

Academia de Studii Economice Bucuresti  
Facultatea de Administrarea Afacerilor, cu predare în limbi străine  
Departamentul UNESCO pentru Administrarea Afacerilor  
Poz. 35 post **Conferentiar**  
Disciplinele postului: Comportament organizational si al consumatorului (lb. engleză)  
Cultura antreprenoriala (lb. engleza)  
Domeniul: Administrarea Afacerilor

**Tematica și Bibliografia**  
An universitar 2016/2017

**Comportament organizational si al consumatorului (lb. engleză)**

*Tematică:*

1. Ce este comportamentul organizational? Concepte, teorii, modele.
2. Diversitatea in organizatii
3. Perceptia si luarea deciziilor la nivel individual
4. Lucrul in echipa: de la teorie la aplicatie
5. Putere si politica
6. Structura organizationala
7. Schimbarea organizationala si managementul stressului
8. Comportamentul consumatorului - origini si aplicatii strategice
9. Segmentarea pietei
10. Comportamentul consumatorului din perspectiva internationala
11. Influenta consumatorului si raspandirea inovatiilor

*Bibliografie:*

- Stephen P. R., Judge T. A (2014). *Organizational behavior*, Prentice Hall.
- Schiffman L. G., Kanuk L.L (2007). *Consumer Behavior 9/e*, Prentice Hall Publishing House.

**Cultura antreprenoriala (lb. engleza)**

*Tematică:*

1. Introducere in antreprenoriat
2. Analiza de fezabilitate
3. Analiza mediului extern
4. Dezvoltarea unui plan de afaceri
5. Finantarea afacerii
6. Accesul IMM-urilor la finantare in Romania
7. Proprietatea intelectuala
8. Marketing-ul unui start-up
9. Evaluarea oportunitatilor de crestere a afacerii
10. Strategii de crestere a afacerii

*Bibliografie*

- Barringer, B.R. and Ireland, R.D. (2010). *Entrepreneurship. Successfully launching new ventures*. Pearson: Upper Saddle River, New Jersey. 3/e
- Barringer, B.R. (2008). *Preparing Effective Business Plans*. Pearson Higher Education
- Lambing P., Kuehl C. (2006). *Entrepreneurship*. Pearson Higher Education

The Bucharest University of Economic Studies  
Faculty of Business Administration in foreign languages  
UNESCO Department for Business Administration

**Position 35 – Associate Professor**

Subjects: Organizational and Consumer Behavior(in English)  
Entrepreneurship (in English)

Area: Business Administration

**Topics and references**

Academic year 2016/2017

**Organizational and Consumer Behavior (in English)**

*Topics*

1. What is Organizational Behavior? Concepts, theories, models.
2. Diversity in Organizations
3. Perception and Individual Decision Making
4. Understanding Work Teams: from theory to applications
5. Power and politics
6. Organizational Structure
7. Organizational Change and Stress Management
8. Consumer Behavior - Origins and Strategic Applications
9. Market segmentation
10. Cross-cultural Cultural Consumer Behavior. An International Perspective
11. Consumer Influence and the Diffusion on Innovations

*Bibliography*

- Stephen, P. R., Judge, T.A. (2014). *Organizational behavior*, Prentice Hall,
- Schiffman, L. G., Kanuk , L.L. (2007). *Consumer Behavior 9/e*, Prentice Hall Publishing House.

**Entrepreneurship (in English)**

*Topics*

1. Introduction to Entrepreneurship
2. Feasibility analysis
3. Industry and Competitor Analysis
4. The Business Plan
5. Getting financing or funding
6. SME's access to Finance in Romania
7. Intellectual Property
8. Unique Marketing Issues
9. Preparing for Growth
10. Growth Strategies

*Bibliography*

- Barringer, B.R. and Ireland, R.D. (2010). *Entrepreneurship. Successfully launching new ventures*. Pearson: Upper Saddle River, New Jersey.3/e
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