

TUTORIAL COURSE FORM – 2021-2022 ACADEMIC YEAR

Name of the tutorial course (Erasmus/exchange students)	Strategic Management (in Public Sector)
Professor	Name: Prof., PhD. Hab. Ana-Maria Bercu Office B624 Email bercu@uaic.ro
Semester in which the tutorial course is available	I and II
No. of ECTS credits	5 credits
Level of study	Bachelor and Master
Short description/Contents	<ol style="list-style-type: none"> 1. Strategy. Developments and scientific theories 2. Current scientific strategy 3. Strategy and strategic management in the public organization 4. Strategy components 5. Typology of strategies 6. Analysis of exogenous determinants of organizational strategy 7. Analysis of endogenous determinants of organizational strategy 8. Strategic planning in public organizations 9. Directions strategic management in public organization
Assessment	- Integrated evaluation form (100%) – project on an issue agreed. (send to the email bercu@uaic.ro at a date establish with the student)

<p>Bibliography</p>	<ol style="list-style-type: none"> 1. Bercu, Ana-Maria, Public management strategies, Publisher Triton, Cluj Napoca, 2013. 2. Paul Joyce, Strategic Management for the Public Service, McGraw – Hill, 2010. 3. Gareth R. Jones; Charles W.L. Hill, Theory of Strategic Management with cases, 9th edition, Cengage Learning, 2010. 4. Bryson John, Strategic planning for public and nonprofit organizations, Wiley Company, 1995. 5. Bryson, ohn, Strategic Planning for Public and non profit organizations, ARC Publishing House, Bucharest, 2002. 6. J. david Hunger, Thomas L. Wheelen, Essential of Strategic Management, lvth edition, Thomson Learning, 2009.
<p>Observations</p>	<p>The evaluation process – 100 % project:</p> <ul style="list-style-type: none"> - the students will choose a theme for debating. - the project will be structured in 2 main parts: <ol style="list-style-type: none"> a. the theoretical part: notions, principles, theories, analysis of the literature b. the practical part: could be a comparative study, an analytical research about one issue, an empirical research, a study case etc. <p>Until 18th of March 2021 the student will send via email (bercu@uaic.ro) the chosen theme according with the course topic and the proposed content of the project (the main chapters) to be approved. After approval by the professor, he/she will proceed to write the project respecting the rules considering the ethics and integrity in academia.</p> <p>During the process of writing the project, the students will establish the meetings with the professor in order to debate the progress and to analyse the clarity and correctness of the content.</p> <p>The final project should be sent via email to professor until 18th of May 2021.</p> <p>Any other concerns should be addressed via email bercu@uaic.ro.</p>