

GENERAL MANAGEMENT (III rd Year of study, V+VI semester)

Credit value (ECTS) 5+5

Course category

Fundamentaly (Imposed)

Course holder:

Ph. D. Prof. Stejărel BREZULEANU

Discipline objectives (course and practical works)

- ⇒ Presenting the role of different methods of investigation, analysis and interpretation of data available to managers to make effective decisions in a timely manner;
- ⇒ Using different methods and management techniques to improve the efficiency of the overall management activity.
- ⇒ Improving the manager's role in increasing the use of production factors and means of achieving greater quantities of agricultural products.
- ⇒ Knowing the types of existing agricultural businesses and their peculiarities
- ⇒ Familiarizing with the methods and techniques of business planning
- ⇒ Improving the time of work of direct productive staff and managers in agriculture
- ⇒ Increasing the incomes in rural areas by taking into consideration new activities that can generate additional profits

⇒ Contents (syllabus)

Course (chapters/subchapters)
MANAGEMENT CONCEPT, CONTENT AND FEATURES
MANAGEMENT WORLDWIDE AND IN ROMANIA
COMMERCIAL COMPANIES-OBJECT OF MANAGEMENT
AGRICULTURAL PRODUCTION MANAGEMENT
MANAGEMENT ATTRIBUTES
FUNCTIONS AND ORGANIZATIONAL AND MANAGEMENT STRUCTURE OF AGRICULTURAL HOLDINGS
THE DECISION - MAKING PROCESS IN AGRICULTURAL HOLDINGS
MODERN MANAGEMENT SYSTEMS AND TECHNIQUES
SIZE AND DIMMENSION OF AGRICULTURAL HOLDINGS
MANAGERS OF AGRICULTURAL HOLDINGS

Seminar
Establishment and cessation of agricultural holdings
Calculation of fertilizer requirements and preparation of the supply schedule
Average production forecast
Pesticide supply and gestion
Economic substantiation and elaboration of technological sheets on crops
Technical standardization of work by simplified method
Optimizing the size of work teams

Optimizing the need for permanent workers
Programming the necessary and providing seeds and planting material
Organization of straw grain sowing works
Organizing work to combat diseases, pests and weeds
Project content
Business plan in the agri-food field summary / table of contents / summary
Company presentation / identification data / company history / products and business environment
Description of the technological process, markets and marketing
Company's management
Financial analysis of the business plan
Risks and opportunities
Intermediate objectives and targets
Profitability of the business idea

Bibliography

1. ALECU, I. ȘI COLAB., 2001 – *Managementul exploatațiilor agricole*. Editura Ceres, București.
2. ALECU, I. ȘI COLAB., 1997 – *Ghidul întreprinzătorului particular*. Ediția a 3-a. Editura Tehnică, București.
3. BREZULEANU S, 2009 – *Management în agricultură*. Editura Tehnopress Iași
4. CIUREA, I.V., BREZULEANU S., UNGUREANU G. 2005 – *Management*. Editura „Ion Ionescu de la Brad” Iași.
5. NICOLESCU, O., VERBONCU, I., 1996 – *Management*. Editura Economică, București.
6. OANCEA, MARGARETA, 2003 – *Managementul modern în unitățile agricole*. Editura Ceres, București.
7. RUSU, C. ȘI COLAB., 1993 – *Managementul afacerilor mici și mijlocii*. Editura Logos, Chișinău.
8. ***, 1999 – *Dicționar de economie*. Editura Economică, București.

Evaluation

Evaluation form	Evaluation Methods	Percentage of the final grade
Exam	Oral examination	60%
Appreciation of the activity during the semester	Oral assessment during the semester, verification tests; colloquium.	20%
	Evaluation of the project of the year	20%

Contact

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