



## TUTORIAL COURSE FORM

## 2025-2026 ACADEMIC YEAR

<b>Name of the tutorial course (incoming Erasmus/exchange students)</b>	Strategic Management (in Public Sector)
<b>Name of the professor</b>	Prof. PhD. Hab. Ana-Maria BERCU
<b>Email of the professor</b>	<a href="mailto:bercu@uaic.ro">bercu@uaic.ro</a>
<b>Office of the professor Consultation days/hours</b>	Room B624
<b>Semester(s) in which the tutorial course is available</b>	Semesters I and II
<b>No. of ECTS credits</b>	5
<b>Level of study (bachelor/master/PhD)</b>	Bachelor/Master/PhD
<b>Short description/Contents</b>	<ol style="list-style-type: none"><li>1. Strategy. Developments and scientific theories</li><li>2. Current scientific strategy</li><li>3. Strategy and strategic management in the public organization</li><li>4. Strategy components</li><li>5. Typology of strategies</li><li>6. Analysis of exogenous determinants of organizational strategy</li><li>7. Analysis of endogenous determinants of organizational strategy</li><li>8. Strategic planning in public organizations</li><li>9. Directions strategic management in public organization</li></ol>
<b>Assessment/Evaluation</b>	<ol style="list-style-type: none"><li>1. Project – 50% of final mark</li><li>2. Project presentation – 40% of final mark</li><li>3. Active involvement in course discussions – 10% of final mark</li></ol>
<b>Bibliography</b>	<ol style="list-style-type: none"><li>1. Bercu, Ana-Maria, Public management strategies, Publisher Triton, Cluj Napoca, 2013.</li><li>2. Paul Joyce, Strategic Management for the Public Service, McGraw – Hill, 2010.</li><li>3. Gareth R. Jones; Charles W.L. Hill, Theory of Strategic Management with cases, 9th edition, Cengage Learning, 2010.</li><li>4. Bryson John, Strategic planning for public and nonprofit organizations, Wiley Company, 1995.</li></ol>



	<p>5. Bryson, ohn, Strategic Planning for Public and non profit organizations, ARC Publishing House, Bucharest, 2002.</p> <p>6. J. david Hunger, Thomas L. Wheelen, Essential of Strategic Management, Ivth edition, Thomson Learning, 2009.</p> <p>Other publications at the student choice (electronic or physical resources).</p>
Observations	<p>The evaluation process:</p> <p><b>a. The content of the project</b></p> <ul style="list-style-type: none"><li>- the students will choose a theme for debating.</li><li>- the project will be structured in 2 main parts:</li></ul> <p>a.1. the theoretical part: notions, principles, theories, analysis of the literature</p> <p>a.2. the practical part: could be a comparative study, analytical research about one issue, empirical research, a study case etc.</p> <p><b>b. Presentation of the final project</b> – a date that will be establish according with the schedule of the professor and Erasmus students.</p> <p>During the first meeting the student will discuss with the professor about 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><b>The final project</b> should be sent via email to professor until <b>an establish date</b>.</p> <p>Any other concerns should be addressed via email <a href="mailto:bercu@uaic.ro">bercu@uaic.ro</a> .</p>