



## COURSE CATALOGUE

<b>Unit course: Management strategic</b>			
<b>Speciality: Business Administration</b>			
<b>Course code:</b> S.02. A. 112	<b>Number of credits:</b> 5	<b>Semester:</b> II	<b>Length:</b> one semester
<b>Type of activities:</b> <b>Course:</b> 16 <b>Seminar:</b> 24 <b>Laboratory:</b>	<b>Number of hours</b>		<b>Number of students:</b>  31
	<b>Direct Contact</b> 40	<b>Indirect Contact / Individual study</b> 110	
<b>Prerequisites:</b> <ul style="list-style-type: none"> <li>To be able to carry out the strategic segmentation of the market;</li> <li>To know what are the main components of the internal and external environment;</li> <li>To know the classical organizational structures.</li> </ul>			
<b>Course outcomes:</b> <ul style="list-style-type: none"> <li>Designing variants of company strategies that target its major fields, with the scoring of specific elements for the conditions of the Republic of Moldova in the current period;</li> <li>Developing M.Porter's model for domestic enterprises in different branches of the national economy- identifying the factors of direct and indirect influence on the activity of the enterprise;-</li> <li>Application of strategic management methods and techniques</li> </ul>			
<b>Contents (descriptive):</b> Module 1. Strategic Management: the concept and role of the strategy in ensuring enterprise survival and perennial Module 2. Strategic modeling Module 3. Strategic Diagnosis - Preliminary Management Stage strategic Module 4. External Environment Analysis Module 5. Analysis of the internal environment Module 6. Performance Strategies Module 7. Competition strategies Module 8. Business Strategies			

Module 9. Develop and implement the strategy

Module 10. Strategic controlling

**Teaching and learning methods:** Practical working method, learning by discovery, brainstorming, discussion "Panel" practical papers, studies case Synchronous / Asynchronous communication

**Assessment methods:**

Exposure theoretical questions;

Solving problems by applying strategic analysis methods, case studies

**Conditions for obtaining credits:** Elaboration of the project Strategic diagnosis of the competitiveness of enterprises in the Republic of Moldova

**Course Coordinator:** Oleiniuc Maria dr., conf.univ.

**Course Holder:** Oleiniuc Maria dr., conf.univ.

**Language of instruction: Romanian/English**

**Other Information:**