

Academia de Studii Economice din București

Facultatea de Administrarea Afacerilor cu predare în limbi străine

Departamentul de Administrarea Afacerilor, cu predare în limbi străine (Catedra UNESCO)

Poz. 20 postul Conferențiar universitar

Disciplinele postului: Antreprenoriat și tehnologie (engleză), Modele online de administrarea afacerilor (engleză), Strategii de afaceri (engleză)

Domeniul: Administrarea Afacerilor

Tematica si bibliografia pentru concurs An universitar 2022-2023

Antreprenoriat și tehnologie (engleză) / *Entrepreneurship and technology (taught in English)*

1. Obiective și rezultate cheie – OKR / *Objectives and key results - OKR*
2. Platforme de piață și strategii de prețuri / *Market platforms and pricing strategies*
3. Modele de afaceri online / *Online business models*
4. Analiza web 3.0 / *Web 3.0 analysis*
5. Crearea unei matrici North Star / *Creating a North Star Matrix*
6. Crearea unei experiențe de utilizator memorabile / *Creating a memorable user experience*

Bibliografie:

- Reillier, L. C., & Reillier, B, *Platform strategy: How to unlock the power of communities and networks to grow your business*, Routledge, 2017
- Tim Brown, *Change by Design, Revised and Updated: How Design Thinking Transforms Organizations and Inspires Innovation*, Harper Business, 2019
- Daniel Coyle, *The Culture Code: The Secrets of Highly Successful Groups*, Bantam Books, 2018
- Reed Hastings, Erin Meyer, *No Rules Rules: Netflix and the Culture of Reinvention*, Penguin Press, 2020
- Paul Belleflamme, Martin Peitz, *The Economics of Platforms*, Cambridge University Press, 2022
- Tim Brown, *Change by Design, Revised and Updated: How Design Thinking Transforms Organizations and Inspires Innovation*, Harper Business, 2019

Modele online de administrarea afacerilor (engleză) / *Online business administration models (taught in English)*

1. Dezvoltarea unui produs din categoria ”internetul lucrurilor” / *Product development in the ”internet of things”*
2. Strategii de marketing pentru afaceri online / *Marketing strategies for online business*
3. Intrarea pe piața online / *Entering online markets*
4. Finanțarea afacerilor online / *Financing online business*
5. Strategii de creștere a afacerilor / *Business growth strategies*

Bibliografie:

- Jim Collins, William Lazier, *BE 2.0 (Beyond Entrepreneurship 2.0): Turning Your Business into an Enduring Great Company*, Portfolio / Penguin, 2020, SUA

- Geoffrey G. Parker, Marshall W. van Alstyne, Sangeet Paul Choudary, *Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You*, Norton & Company, 2017
- Bruce Cleveland, Wildcat Venture Partners, *Traversing the Traction Gap*, Radius Book Group, 2019
- Salim Ismail , Michael S. Malon, *Exponential Organizations: Why New Organizations Are Ten*, Diversion Books, 2014,
- Peter & Charlotte Fiell, *Industrial Design, A-Z*, Taschen, 2019
- Rob Doctersl, *Contextual Pricing. The Death of List Price and the New Market Reality*, McGraw-Hill Education, 2011
- Nir Eyal, *Hooked: How to Build Habit Forming Products*, Portfolio Publishing, 2014
- Scoble Robert et al , *The Fourth Transformation*, Patrick Brewster Publishing, 2016
- Marty Cagan, *INSPIRED: How to Create Tech Products Customers Love*, Wiley, 2017
- Ken Kocienda, *Creative Selection: Inside Apple's Design Process During the Golden Age of Steve Jobs*, Macmillan, 2019
- Ken Segall, *Insanely Simple*, Penguin Books Ltd, 2012
- Anon, Josh, *The Product Book. How to Become a Great Product Manager*, Product School, 2019, SUA

Strategii de afaceri (engleză) / Business strategy (taught in English)

1. Analiza mediului macroeconomic / *Macroeconomic analysis*
2. Analiza sectorială și de industrie / *Sector and industry analysis*
3. Analiza resurselor și capacităților / *Resource and capabilities analysis*
4. Strategii și modele de afaceri / *Business strategy and models*
5. Leadership și schimbări strategice / *Leadership and strategic change*

Bibliografie:

- Frank Rothaermel, *Strategic Management* (5th edition), McGraw-Hill Education, 2020
- Gerry Johnson, *Exploring Strategy* (12th edition), Pearson-Prentice Hall, 2019