

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	BUCHAREST BUSINESS SCHOOL
1.3. Department	ECONOMIC DEVELOPMENT OF THE COMPANY
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Cycle of studies	MASTER STUDIES
1.6. Education type	FULL-TIME / PART-TIME
1.7. Study programme	INDE Romanian-French MBA
1.8. Language of study	English
1.9. Academic year	2016-2017

2. Information on the discipline

2.1. Name	Strategy								
2.2. Code									
2.3. Year of study	2	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	5
2.8. Leaders	C(C)								
	S(S)								

3. Estimated Total Time

3.1. Number of weeks	14,00		
3.2. Number of hours per week	3,00	of which	
		C(C)	2,00
		S(S)	1,00
3.3. Total hours from curriculum	42,00	of which	
		C(C)	28,00
		S(S)	14,00
3.4. Total hours of study per semester (ECTS*25)	125,00		
3.5. Total hours of individual study	83,00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	34,00		
Additional documentation in the library, on specialized online platforms and in the field	14,00		
Preparation of seminars, labs, assignments, portfolios and essays	28,00		
Tutorials	3,00		
Examinations	3,00		
Other activities	1,00		

4. Prerequisites

4.1. of curriculum	NA
4.2. of competences	NA

5. Conditions

for the C(C)	Classrooms disposing of multimedia equipment and internet access
for the S(S)	Classrooms disposing of multimedia equipment and internet access

6. Acquired specific competences

PROFESSIONAL	C3	Formulation and substantiation of the policies and business strategies through joining specialized knowledge with experience
PROFESSIONAL	C5	Formulation and substantiation of decisions in a holistic manner, which integrates the interests of all the factors directly involved or bilaterally affected.
PROFESSIONAL	C7	Internationalization, regionalization, globalization of the business
TRANSVERSE	T2	Planning, organization and human resource development within a group or organization, under development of responsibility for professional results

7. Objectives of the discipline

7.1. General objective	Development of required abilities for business strategic management
7.2. Specific objectives	1) Provide the core concepts of business strategy 2) Give students the opportunity to master the tools for appropriate strategic analysis and decision 3) Develop students ability to apply these tools to practical cases

8. Contents

8.1. C(C)	Teaching/Work methods	Recommendations for students
1	Part I: fundamental concepts and classical tools Company's identity, values and strategic vision Business environment	PPT presentation, active participation of students Raising questions and making relevant comments and suggestions on the course
2	Part II: interactive strategy Game theoretic tools for business strategy Application to hyper-competition and coo-petition	PPT presentation, case study, active participation of students Solving exercises and making individual and/or team presentations of case studies
3	Part III: risk management Risk concept and typology Main approaches of risk management	PPT presentation, case study, active participation of students Solving exercises and making individual and/or team presentations of case studies

Bibliography

Gerry Johnson/ Richard Whittington/ Kevan Scholes, *Explorând Strategia / Text și cazuri*, Editura Pearson - Financial times Prentice

Henry Mintzberg, Joseph Lampel, James Brian Quinn, Simanta Ghoshal, *Procesul strategic, concepte, contexte, cazuri*, Editura Pearson, Prentice Hall, 2003

Avinash K Dixit, Barry J. Nalebuff, *Gândind strategic, avantajul competitiv în afaceri, politici și viața de zi cu zi*, Editura W.W Nerton and Company, 1999

Pankaj Ghemawat, *Jocurile jucate în afaceri*, Editura MIT Press, 1997

Adam Brandenburger, Barry Nalebuff, *Concurența cooperativă*, Editura Doubleday, 1996

Richard D'Aveni, *Hiperconcurența: gestionarea dinamicilor manevrelor strategice*, Editura Free Press, 1994

materiale de suport pentru prezentare

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Part I: fundamental concepts and classical tools Company's identity, values and strategic vision Business environment	Active participation of students	Raising questions and making relevant comments and suggestions
2	Part II: interactive strategy Game theoretic tools for business strategy Application to hyper-competition and coo-petition	Case study, active participation of students	Solving exercises and making individual and/or team presentations of case studies
3	Part III: risk management Risk concept and typology Main approaches of risk management	Case study, active participation of students	Solving exercises and making individual and/or team presentations of case studies
<i>Bibliography</i>			

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The content is identical with the curricula of the MBA program delivered by the partener university (CNAM) and it is consistent with the curricula of most of MBA programs from all over the world.
In order to better adapt the content to labour market requirements, meetings were deployed with business representatives, business analysts and praticiens from the field, former students from both Romania and France.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Active participation during courses deliveries, raising questions, making	Register the frequency and interaction soundness	10,00
10.2. S(S)	Active participation in preparatives and class work	Register the frequency and interaction soundness	10,00
10.3. S(S)	Acquired professional abilities	Case write-up and presentation	40,00
10.4. Final assessment	Acquired knowledge	Written paper	40,00
10.5. Modality of grading	Whole notes 1-10		
10.6. Minimum standard of performance	Active participation in class exercises, acquired basic knowledge on formulating and developing business strategies		

