equipping of the seminar hall - The deadlines for homework' submission

6. Specific acquired competences

Professional competences	<ul style="list-style-type: none"> • C1 Evaluating opportunities and risks specific to business environment – 2PC; • C5 Revaluating the entrepreneurial skills in a competitive environment – 2 PC; • C6 Analyzing and interpreting market information for decision making in business – 2 PC.
Transversal competences	

7. Course objectives

7.1 General objective	To provide knowledge to students on specific aspects of the current business environment, understanding the world and European economic trends and management practices for creating and implementing companies' strategies in the current economic climate.
7.2 Specific objectives	<u>A. Cognitive objectives</u> Knowledge of theoretical and methodological elements for a competitive environment and firm's competitiveness; Understand the need for a strategic approach by companies in the current economic context; Identify the types of strategies and the possibility of their application in companies' management practice; Develop strategic thinking of the future management specialists; Understand the terms such as: competitive, competitive advantage, competition and competition types and their use in managerial practice.

	<p><u>B. Procedural objectives</u></p> <p>The ability to understand the influence of the external environment on the organization's strategy and performance;</p> <p>Apply acquired knowledge in initiating an developing business activity;</p> <p>Develop the capacity of scientific approach to process management: building organizational abilities, formulating strategic objectives, etc;</p> <p>Develop analysis and evaluation skills of the competitive environment and the firms' requirements for obtaining and increasing their competitiveness.</p> <p><u>C. Objective atitudinale</u></p> <p>Cooperation in teams, working to solve various tasks;</p> <p>Using specific methods of developing and maintaining a competitive organization</p>
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8. Course contents

8.1. Course		No. of hours	Teaching methods	Observations Used resources
1	Competition and relevant market; competitive position and competitive environment; relevant market – defining element to fight the competition. Barriers to market entry. Barriers to market exit.	2	- Lectures - Debate with imaginary opponent - Graphic organizer	<i>Power –point presentation</i>
2	Competitiveness - factors that ensure the company's competitiveness; types of competitive advantage. Ways forward to improve the company's competitiveness	4		
3.	Analysis of the company's competitive background. The company's external environment. Types of environment and company's behavior. Michael Porter's model of strategic diagnostics of the company's industry.	4		
4.	Company's internal environment. Distinctive organisational skills and resources. Competitive advantages and functional competences.	4		
5.	Company's effective functioning on the competitive market. Analysis of the company's strengths and weaknesses. Anticipation of competitor's reaction and valuing the informations.	4		
6.	Power of public influence on the company's industry. Role of the state in the economy. Impact of the public sector on the competitive environment. Role of the state in international competition.	2		
7.	Importance of the state fiscal policy for the economic environment and company's survival	2		
8.	Future characteristics of the company's environment and future strategic challenges.	2		

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8.2. Seminar		No. of hours	Teaching methods	Observations Used resources
1	Market strategies	1	- Dialogue - Discussion - Teamwork - Heuristic conversation	Case study, homework and project presentation
2	Innovation strategies	1		
3	Strategic analysis systems of the competitive environment: the Porter model	1		
4	Analisis of the company's internal environmen	2		
5	Competitive strategies	2		
6	Role of the state in the economy	1		
7	Fiscal policy	2		
8	Growth strategies	2		

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2. **Porters' Five Forces. Strategy Skills**, Team FME, www.free-management-ebooks.com, 2013
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9. Course contents corroboration with the demands of epistemic community representatives, professional associations and related employers.

- the accuracy of using concepts and theories learned during this course will meet employers' requirements;
- the procedural and attitudinal competencies to be acquired during this course will meet the expectations of business professional associations and employers.

Note: The University of Pitești evaluates periodically the degree of satisfaction of the employers' representatives towards the professional and transversal competences acquired by our graduates.

10. Evaluation

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share of final mark
10.4 Course	- The accuracy and completeness of knowledge; - Logical consistency; - The degree of assimilation of specialized language.	- Final evaluation	50 %
10.5 Seminar	- active participation in the seminar, solving case studies;	- Student's free exposure; - Oral form of dialogue.	20%
	- admission to degree's requirements in terms of achieving homework	- Oral presentation of the homework and project	30%
10.6 Minimum performance standard	1. Communicating information using a correct scientific language of the topic 2. Knowledge of the main concepts specific to competitive environment and company's competitiveness topic 3. Pass mark 5 at the final evaluation		

Completion date
September 18th, 2018

Course teacher,
PhD. Lecturer Elena JIANU

Seminar teacher,
PhD. Lecturer Elena JIANU

Approval date in
Department Council,
September 28th, 2018

Head of Department,
(provider)
PhD Associate Professor Daniela MIHAI

Head of Department,
(beneficiary)
PhD Associate Professor Daniela MIHAI

SYLLABUS

Business Plan for Entrepreneurs

2018 – 2019

1. Program information

1.1. Higher education institution	University of Pitești
1.2. Faculty	Faculty of Economics and Law
1.3. Department	Management and Business Administration
1.4. Field of studies	Management
1.5. Cycle of studies	Master
1.6. Program of studies	Strategic Management and Business Development

2. Course information

2. Course information											
2.1	Name					Business Plan for Entrepreneurs					
2.2	Course teacher					PhD Lecturer Smaranda TOMA					
2.3	Seminar teacher					PhD Lecturer Smaranda TOMA					
2.4	Year of studies	II	2.5	Semester	II	2.6	Evaluation type	E	2.7	Course type	mandatory

3. Total estimated time

3.1	Number of hours per week	3	3.2	of which course	1	3.3	S / L / P	2
3.4	Total hours from curriculum	36	3.5	of which course	12	3.6	S / L / P	24
Time distribution								hours
Study the textbook, course support, bibliography and notes								24
Further reading in the library, on the online platforms and field								48
Preparing seminars, homework, portfolios and essays								36
Tutoring								4
Examinations								-
Other activities								2
3.7	Total hours of individual study	114						
3.8	Total hours per semester	150						
3.9	Number of credits	6						

4. Prerequisites

4.1	of curriculum	The basics of Management Techniques and Tools, Marketing Strategies and Politics, Business Development Strategies Through Projects, Negotiation and Partnership
4.2	of competences	analysis, synthesis, divergent thinking

5. Requirements

5.1	for courses	-
5.2	for seminars	-

6. Specific acquired competences

Professional competences	C1-Evaluating opportunities and risks specific to business environment – 1 CP; C2-Making decision scenarios and forecasting their potential impact – 1 CP; C3-Assuming the business decision and planning its implementation – 1 CP; C5-Revaluating the entrepreneurial skills in a competitive environment – 2 CP; C6-Analyzing and interpreting market information for decision making in business – 1 CP.
Transversal competences	

7. Course objectives (based on the specific acquired competences)

7.1. General objective	The course transmits the master students the need to recognize the positive contributions of entrepreneurship to society, to describe the characteristics of successful entrepreneurs and to develop the business plan.
7.2. Specific objectives	A. <i>Cognitive objectives cognitive</i> 1. Familiarizing master students with social entrepreneurship and social responsibility. 2. Developing entrepreneurial skills in the development of a business plan. 3. Assuming the business decision and planning its implementation.

	<p>B. Procedural objectives</p> <ol style="list-style-type: none"> 1. Evaluating opportunities and risks specific to business. 2. Identifying the strategies for business growth. 3. Developing constructive attitudes in various organizational contexts. 4. Analyzing and interpreting market information for decision making in business <p>C. Attitudinal objectives</p> <ol style="list-style-type: none"> 1. Cooperation and teamwork to solve various job tasks; 2. Using specific methods to develop plans of personal and professional development.
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8. Course contents

8.1. Course		No. of hours	Teaching methods	Observations Resources
1	Craevity and innovation process. Typology of innovations	2	Lecture	Demonstration using modern audio-visual means (short PowerPoint presentations)
2	The characteristics of successful entrepreneurs. Creation of the business idea	2	Heuristic conversation	
3	Business Model & Business plan - structure and content.	2	Explanation	
4	Strategies for business growth	2		
5	Entrepreneurial leadership	2	Debate	
6	European entrepreneurship education and knowledge entrepreneurship	2		
Bibliography:				
1. Barringer, B., Ireland, R.D., <i>Entrepreneurship Successfully launching new ventures</i> , Pearson Education Limited, 2012				
2. Burkus, David, <i>Under new Management: The Unexpected Truths About Leading Great Organizations</i> , London : Pan Books, UK, 2017,				
3. Hisrich, R., Peters, M., Shepherd, D., - <i>Entrepreneurship</i> , McGraw-Hill Irwin, New York, 2013.				
4. McKeever, Mike, <i>How to Write a Business Plan</i> , Delta Printing Solutions, INC., USA, 2008, disponibil la: http://kolegijfama.eu/materialet/Biblioteca%20Elektronike/How%20to%20Write%20a%20Business%20Plan.pdf				
5. Micu Cristina, Toma Smaranda, <i>Business plan for entrepreneurs</i> – course support, 2018,				
6. Osterwalder, Alexander, <i>Business Model Generation</i> , John Wiley & Sons, Inc., Hoboken, New Jersey, USA, 2010 https://profesores.virtual.uniandes.edu.co/~isis1404/dokuwiki/lib/exe/fetch.php?media=bibliografia:9_business_model_generation.pdf				
7. Sriram Narayan, <i>Agile IT Organization Design: For Digital Transformation and Continuous Delivery</i> , New York : Addison-Wesley, USA, 2015,				
8. https://europa.eu/youreurope/business/index				

8.2. Project		No. of hours	Teaching methods	Observations Resources
1	Organizing seminar: presenting the course objectives and competences, distributing project themes and methods to make them.	2	Heuristic conversation Explanation Debate Project presentations	-
2	Presenting, describing and characterizing the company	2		
3	The opportunity, industry and market description	2		
4	Description and explanation of the strategies implemented in the company	2		
5	The business model explanation	2		
6	Analyzing the current management system of the company	2		
7	Analyzing the organisation of the company	2		
8	Analyzing the marketing plan of the company	4		
9	Analyzing the operational plan of the company	2		
10	Analyzing the financial plan. Sources of finance.	2		
11	Opinions and suggestions of the business plan.	2		
Bibliography: <ol style="list-style-type: none"> 1. Barringer, B., Ireland, R.D., <i>Entrepreneurship Successfully launching new ventures</i>, Pearson Education Limited, 2012 2. Burkus, David, <i>Under new Management: The Unexpected Truths About Leading Great Organizations</i>, London: Pan Books, UK, 2017, 3. Hisrich, R., Peters, M., Shepherd, D., - <i>Entrepreneurship</i>, McGraw-Hill Irwin, New York, 2013. 4. Mike McKeever, <i>How to Write a Business Plan</i>, DELTA PRINTING SOLUTIONS, INC., USA, 2007, disponibil la: http://kolegijfama.eu/materialet/Biblioteka%20Elektronike/How%20to%20Write%20a%20Business%20Plan.pdf 5. Osterwalder, Alexander, <i>Business Model Generation</i>, John Wiley & Sons, Inc., Hoboken, New Jersey, USA, 2010 				

https://profesores.virtual.uniandes.edu.co/~isis1404/dokuwiki/lib/exe/fetch.php?media=bibliografia:9_business_model_generation.pdf

6. Sriram Narayan, Agile IT Organization Design: For Digital Transformation and Continuous Delivery, New York: Addison-Wesley, USA, 2015,

7. <https://europa.eu/youreurope/business/index>

9. Course contents corroboration with the demands of the epistemic community representatives, professional associations and related employers.

- the accuracy of using concepts and theories learned during this course will meet employers' requirements;
- the procedural and attitudinal competencies to be acquired during this course will meet the expectations of business professional associations and employers.

Note: The University of Pitești evaluates periodically the degree of satisfaction of the employers' representatives towards the professional and transversal competences acquired by our graduates.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share of final mark
10.4 Cours	The quality and consistency of knowledge	written exam: the quality and consistency of treating subjects.	50 %
10.5 Project	Analyzing student's products and interventions during the projects + student's participation in project making and presentation.	<ul style="list-style-type: none"> • Project • Interventions during the projects 	40% 10%
10.6 Minimum performance standard	Understanding the principles, criteria and directions of business plan; Presentation of project.		

Completion date,
September 16th, 2018

Course teacher,
PhD Lecturer Smaranda TOMA

Seminar teacher,
PhD Lecturer Smaranda TOMA

Approval date in
Department Council,
September 28th, 2018

Head of Department,
(provider)
PhD Associate Professor Daniela MIHAI

Head of Department,
(beneficiary)
PhD Associate Professor Daniela MIHAI

SYLLABUS
STRATEGIES, METHODS AND TECHNIQUES OF SALES DEVELOPMENT
2018-2019

1. Program information

1.1. Higher education institution	University of Pitești
1.2. Faculty	Faculty of Economics and Law
1.3. Department	Management and Business Administration
1.4. Field of studies	Management
1.5. Cycle of studies	Master
1.6. Program of studies	Strategic Management and Business Development

2. Course information

2. Course information:											
2.1	Name					Strategies and Policies for Sustainable Business Development					
2.2	Course teacher					PhD Assistant Professor Mădălina BRUTU					
2.3	Seminar teacher					PhD Assistant Professor Mădălina BRUTU					
2.4	Year of studies	II	2.5	Semester	II	2.6	Evaluation type	colloquy	2.7	Course type	mandatory

3. Total estimated time

3.1	Number of hours per week	3	3.2	of which course	2	3.3	S / L / P	1
3.4	Total hours from curriculum	36	3.5	of which course	24	3.6	S / L / P	12
Time distribution								hours
Study the textbook, course support, bibliography and notes								36
Further reading in the library, on the online platforms and field								36
Preparing seminars, homework, portfolios and essays								36
Tutoring								2
Examinations								2
Other activities								2
3.7	Total hours of individual study	114						
3.8	Total hours per semester	150						
3.9	Number of credits	6						

4. Prerequisites

4.1. of curriculum	The basics of Management, Commercial Management and Marketing Strategies and Politics.
4.2. of competences	analysis, synthesis, divergent thinking

5. Requirements

5.1. for courses	The lecture room should be equipped with a video-projector.
5.2. for seminars	The seminar room should be equipped classically.

6. Specific acquired competences

Professional competences	C6 - Analyzing and interpreting market information for decision making in business – 3 CP; C7 - Substantiating strategic decisions to attract and retain customers, using modern sale methods and techniques – 3 CP.
Transversal competences	

7. Course objectives (based on the specific acquired competences)

7.1. General objective	Familiarizing master students with the strategies, methods and techniques of sales development.
7.2. Specific objectives	A. Cognitive objectives 1. Learning the techniques of sales force sizing; 2. Familiarizing students with the tools of developing sales strategies; 3. Assuming the most effective sales strategies; 4. Learning the techniques in prospecting sales activity; 5. Identifying ways to rationalize the sales process;

	<p>6. Presenting modern sales methods: direct sales and Internet sales; 7. Familiarizing students with the methods and techniques of improving sales activity: strategic diagnosis, Six Sigma, TPS.</p> <p><i>B. Procedural objectives</i></p> <p>1. Managerial theories specific to the field of sales. 2. Identifying some concrete situations to apply the methods and techniques of sales development.</p> <p><i>C. Attitudinal objectives</i></p> <p>1. Respecting the ethics in the profession of seller 2. Cooperation and teamwork to solve various job tasks; 3. Using specific methods to develop plans of personal and professional development.</p>
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8. Contents

8.1. Course		No. of hours	Teaching methods	Observations Resources
1	The sales activity - an essential factor of company competitiveness: the place and role of sales within a company, defining the activity of sales, marketing versus sales	2	Lecture Heuristic conversation Problem solving Explanation Debate	Demonstration using modern audio-visual means (short PowerPoint presentations)
2	Types of sales: the main classifications of sales types	2		
3	The philosophy of strategic management of sales: defining the sales strategy, defining the strategic management, approaching the strategic process in sales	2		
4	Forecasts in sales – an essential component of strategic management of sales: the importance of forecasts, their beneficiaries, forecasting methods and models	2		
5	Methods and techniques used in developing sales strategies: SWOT analysis, analysis of competitive external environment, BCG, General Electric, Arthur D. Little	4		
6	Developing some modern types of sales: direct sales and Internet sales	2		
7	Developing sales by the method of diagnosing the managerial resources of the sales subsystem	2		
8	Developing and improving sales activity by the method Total Performance Scorecard	4		
9	Six Sigma – a technique to redesign the sales system	2		
10	Final evaluation	2		

Bibliography:

1. Brutu M., Managementul vânzărilor (Sales Management), Sitech Publishing House, Craiova, 2009
2. Brutu M., Strategies, Methods and Techniques of Sales Development, electronic support, 2016
3. Brutu M., Tehnici de vânzări (Sales Techniques), University of Pitești Publishing House, Pitești, 2016
4. Burkus D., Under New Management: The Unexpected Truths About Leading Great Organizations. London: Pan Books, 2017
5. Fender M., Pimor Y., Logistique Supply Chain, 7e édition., Dunod, 2016
6. Heiman, S. E., Sanchez, D., The New Strategic Selling. London: Kogan Page, 2008
7. Morgan J., Brenig-Jones M., Lean Six Sigma for Dummies, 3rd Edition, John Wiley & Sons Chichester, 2016
8. Outi Ihanainen-Rokio, Value of the Balanced Scorecard for Organizational Communication in Knowledge-Intensive Firms, Jyväskylä University Printing House, Jyväskylä 2014, <https://www.pdfdrive.net/value-of-the-balanced-scorecard-for-organizational-jyx-d9147230.html>
9. Pande P., Neuman R., Cavanagh R., Six Sigma, ALL Publishing House, Bucharest, 2009
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11. Rampersad H.K., Total Performance Scorecard, Didactic and Pedagogical Publishing House, Bucharest, 2005.
12. Robinson-Easley, Christopher Anne. Beyond Diversity and Intercultural Management., First edition.. New York : Palgrave Macmillan, 2014
13. Rumelt, Richard P., Good Strategy, Bad Strategy : the Difference and why it Matters. Richard Rumelt. London : Profile Books, 2017

14. Sales Management - Teamwork, Leadership, and Technology 6th ed. Instructor's Manual.doc, <https://www.scribd.com/doc/146769958/Sales-Management-Teamwork-Leadership-and-Technology-6th-ed-Instructor-s-Manual-doc>
15. Shaffie S, Lean Six Sigma (McGraw-Hill 36-Hour Courses), 2012
16. Surinder Singh Kundu, Sales Management, <https://www.topfreebooks.org/free-sales-and-marketing-books/>
17. Tauseef A. , Total Quality Management and Six Sigma, Published by InTech Janeza Trdine 9, 51000 Rijeka, Croatia, 2012, <https://www.pdfdrive.net/total-quality-management-and-six-sigma-d15310003.html>
18. **** MTD Trening, Sales Presentation Techniques, <https://www.pdfdrive.net/sales-presentation-techniques-d10528425.html>
19. <http://asq.org/sixsigma/>
20. <http://www.balanced-scorecard.ro/>
21. <http://www.isixsigma.com/new-to-six-sigma/getting-started/what-six-sigma/>
22. <http://www.productivity.ro/ro/six-sigma/>
23. <http://www.rma.org.in/editor/uploads/files/six-sigma.pdf>
24. www.balancedscorecard.org

27: www.balancedscorecard.org

8.2. Seminar		No. of hours	Teaching methods	Observations Resources
1	Organizing seminar: presenting the course objectives and competences, distributing themes and essays. Presenting project themes and methods to make them	1	Conversation	
			Problem solving	
2	Simulating a strategic sales process	1		
3	Testing SWOT analysis model and the analysis of competitive external environment within a commercial company	1	Reflection exercises	
4	BCG, General Electric, Arthur D. Little methods	1	Debate	
5	Methods of sales force sizing	1		
6	The practical sales-simulation process	1	Explanation	
7	Internet sales	1		
8	Direct sale and its relation with direct marketing	1	Teamwork	
9	Method to diagnose the managerial resources of the sales subsystem - practical simulations	1	Project presentations	
10	Analyzing TPS concept	1		
11	Making balances of Scorecard	1		
12	Six Sigma - examples of companies that have successfully applied this technique	1		

Bibliography:

1. Brutu M., Managementul vânzărilor (Sales Management), Sitech Publishing House, Craiova, 2009
2. Brutu M., Strategies, Methods and Techniques of Sales Development, electronic support, 2016
3. Brutu M., Tehnici de vânzări (Sales Techniques), University of Pitești Publishing House, Pitești, 2016
4. Burkus D., Under New Management: The Unexpected Truths About Leading Great Organizations. London: Pan Books, 2017
5. Fender M., Pimor Y., Logistique Supply Chain, 7e édition., Dunod, 2016
6. Heiman, S. E., Sanchez, D., The New Strategic Selling. London: Kogan Page, 2008
7. Morgan J., Brenig-Jones M, Lean Six Sigma for Dummies, 3rd Edition, John Willey & Sons Chichester, 2016
8. Outi Ihanainen-Rokio, Value of the Balanced Scorecard for Organizational Communication in Knowledge-Intensive Firms, Jyväskylä University Printing House, Jyväskylä 2014, <https://www.pdfdrive.net/value-of-the-balanced-scorecard-for-organizational-jyx-d9147230.html>
9. Pande P., Neuman R., Cavanagh R., Six Sigma, ALL Publishing House, Bucharest, 2009
10. Popescu Nirvana., Electronic Commerce. Basics and More, Universitară Publishing House, București, 2012
11. Rampersad H.K., Total Performance Scorecard, Didactic and Pedagogical Publishing House, Bucharest, 2005.
12. Robinson-Easley, Christopher Anne. Beyond Diversity and Intercultural Management., First edition.. New York : Palgrave Macmillan, 2014
13. Rumelt, Richard P., Good Strategy, Bad Strategy : the Difference and why it Matters. Richard Rumelt. London : Profile Books, 2017
14. Sales Management - Teamwork, Leadership, and Technology 6th ed. Instructor's Manual.doc, <https://www.scribd.com/doc/146769958/Sales-Management-Teamwork-Leadership-and-Technology-6th-ed-Instructor-s-Manual-doc>
15. Shaffie S, Lean Six Sigma (McGraw-Hill 36-Hour Courses), 2012

16. Surinder Singh Kundu, Sales Management, <https://www.topfreebooks.org/free-sales-and-marketing-books/>
17. Tauseef A. , Total Quality Management and Six Sigma, Published by InTech Janeza Trdine 9, 51000 Rijeka, Croatia, 2012, <https://www.pdfdrive.net/total-quality-management-and-six-sigma-d15310003.html>
18. **** MTD Trening, Sales Presentation Techniques, <https://www.pdfdrive.net/sales-presentation-techniques-d10528425.html>
19. <http://asq.org/sixsigma/>
20. <http://www.balanced-scorecard.ro/>
21. <http://www.isixsigma.com/new-to-six-sigma/getting-started/what-six-sigma/>
22. <http://www.productivity.ro/ro/six-sigma/>
23. <http://www.rma.org.in/editor/uploads/files/six-sigma.pdf>
24. www.balancedscorecard.org

*** NOTES:**

1. The seminars consists of projects, direct interventions, debates, teamwork etc., activities considered in the final evaluation.
2. The projects are conducted in teams.

9. Course contents corroboration with the demands of the epistemic community representatives, professional associations and related employers.

- Learning correctly the specific concepts of strategies, methods and techniques of sales development in order to meet sales employers' requirements.
- The procedural and attitudinal competencies to be acquired during this course will meet the expectations of sales employers.

Note: The University of Pitești evaluates periodically the degree of satisfaction of the employers' representatives towards the professional and transversal competences acquired by our graduates.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share of final mark
10.4 Course	- written exam: the quality and consistency of treating subjects; - logical coherence; - assimilation degree of specialized language.	Test papers during the semester	20%
		Final evaluation	30%
10.5 Seminar	- active participation during the seminars, solving the case studies; - compliance with the requirements of the project .	Evaluating student's products and interventions during the seminars	20%
		Evaluating student's participation in project making and presentation	30%
10.6 Minimum performance standard	Minimum requirements for the pass mark 5: achieving the following minimum skills: A1, A2, A3, B1, B2, C1.		

Completion date,
September 19th, 2018

Course teacher,
PhD Associate Professor Mădălina Brutu

Seminar teacher,
PhD Associate Professor Mădălina Brutu

Approval date in
Department Council,
September 28th, 2018

Head of Department,
(provider)
PhD Associate Professor Daniela MIHAI

Head of Department,
(beneficiary)
PhD Associate Professor Daniela MIHAI

SYLLABUS
Management of Technology Transfer in the Context of Globalization
2018 – 2019

1. Program information

1.1. Higher education institution	University of Pitești
1.2. Faculty	Faculty of Economics and Law
1.3. Department	Management and Business Administration
1.4. Field of studies	Management
1.5. Cycle of studies	Master
1.6. Program of studies	Strategic Management and Business Development

2. Course information

2.1	Name					Management of Technology Transfer in the Context of Globalization						
2.2	Course teacher					PhD Lecturer Crenguța Ileana SINISI						
2.3	Seminar teacher					PhD Lecturer Crenguța Ileana SINISI						
2.4	Year of studies	II	2.5	Semester	II	2.6	Evaluation type		E	2.7	Course type	mandatory

3. Total estimated time

3.1	Number of hours per week	3	3.2	of which course	2	3.3	S / L / P	1
3.4	Total hours from curriculum	36	3.5	of which course	24	3.6	S / L / P	12
Time distribution								hours
Study the textbook, course support, bibliography and notes								40
Further reading in the library, on the online platforms and field								24
Preparing seminars, homework, portfolios and essays								40
Tutoring								2
Examinations								4
Other activities								4
3.7	Total hours of individual study					114		
3.8	Total hours per semester					150		
3.9	Number of credits					6		

4. Prerequisites

4.1. of curriculum	Elements of Management and Economics
4.2. of competences	Capacity of analysis, synthesis, divergent thinking

5. Requirements

5.1. for courses	Endowment of the lecture rooms with video projectors
5.2. for seminars	This is not the case

6. Specific acquired competences

Professional competences	C1-Evaluating opportunities and risks specific to business environment – 1 CP; C3-Assuming the business decision and planning its implementation – 1 CP; C6-Analyzing and interpreting market information for decision making in business – 3 CP.
Transversal competences	TC2-Planning, organizing and allocating resources of a company in order to increase its competitiveness – 1 CP.

7. Course objectives (based on the specific acquired competences)

7.1. General objective	Understand the effects of technological change on the global economic structure.
7.2. Specific objectives	<i>A. Cognitive objectives</i> 1. Correct definition of the matter of study <i>Management of Technology Transfer in the Context of Globalization</i> and establishment of its relations with other economic sciences. 2. Knowledge and understanding of the the impact of technology transfer on

	<p>manufacturing employment and skills;</p> <p>3. Understanding the consequences of technological change and its direct and indirect impact on the dynamics of labour markets;</p> <p><i>B. Procedural objectives</i></p> <p>1. identification and discussion of the driving technologies of the current era, for example, in materials, information, and manufacturing;</p> <p>2. evaluation of how technological advances are transforming industrial sectors such as telecommunications and construction;</p> <p>3. exploration of how in turn the global economy is affecting technology and production through such factors as marketing strategies, intellectual property rights, and financial markets;</p> <p>4. clarification of regional and national consequences of globalizing industries for several geographical areas.</p>
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8. Course contents

8.1. Course		No. of hours	Teaching methods	Observations Resources
1	Concepts and basic knowledge of management 1.1. Multidisciplinary Nature of KM 1.2. Organizational Perspectives on Knowledge Management 1.3. KM for Individuals, Communities, and Organizations	2	Lecture Heuristic conversation Problem solving Explanation Debate	Demonstration using modern audio-visual means (short PowerPoint presentations)
2	Innovation process 2.1. What business processes are involved in the design of a new surveillance technique? What should co-investigators and collaborators read in order to understand how new products are conceived, designed and produced? 2.2. How might combinations of new and existing knowledge produce specific innovations in technology, which then become accepted into practice? 2.3. What possible innovations are ruled out or silenced? At what bureaucratic level does this “weeding out” process occur?	4		
3	Innovation management 3.1. Modeling 3.2. The ideation sandbox 3.3. Creative combination	2		
4	Creativity in the context of innovation 4.1. Design 4.2. Evolution of ‘Design’	2		
5	Technology transfer process 5.1. Unravelling the process 5.2. The power of people	2		
6	Technology transfer management 6.1. Technology and the learning process 6.2. Types of transferred technology and assessing its impact 6.3. Technology and competitiveness 6.4. Factors influencing successful technology transfer to enterprises 6.5. Technology and creation of wealth 6.6. On globalization 6.7. Competitiveness	4		
7	The tools and technology transfer 7.1. Five tools to optimize technology transfer 7.2. A Support Model 7.3. Technology Transfer Is Driven by Domain-Specific Problems 7.4. A Procedure for Tracking Technology Transfer Needs 7.5. A Project for Improving the Documentation	2		
8	Technology transfer organizations 8.1. Concepts, Process, and Contextual Factors. Technology Transfer between Science and Industry	2		

	8.2. Technology Transfer and Economic Development 8.3. The Technology Commercialization Process: A Simplified View 8.4. The Potential Benefits 8.5. Contextual Factors 8.6. Institutional and Market Failures 8.7. Incentive misalignment problem in a principal-agent context 8.8. Access to specialized resources and supportive mechanisms			
9	Project Planning innovation or technology transfer (ITT) 9.1. Definitions 9.2. Organizational theory foundations 9.3. Technology transfer process types	2		
10	Specific occupations innovation and technology transfer 10.1. Industry and research institution working together towards a knowledge economy 10.2. Promoting research institutions – SME interactions 10.3. Measuring progress	2		

Bibliography:

1. Sinisi Crenguța-Ileana, Management of Technology Transfer in the Context of Globalization– support de curs in format electronic, 2017 (disponibil de platform e-learning).
2. New Trends in Technology Transfer. Implications for National and International Policy, Barton, John H, Issue Paper No.18. Published by ICTSD, Geneva, 2010
3. Filipoiu I.D., Meier M., Kunz A., Müller St., Manufacturing technologies and technological equipment costs, Editura PRINTEH București, 2009
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8. *** UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT (UNCTAD), TRANSFER OF TECHNOLOGY, UNITED NATIONS New York and Geneva, 2001, <http://unctad.org/en/docs/psiteitd28.en.pdf>

8.2. Seminar		No. of hours	Teaching methods	Observations Resources
1	Getting started in management of technology transfer in the context of globalization Debates on knowledge characteristics include the following: - Use of knowledge does not consume it. - Transferal of knowledge does not result in losing it. - Knowledge is abundant, but the ability to use it is scarce. The focus of intellectual capital management (ICM), on the other hand, is on those pieces of knowledge that are of business value to the organization — referred to as intellectual capital or assets Knowledge — the insights, understandings, and practical know-how that we all possess — is the fundamental resource that allows us to function intelligently.	2	Conversation Problem solving Reflection exercises Debate Explanation Teamwork	Demonstration using modern audio-visual means (short PowerPoint presentations, videos etc.) Computer assisted instruction, modeling
2	Presentation of project structure. Example: Case Study	2	Project presentations	
3	Creativity - Warning - New Mode Decision Making	2		
4	Case studies on the effects of technological change on the global economic structure and the transformations in the way companies and nations organize production, trade goods, invest capital, and develop new products and processes	2		
5	Presentation of the project	2		

6	Final evaluation	2		
Bibliography: <ol style="list-style-type: none"> 1. Sinisi Crenguța-Ileana, Management of Technology Transfer in the Context of Globalization– support de curs in format electronic, 2017 (disponibil de platform e-learning). 2. New Trends in Technology Transfer. Implications for National and International Policy, Barton, John H, Issue Paper No.18. Published by ICTSD, Geneva, 2010 3. Filipoiu I.D., Meier M., Kunz A., Müller St., Manufacturing technologies and technological equipment costs, Editura PRINTEH București;2009 4. *** Japan Science and Technology Agency, PROMOTING TECHNOLOGY TRANSFER AND INNOVATION, Japan Science and Technology Agency, https://www.jst.go.jp/tt/EN/promoTechTransInnovation.pdf, 2012 5. *** Understanding technology transfer, Apax Partners Ltd, http://www.wipo.int/export/sites/www/sme/en/newsletter/2011/attachments/apax_tech_transfer.pdf, 2005 6. *** Technology Transfer Handbook An Introductory Guide for Researchers, Heriot-Watt University, https://www.hw.ac.uk/documents/IP_Handbook.pdf, 2015 7. *** UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT (UNCTAD), TRANSFER OF TECHNOLOGY, UNITED NATIONS New York and Geneva, 2001, http://unctad.org/en/docs/psiteitd28.en.pdf 				

* NOTES:

1. The seminars consists of projects, direct interventions, debates, teamwork etc., activities considered in the final evaluation.
2. The projects are conducted in teams.

9. Course contents corroboration with the demands of the epistemic community representatives, professional associations and related employers.

- the accuracy of using concepts and theories learned during this course will meet employers' requirements;
- the procedural and attitudinal competencies to be acquired during this course will meet the expectations of business professional associations and employers.

Note: The University of Pitești evaluates periodically the degree of satisfaction of the employers' representatives towards the professional and transversal competences acquired by our graduates.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share of final mark
10.4 Course	- written exam: the quality and consistency of treating subjects; - logical coherence; - assimilation degree of specialized language.	Test papers during the semester Final evaluation	10% 50%
10.5 Seminar	- active participation during the seminars, solving the case studies; - compliance with the requirements of the project .	Evaluating student's products and interventions during the seminars Evaluating student's participation in project making and presentation	20% 20%
10.6 Minimum performance standard	Understand the effects of technological change on the global economic structure and the transformations in the way companies and nations organize production, trade goods, invest capital, and develop new products and processes.		

Completion date,
September 23rd, 2018

Course teacher,
PhD Lecturer Crenguța Ileana SINISI

Seminar teacher,
PhD Lecturer Crenguța Ileana SINISI

Approval date in
Department Council,
September 28th, 2018

Head of Department,
(provider)
PhD Associate Professor Daniela MIHAI

Head of Department,
(beneficiary)
PhD Associate Professor Daniela MIHAI

SYLLABUS
Methodology of scientific research in order to elaborate the dissertation thesis
2018-2019

1. Program information

1.1. Higher education institution	University of Pitești
1.2. Faculty	Faculty of Economics and Law
1.3. Department	Management and Business Administration
1.4. Field of studies	Management
1.5. Cycle of studies	Master
1.6. Program of studies	Strategic Management and Business Development

2. Course information

2.1	Name	Methodology of scientific research in order to elaborate the dissertation thesis									
2.2	Course teacher	-									
2.3	Seminar teacher	PhD Associate Professor PÎRVU Daniela									
2.4	Year of studies	II	2.5	Semester	II	2.6	Evaluation type	colloquy	2.7	Course type	mandatory

3. Total estimated time

3.1	Number of hours per week	2	3.2	of which course	-	3.3	S / L / P	2
3.4	Total hours from curriculum	24	3.5	of which course	-	3.6	S / L / P	24
Time distribution								hours
Study the textbook, course support, bibliography and notes								14
Further reading in the library, on the online platforms and field								14
Preparing seminars, homework, portfolios and essays								14
Tutoring								2
Examinations								5
Other activities								2
3.7	Total hours of individual study	51						
3.8	Total hours per semester	75						
3.9	Number of credits	3						

4. Prerequisites

4.1. of curriculum	-
4.2. of competences	Capacity of analysis, synthesis, divergent thinking

5. Requirements

5.1. for courses	-
5.2. for seminars	Endowment of the room with table, video projector, PC, software

6. Specific acquired competences

Professional competences	C1-Evaluating opportunities and risks specific to business environment – 1 CP; C2-Making decision scenarios and forecasting their potential impact – 1 CP
Transversal competences	TC3-Assuming the need for continuous training to create the premises for career development and adapting the professional and managerial skills to a dynamic economic environment – 1 CP.

7. Course objectives (based on the specific acquired competences)

7.1. General objective	Acquiring skills for developind a scientific reasearch project
7.2. Specific objectives	<p><i>A. Cognitive objectives</i></p> <ol style="list-style-type: none"> 1. Understanding and learning the basic problems of the scientific research methodology; 2. Acquiring the main methods of scientific research in the field of economic sciences. <p><i>B. Procedural objectives</i></p> <ol style="list-style-type: none"> 1. Developing skills for applying scientific research techniques and instruments to concrete situations; 2. Self-evaluation of learning and results of scientific research activity.

	C. Attitudinal objectives 1. Respecting the ethics; 2. Developing a proactive attitude towards the role of research activity.
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8. Contents

8.2. Project			No. of hours	Teaching methods	Observations Resources
1.	Scientific research theory	2	Conversation		Short PowerPoint presentations
2.	Ethical issues in research	1			
3.	The structure of a scientific paper	1			
4.	Defining the research problem	2	Debate		Personal computers and software
5.	Documenting the research and the literature review	2			
6.	Research methods in economics	4	Explanation	Reflection exercises	
7.	Collecting and analyzing data	4			
8.	Qualitative and quantitative data analysis	6			
9.	Formulating conclusions	2			

Bibliography:

- Walliman, N., (editor), Research Methods: The Basics, Taylor & Francis e-Library, 2011 (https://edisciplinas.usp.br/pluginfile.php/2317618/mod_resource/content/1/BLOCO%202Research%20Methods%20The%20Basics.pdf)
- Kumar, R., Research methodology. A step-by-step guide for beginners, 3rd edition, SAGE Publications, 2011 (http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar-Research_Methodology_A_Step-by-Step_G.pdf)
- Blumberg, B., Cooper, D.R., Schindler, P.S., Business Research Methods, McGraw Hill, 2011 (https://allbookserve.org/downloads/cooper_and_schindler_business_research_methods.pdf)

9. Course contents corroboration with the demands of epistemic community representatives, professional associations and related employers.

- the accuracy of using concepts and theories learned during this course will meet employers' requirements;
- the procedural and attitudinal competencies to be acquired during this course will meet the expectations of business professional associations and employers.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share of final mark
10.4 Course	-	-	-
10.5 Project	- the ability to use assimilated knowledge; - the correctness and completeness of the used knowledge.	Homework and project	60%
		Evaluating student's products and interventions during the seminars	10%
		Final evaluation	30%
10.6 Minimum performance standard	Knowledge of the basic concepts of the discipline and the explanation of the interdependencies between them.		

Completion date,
September 23rd, 2018

Seminar teacher,
PhD Associate Professor Daniela PÎRVU

Approval date in
Department Council,
September 28th, 2018

Head of Department,
(provider)
PhD Associate Professor Daniela BONDOC

Head of Department,
(beneficiary)
PhD Associate Professor Daniela MIHAI