



Themes and references to competition
Position 35 - Associate Professor

Disciplines: - Management fundamentals
- Management

Contest themes:

1. Theoretical foundations of management. Management concept. Management schools. Managerial functions. The management process
2. Organization and the external environment. Exploring the macro-environment (PESTEL) and the micro-environment (Porter's five forces model).
3. Exploring the internal environment. Resources and competitive advantage. SWOT analysis.
4. Strategic management of an organization. Business and corporate strategy. Organization's strategic options
5. Management methods and techniques. Management by objectives. Management by budgets. Cost management. Special management techniques
6. Decision making. Definition, taxonomy, stages of decision-making, decision-making methods and techniques, methods for stimulating creativity in decision-making
7. Information. Defining the organization's information system, information system components, IT management systems, communication
8. Organizing. Structure, processes, informal structure, specific documents to formalize organizing
9. Leadership, negotiation and business ethics
10. Organizational culture. International strategies
11. Human resource management. Planning, recruitment and selection of human resources, job description. The importance of motivating people, work motivation theories, performance appraisal
12. Research and development management and project management. The role and position of research and development. The project - general framework for research and development. Project basic components. Project screening methods

Bibliography:

1. Carpenter, M.A.; Sanders, W.G., Strategic Management: A Dynamic Perspective. Concepts and Cases (2nd edition), Pearson Education, Upper Saddle River, 2009
2. Deac, V. (coord.), Management, ASE, Bucuresti, 2016
3. Pettinger. R.; Nelson, B.; Economy, P. , Management for Dummies, 2nd edition, John Wiley and Sons, Chichester, 2011
4. Robbins, S.; Coulter, M., Management, Prentice Hall, Upper Saddle River, 2007
5. Robbins, S.; Delenzo, D.; Coulter, M., Fundamentals of Management – Essential Concepts and Applications, 8th edition, Pearson, 2013
6. Tucker, K.; Allman, V., Animals Inc. - a Business Parable for the 21st Century, Random House Business Books, London, 2004