

Management (YEAR IV, SEMESTER VII)

Credit value (ECTS): 4

Course category

Discipline field (mandatory)

Course holder:

Assoc. Prof. PhD. George UNGUREANU

The purpose of this course is higher training in business to provide graduates with cognitive, professional and affective-value skills in: design, implementation, business plans, and the ability to develop and implement consulting programs appropriate to the interests and needs of companies or others types of organizations. The course is specifically designed to complement the business knowledge needed to understand the mechanisms of the market economy. The course involves the implementation of new or significant methods involving techniques, equipment and software, which are used in the production of goods and services. Examples of new production methods are the implementation of new automation equipment or the introduction of computer-aided design in the development of new products. The analysis of the approached problems is synthetic but comprehensive and thorough in order to offer the students the necessary elements to know the economic phenomena in all their complexity.

The course 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 agricultural management course addresses a complex process, foreshadowing the future of the company, its long-term evolution, a process in which the formulation of the strategy, 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 occurs in the environment, to adapt to survive and develop.

Contents (syllabus)

Course (chapters/subchapters)
INTRODUCTION TO MANAGEMENT
Historic. Etymology. Concept. Management features. The evolution of managerial thinking in Romania
EXTERNAL ENVIRONMENT OF THE COMPANY
Environmental factors. The features of the market economy
MANAGEMENT ORGANIZATION
Formal and informal organization. Company functions. Management functions

SYSTEM COMPANY'S DECISION
Concept. Typology decisions. Stages of decision making. Effectiveness and efficiency of decision
MANAGERS, ENTREPRENEURS AND THOUGHT LEADERS
Managers. Entrepreneurs. Leaders and leadership. Styles and types of managers. Comparison between managers, entrepreneurs and leaders
HUMAN RESOURCES MANAGEMENT
And human resource management role. Management groups. Labor disputes
NEGOTIATION - BUSINESS MANAGEMENT
The concept of negotiation. Classification negotiations. Conducting negotiations. Manager -negotiator Negotiating complaint. Price negotiation
ECONOMIC MANAGEMENT OF THE COMPANY
Company functions. Resources and factors of production. Management expenses and costs
ASSURANCE MANAGEMENT AND EFFICIENT USE TECHNICAL AND MATERIAL RESOURCES

Practicum/Project
<p>Theme:</p> <p>FUNDAMENTATION OF THE DEVELOPMENT STRATEGY AT SC .. SA</p> <p>DESIGN PROJECT</p> <p>Introduction</p> <p>1.1 Project title</p> <p>1.2 Location</p> <p>1.3 Amount requested from donor:</p> <p>1.4 Summary</p> <p>1.5 Project Justification</p> <p>1.6 Objectives</p>
<p>PLANNING PROJECT</p> <p>2.1 Detailed description of activities</p> <p>2.2 Implementation Team</p> <p>2.3 Duration and plan Project</p> <p>2.4. Project budget</p> <p>2.5 Indicators for monitoring and evaluation</p> <p>2.6 Risk management</p> <p>2.7 Logical Framework</p> <p>2.8 Multiplier effects or ensuring project continuity</p>
Self-assessment of managerial skills
Calculation of operating cost for mechanical Us / used / rented from third parties
Analysis of economic results of the company in terms of profit and entrepreneurial profit

REFERENCES

1. **Ungureanu George.** *Management.* Editura TipoMoldova. 2019. ISBN 978 973 8432 91 8
2. **Ungureanu George.** *Management.* Editura Terra Nostra. 2008. ISBN 978 973 8432 91 8.
3. **Ungureanu George.** *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

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

Assoc. Prof. PhD. George UNGUREANU

Faculty of Agriculture - USAMV Iași

Aleea Mihail Sadoveanu nr. 3, Iași, 700490, Romania

telefon: 0040 232 407517, fax: 0040 232 219175

E-mail: ungurgeo@uaiasi.ro

Strategic Management (IV-th Year of study, VIIIth SEMESTER)

Credit value (ECTS) : 3

Course status

Discipline field (optional)

Course holder:

Assoc. Prof. PhD. George UNGUREANU

Objectives (course and applications):

Signifying fruition organization-wide management's forecasting model of strategic management is a complex process, the foreshadowing its future, its evolution long term process where strategy formulation, implementation, evaluation and control of its permanent unite and complement each other in a continuous, dynamic and iterative. It requires a coherent approach to external and internal factors that have or may have impact on the organization, can influence the performance and the availability and hence the development and implementation of strategies rigorous and explicit to enable the organization to successfully cope with changes likely to occurs in the environment, adapt to survive and grow.

Internally and externally, formulation and implementation, evaluation and control are so integrated into the same logic. This means that the model of strategic management requires not only determining the position of the organization on the market, but also the position in which wants to be in the future, which requires not only analyze but also forecast the evolution of all the factors that may affect the organization . It involves a good knowledge of the potential economic viability and the management of the company, competition and manifest demand on the market, but also taking into account the phase of the life cycle of the organization, the interests of stakeholders and the need to develop skills and competencies internal organization that are likely to contribute to the successful implementation of the strategy and to ensure flexibility and invulnerability.

Content (syllabus)

Lecture (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

PRACTICAL WORK
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
6. Mateoc Nicoleta. **Ungureanu G.**, *Dezvoltarea regionala si rurala*. Editura Mirton. Timisoara. 2009. ISBN : 978-973-52-0764-

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