

TUTORIAL COURSE FORM
2022-2023 ACADEMIC YEAR

Name of the tutorial course (incoming Erasmus/exchange students)	Business Strategies. Case Studies
Name of the professor	Prof. Laura Maxim, PhD.
Email of the professor	dlaura_es@yahoo.com
Office of the professor Consultation hours	B383e (groundfloor)
Semester(s) in which the tutorial course is available	I or II semester
No. of ECTS credits	6
Level of study (bachelor/master/PhD)	Bachelor and Master studies
Short description/Contents	<ol style="list-style-type: none"> 1. General approach of the business strategies 2. Competitive advantage 3. Internal analysis of a company 4. External analysis of a company 5. Competitive positioning 6. Development of the strategic plan 7. Strategy implementation
Assessment/Evaluation	Each student will have to write an individual project on a topic that will be discussed with the professor.
Bibliography	<ol style="list-style-type: none"> 1. Baye, Michael, Prince, Jeff, <i>Managerial Economics & Business Strategy</i>, McGraw-Hill Education, 9 edition, 2016 2. Thompson, Arthur A, <i>Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases</i>, McGraw-Hill Higher Education, 2015 3. Porter, Michael E., <i>Competitive Strategy: Techniques for Analyzing Industries and Competitors</i>, Free Press, 1998