



**Topics and bibliography of the competition for the
position of Associate Professor, position 33**

Managerial methodologies

Topics:

- Methodology of organizational change: stages of the change process.
- Organizational diagnosis: definition and typology of diagnostic analysis; stages of developing a diagnostic analysis; methods of collecting and analyzing information.
- Development of the organization's strategy: the need to change the strategy; the stages of the strategy development; methods and techniques specific to the development of the strategy.
- Application of management systems, methods and techniques: the concept of management system, method and technique; management by objectives; management by exceptions; project management; product management; management by budgets; the dashboard; delegation; the meeting; decision-making methods.
- Redesigning the organizational structure: stages of improvement of the organizational structure; stages of designing an organizational structure.
- Improving decision-making processes: triggering changes in the decision-making system; stages of the methodology for improving decision-making processes; methods of decision-making.
- Improving of the information system: triggering changes in the information system; the stages of improvement of the information system; the design stages of the information system; methods of (re)designing the information system.

Bibliography:

Burduș, E., & Popa, I. (2018) *Metodologii manageriale* (2nd ed.). Bucharest: Pro Univesitaria.

Burduș, E., & Popa I. (2016) *Reproiectarea managementului organizației*. Bucharest: Pro Universitaria.

Verboncu, I., Popa, I., Ștefan, S.C. (2020) *Diagnosticarea organizației*, Bucharest: Pro Universitaria.

Fundamentals of organization's management

Topics:



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- Basic management concepts: the triple meaning of management, management as art and science, management retrospective, management process, management functions, the study object of organization's management.
- Managers: definition, managers' qualities, knowledges and skills, typology, roles, assessment, development and promotion of managers, efficiency of managers' work, means to increase the effectiveness of managers' work.
- Organization's functions: definition and components of the processual organization; the content, interdependence and dynamics of the organization's functions.
- Organizational structure: definition, components, typology and means of representing the organizational structure; informal organizational structure.
- The decision-making process: definition, typology and decisions' rationality requirements; the structure of the decision-making process.
- Information system: definition, components and functions of the information system; information's rationality requirements; major deficiencies of the information system.

Bibliography:

Burduș, E., & Popa, I. (2018) *Fundamentele managementului organizației* (3rd ed.). Bucharest: Pro Universitaria.

Managerial economics

Topics:

- Firm theory. The nature of the firm. Economic organizations. Transactional cost theory. Motivation theory. Property rights theory. Neoclassical model of profit maximization. Risk and uncertainty.
- Demand analysis. Macroeconomic environment. PESTEL analysis framework. Making scenarios. Analysis of industries and sectors. Markets and competitors. Opportunities and threats. Demand theory. Consumer theory.
- Competitive advantage and strategic capability. Sources of competitive advantage. The basics of strategic capability. Diagnosing strategic capabilities.
- Business strategies and strategic options. Identification of strategic business units. Price-based strategies. Strategies based on differentiation. Game theory.
- Organizing for success. Functional structure. Multidivisional structure. The matrix structure. Transnational structure. Project-based structures. Choosing the organizational structure.
- Change management. The importance of understanding strategic change. Analysis of the process of change. Types of strategic changes.

Bibliography:

Baye, M.R. (2010) *Managerial economics and business strategy* (7th ed.), New York: McGraw Hill.



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- Brickley, J.A., Smith, C.W., Zimmerman, J.L. (2016) *Managerial economics and organizational architecture*, New York: McGraw-Hill.
- Nicolescu, I., Verboncu, I., Popa, I. (2005) *Ghid de reproiectare a sistemului de management al organizației*, Bucharest: Olimp.
- Nicolescu, O., Verboncu, I. (2008) *Fundamentele managementului organizației*. Bucharest: University Publishing House.
- Penrose, E. (2009) *The theory of the growth of the firm (4th ed.)*, Oxford: Oxford University Press.
- Verboncu, I., Popa, I. (2001) *Diagnosticarea firmei – teorie și aplicație*, Bucharest: Technical Publishing House.

Strategic management

Topics:

- Origin and evolution of the strategy concept.
- Strategy's characteristics and determinants.
- Strategy's components.
- The typology of strategies. Knowledge-based strategies.
- Strategic management. Content, traits, importance.
- Dimensions of strategic management.
- Strategic planning tools.
- Presentation of the strategic management model. Content and characteristics of the strategic management model. Advantages and limits of the strategic management model.
- Substantiation of the strategic management model.
- Development of the strategic management model.
- Implementation of the strategic management model.

Bibliography:

- Popa, I. (2004) *Management strategic*, Bucharest: Economic Publishing House.
- Popa, I. (2004) *Ghid de realizare a strategiei*, Bucharest: ASE Publishing House.
- Borza, A., Bordean, O., Mitra, C., Dobocan, C. (2008) *Management strategic. Concepte și studii de caz*, Cluj: Risoprint.

Management of health organizations

Topics:

- Managers, leadership and leadership in the health sector.
- Organizational system of health organizations.
- Health organization-specific management systems, methods and techniques.



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- Motivation of staff.
- Organizational culture.

Bibliography:

Burduș, E., & Popa, I. (2018) *Fundamentele managementului organizației* (3rd ed.). Bucharest: Pro Universitaria.

Burduș, E., & Popa, I. (2018) *Metodologii manageriale* (2nd ed.). Bucharest: Pro Univesitaria.

Analysis and forecasting methods in the health system

Topics:

- Organizing a quantitative research study.
- Formulation and testing of hypotheses.
- Statistical data sources. Primary and secondary data. Survey elements and statistical surveys.
- Preparing the data set. Descriptive statistics.
- Methods of quantitative analysis.

Bibliography:

Bryman, A. (2012) *Social Research Methods* (4th ed.), Oxford University Press.

Cicea. C., Borisov, D., Alexandru, G. (2012) *Investment in Health, Investment in People: Modern approaches for efficiency evaluation and modelling*, Bucharest: ASE publishing House.

Pallant, J. (2011) *SPSS survival manual. A step by step guide to data analysis using SPSS* (4th ed.), Allen & Unwin.

Saunders, M., Lewis, P., Thornhill, A. (2009) *Research Methods for Business Students* (5th ed.), Harlow: Pearson Education.