

Academia de Studii Economice Bucuresti
Facultatea de Administrarea Afacerilor, cu predare în limbi străine
Departamentul UNESCO pentru Administrarea Afacerilor

Poz. 36 postului **Conferentiar**

Disciplinele postului: Managementul Afacerilor (lb. germană), Management Intercultural (lb. germana)

Domeniul: Administrarea Afacerilor

Tematica și Bibliografia

An universitar 2016/2017

Managementul Afacerilor (lb. germană)

Tematică:

1. Întreprinderea și mediul extern al acesteia (Das Unternehmen und ihre externe Umwelt)
2. Tipuri de organizații (Typen von Organisationen)
3. Rolul managerilor in interiorul organizatiilor (Die Rolle von Managers innerhalb der Organisationen)
4. Tipuri de manageri (Typen von Managers)
5. Functiile firmei si relatiile dintre acestea (Die Funktionen des Unternehmens und die Beziehungen zwischen diesen)
6. Strategii de motivare a resurselor umane (Motivationsstrategien fur das Personal)
7. Planul de afaceri si rolul sau in dezvoltarea strategica a organizatiei (Das Geschaeftsplan und seine Rolle fuer die strategische Entwicklung des Unternehmens)
8. Etapele planului de afaceri (Die Etappen eines Geschaeftsplanes)
9. Management vs Leadership (Management vs Leadership)
10. Strategii de management pentru dezvoltare durabila (Managementstrategien fuer eine nachhaltige Entwicklung)

Bibliografie:

- Hungenberg, H. & Wulf, T. (2015). Grundlagen der Unternehmensführung: Einführung für Bachelorstudierende. Springer-Verlag.
- Brătianu, C., Mândruleanu, A., Vasilache, S., & Dumitru, I. (2011). Business Management, Ed. Universitară, București.
- Porter, M. E. (1999). Wettbewerbsstrategie: Methoden zur Analyse von Branchen und Konkurrenten, 10. Auflage, Frankfurt/Main.

Management intercultural (lb. germana)

Tematică:

1. Managementul Intercultural: Concept, teorii, dimensiuni.(Interkulturelles Management: Konzept, Theorien, Dimensionen)
2. Rolul culturii asupra dezvoltarii economice (Die Rolle der Kultur auf die wirtschaftliche Entwicklung)
3. Rolul religiei asupra dezvoltarii economice. (Die Rolle der Religion auf der wirtschaftlichen Entwicklung)
4. Rolul culturii asupra dezvoltarii regiunilor Romaniei. (Die Rolle der Kultur auf die wirtschaftlichen Entwicklung der Regionen Rumaeniens)
5. Particularitatile socio-culturale in tarile germanice si rolul acestora in dezvoltarea economica. (Die sozio-kulturelle Merkmale der deutsch-sprachigen Laendern und ihre Rolle fuer die wirtschaftliche Entwicklung)
6. Comunicare interculturala (Interkulturelle Kommunikation)
7. Influenta culturii asupra comunicarii verbale si non-verbale (Einfluss der Kultur auf die verbale und non-verbale Kommunikation)
8. Modelul dimensiunilor culturale a lui Hofstede (Das Model der Kulturdimensionen von Hofstede)

Bibliografie

- Ekman, P., Sorenson, E. R., Friesen, W. V. (1969). Pan-cultural elements in facial displays of emotions. Science, New Series, Vol. 164, No. 3875.
- Bergemann, N., & Sourisseaux, A. (Eds.). (2013). Interkulturelles Management. Springer-Verlag.
- Hofstede, G., Hofstede G.J., Minkov M. (2010). Cultures and Organizations: Software of the Mind. 3rd Edition, McGraw-Hill USA, 2010.

The Bucharest University of Economic Studies
Faculty of Business Administration in foreign languages
UNESCO Department for Business Administration
Poz. 36 – Associate Professor
Subjects: Business Management (in German)
Cross Cultural Management (in German)
Area: Business Administration

Topics and references
Academic year 2016/2017

Business Management (in German)

Topics:

1. The company and its external environment
2. Types of organizations
3. The role of managers within an organization
4. Types of managers
5. The company's functions and the relations between them
6. Strategies for motivating the employees
7. The business plan and its role in the strategic development of the organization
8. The steps of the business plan
9. Management vs Leadership
10. Management strategies for a sustainable development

Bibliografie:

- Hungenberg, H. & Wulf, T. (2015). Grundlagen der Unternehmensführung: Einführung für Bachelorstudierende. Springer-Verlag.
- Brătianu, C., Mândruleanu, A., Vasilache, S., & Dumitru, I. (2011). Business Management, Ed. Universitară, București.
- Porter, M. E. (1999). Wettbewerbsstrategie. Methoden zur Analyse von Branchen und Konkurrenten, 10. Auflage, Frankfurt/Main.

Cross Cultural Management (in German)

Topics:

1. Cross-Cultural Management : Concepts, theories and dimensions
2. The role of culture for the economic development of a country
3. The role of religion over the economic development
4. The role of culture over the development of Romania's regions.
5. The socio-cultural particularities in the Germanic countries and their role for the economic development
6. Cross-cultural communication
7. Influence of culture on the verbal and non-verbal communication
8. Cultural Dimension's Model of Hofstede

Bibliografie

- Ekman, P., Sorenson, E. R., Friesen, W. V. (1969). Pan-cultural elements in facial displays of emotions. Science, New Series, Vol. 164, No. 3875.
- Bergemann, N., & Sourisseaux, A. (Eds.). (2013). Interkulturelles Management. Springer-Verlag.
- Hofstede, G., Hofstede G.J., Minkov M. (2010). Cultures and Organizations: Software of the Mind. 3rd Edition, McGraw-Hill USA, 2010.