

SYLLABUS

Tertiary Sector Development Strategies, 2019-2020

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	Strategies and Policies for Sustainable Business Development									
2.2	Course teacher										
2.3	Seminar teacher										
2.4	Year of studies	II	2.5	Semester	II	2.6	Evaluation type	colloquy	2.7	Course type	Optional

3. Total estimated time

3.1	Number of hours per week	2	3.2	of which course	1	3.3	S / L / P	1
3.4	Total hours from curriculum	24	3.5	of which seminar	12	3.6	S / L / P	12
Time distribution								76 hours
Study the textbook, course support, bibliography and notes								30
Further reading in the library, on the online platforms and field								20
Preparing seminars, homework, portfolios and essays								20
Tutoring								2
Examinations								2
Other activities								2
3.7	Total hours of individual study	76						
3.8	Total hours per semester	100						
3.9	Number of credits	4						

4. Prerequisites

4.1. of curriculum	The basics of Economics, Economy of Services and Economics of Tourism.
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	Classical seminar room facilities.

6. Specific acquired competences

Professional competences	<p>C1. Evaluating opportunities and risks specific to business environment in order to design organizational changes – 1CP;</p> <p>C2. Making decision scenarios and forecasting their potential impact – 1CP;</p> <p>C3. Applying strategic management systems under certainty, uncertainty and risk – 1CP;</p> <p>C4. Revaluating the entrepreneurial skills in a competitive environment – 1CP.</p>
Transversal competences	

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

7.1. General objective	The course "Tertiary Sector Development Strategies" provides the master students with a conceptual framework on the basics of the tertiary sector development strategies, highlighting the priority areas and strategic objectives for the sustainable development of services in Romania.
7.2. Specific objectives	<p>A. Cognitive objectives</p> <ol style="list-style-type: none"> 1. Knowing and understanding the different concepts specific to the macroeconomic policies in the tertiary sector. 2. Describing the concepts, theories and methodologies to collect, process and analyze the data regarding the development strategies of the tertiary sector. 3. Applying strategic and tactical actions within the company, according to its core policy. <p>B. Procedural objectives</p> <ol style="list-style-type: none"> 1. Developing systems, capabilities and strategies for sustainable service

	<p>development.</p> <p>2. Developing comparative analyzes for a project of service development project.</p> <p>3. Applying macroeconomic policies to different development regions.</p> <p>C. Attitudinal objectives</p> <p>1. Respecting the rules of professional deontology, based on explicit value options of a specialist in services.</p> <p>2. Managing a positive and responsible attitude toward the role and importance of services in the economic and social activity.</p> <p>3. The ability to have an ethical behavior in front of tourists, business partners, employees.</p>
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8. Contents

8.1. Course		No. of hours	Teaching methods	Observations Resources
1	The content of development and the importance of development strategies 1.1. The concept of development. Evolution of theories and development models 1.2. Indicators to measure the economic development 1.3. Development strategies: definitions, importance, delimitations	2	Lecture Heuristic conversation Problem solving	Demonstration using modern audio-visual means (short PowerPoint presentations)
2	Developing development strategies for the tertiary sector 2.1. The political and legal environment 2.2. The economic environment 2.3. The socio-cultural environment 2.4. The technological environment	2	Explanation Debate	
3.	Development services and strategies 3.1. Services - a major component of modern economies 3.2. Analysis of tertiary sector evolution in Romania 3.3. The importance of services and the strategic objectives to develop the tertiary sector in Romania	2		
4.	Local (regional) development strategies and their impact on services 4.1. Objectives of strategies and specific types of local economic development programs 4.2. General rules to develop regional strategies 4.3. Romania's regional economic development	2		
5.	Marketing strategies in services 5.1. The market strategy 5.2. Strategies specific to the marketing mix 5.3. Strategic marketing planning	2		
6.	The sustainable development of services 6.1. Definitions and strategies in the field of sustainable development 6.2. Services and sustainability 6.3. The sustainable tourism	2		
Bibliography: 1. Anghelache, Constantin, <i>România 2010, Starea economică sub impactul crizei</i> , Ed. Economică, București, 2010. 2. Anghelache Stoica, Matei Lucica, <i>Dezvoltarea locală. Concepte și mecanisme</i> , Ed. Economica, București, 2009. 3. Antonescu Daniela, <i>Dezvoltarea regională – tendințe, mecanisme, instituții</i> , Editura Top Form, București, 2011 4. Băc Dorin Paul, <i>Turismul și dezvoltarea durabilă: realități, provocări, oportunități</i> , Ed.Economică, București, 2013 5. Bobîrcă Ana, <i>Serviciile în economia dematerializată. De la model de dezvoltare la strategii de firmă</i> , Ed. Economica, București, 2011. 6. Cojocariu Steliana, <i>Strategii în turism și servicii</i> , Editura Universitară, București, 2010 7. Dincă Dragoș Valentin, <i>Serviciile publice locale din România. Evoluție și reforme</i> , Ed. C.H.Beck, București, 2013. 8. Ghizdeanu Ion, <i>Proгноză regională</i> , Editura Mustang, București, 2010 9. Ionică Maria, Services specialization (a possible index) and its connection with copetitiveness. The case of Romania, The Service Industries Journal, 2010, Marea Britanie 10. Sava Cipriana, <i>Strategii de dezvoltare a activității de turism</i> , Editura Eurostampa, Timișoara, 2010 11. Sava Cipriana, <i>Turismul în contextul dezvoltării regionale durabile</i> , Editura Eurostampa, Timișoara, 2010 12. Tanțău Adrian Dumitru, <i>Managementul strategic. De la teorie la practică. Ediția a III-a</i> , Editura C.H.Beck, București,2011 13. www.europa.eu 14. www.gdrc.org 15. www.wto.org				

8.2. Seminar		No. of hours	Teaching methods	Observations Resources
1	Organizational seminar: presenting the objectives of the course, the competencies and the project	2	Conversation Problem solving Reflection exercises Debate Explanation Teamwork Project presentations	Studiu de caz, aplicații practice, Project presentations
2	Calculating and interpreting the human development index	2		
3	The correlation between the degree of economic development by regions	2		
4	Calculating and interpreting the economic indicators of service specialization and competitiveness	2		
5	Calculating and interpreting the financial indicators for substantiating a service development project	2		
6	Final evaluation	2		
Bibliography: <ol style="list-style-type: none"> 1. Anghelescu Stoica, Matei Lucica, <i>Dezvoltarea locală. Concepte și mecanisme</i>, Editura Economica, București, 2009. 2. Antonescu Daniela, <i>Dezvoltarea regională – tendințe, mecanisme, instituții</i>, Editura Top Form, București, 2011 3. Cojocariu Steliana, <i>Strategii în turism și servicii</i>, Editura Universitară, București, 2010 4. Constantin Daniela Luminița, <i>Economie regională. Teorii, modele, politici</i>, Editura ASE, București, 2010 5. Ghizdeanu Ion, <i>Prognost regională</i>, Editura Mustang, București, 2010 6. Sava Cipriana, <i>Strategii de dezvoltare a activității de turism</i>, Editura Eurostampa, Timișoara, 2010 7. Tanțău Adrian Dumitru, <i>Managementul strategic. De la teorie la practică. Ediția a III-a</i>, Editura C.H.Beck, București, 2011 8. Ministerul Dezvoltării Regionale și Administrației Publice, <i>Strategia Națională pentru Dezvoltare Regională 2014-2020</i> 9. World Bank, <i>Human Development Report</i> 10. www.europa.eu 11. www.insse.ro/cms/rw/pages/index.ro.do 12. www.qdrc.org 13. www.wto.org 				

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	10%
		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	30%
		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, B2, C1.		

Completion date,

Course teacher,

Seminar teacher,

Approval date in
Department Council,

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

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