

Strategic Management (III-rd year of study – IEA, SEMESTER VI)

Credit value (ECTS) : 3

Course status

Discipline field (optional)

Course holder:

Assoc. Prof. PhD. George Ungureanu

Objectives (course and applications):

The course of strategic management is specifically designed to complement the business knowledge needed to understand the mechanisms of the market economy. Training students in managerial skills, expanding the field and area of knowledge, consolidating and improving professional training in the field of strategic management.

Higher training in the field of business to provide graduates with cognitive, professional and emotional-value skills in: design, implementation, development plans of the company.

The strategic management course addresses a complex process, foreshadowing the future of the company, its long-term evolution, a process in which the strategy formulation, implementation, evaluation and permanent control are combined and complement each other, in a continuous, dynamic flow and iterative. It involves a coherent approach to external and internal factors that have or may affect the organization, can influence its performance and existence and, from here, the development and implementation of rigorous and explicit strategies to enable the organization to successfully cope with changes likely to occur in the environment, to adapt to survive and develop.

Internal and external plan, formulation and implementation, evaluation and control are thus integrated in the same logic. This means that the strategic management model requires not only the establishment of the position occupied by the organization on the market, but also the position it aims to reach in the future, which requires not only analysis but also forecasting the evolution of all factors that may affect the organization. . It involves a good knowledge of the potential of economic and managerial viability of the company, competition and market demand, but also taking into account the life cycle of the organization, the interests of stakeholders and the need to develop internal skills and competencies. the organization, which are likely to contribute to the successful implementation of the strategy and to ensure its flexibility and invulnerability.

Content (syllabus)

Course (chapters/subchapters)
Now global enterprise
Strategic management of farms
The concept of an agricultural strategy
Subsystems conditioned in implementing management strategies
Technological subsystem
Risk estimation
Entropy and information in management
Strategy and Policy of farms
Typology of strategies
Cooperation in production
Differentiation
Concentration

Vertical integration
Strategies chains
Funding
Production
Supply
Farm and comparative analysis
Planning in agricultural holdings
Strategic planning
Social planning

Practicum
Analysis of organized farm system (Case Study)
Case study in policy on medium and long term financing of a farm
Case study in short-term financing of a farm
Analysis of a firm's internal environment
Analysis of the company's external environment
Establishing development strategy
Case studies in strategic planning of a farm

BIBLIOGRAFY

1. **Ungureanu G.**, Management. Editura TipoMoldova. 2009. ISBN 978 973 8432 91 8
2. **Ungureanu G.**, Management. Editura Terra Nostra. 2008. ISBN 978 973 8432 91 8.
3. **Ungureanu G.**, Managementul procesarii si conservarii productiei. Editura Alfa. 2008. ISBN (10) 973 8953 53 7
4. Ciurea I, Brezuleanu S, **Ungureanu G.**, Management, Editura "Ion Ionescu de la Brad", 2005; ISBN : 973 7921 59 3
5. **Ungureanu G.**, Mateoc Nicoleta. Dezvoltarea regionala si rurala. Editura TipoMoldova. 2009. ISBN 978 973 8432 91 8

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 and final laboratory colloquium.	40%

Contact person

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