

MANAGEMENT (YEAR IV, SEMESTER VII)

Credit value (ECTS): 3

Course category

Discipline field (mandatory)

Course holder:

Assoc. Prof. PhD. George Ungureanu

The aim of this course is the superior training in the field of business in landscaping to provide graduates with cognitive, professional and emotional-value skills in: design, implementation, business plans and the ability to develop and implement consulting programs according to the interests and needs of companies or of other types of organizations. The analytical program aims to acquire by students the knowledge on the particularities of plant improvement for the main landscape species.

Formation of skills for analysis and interpretation of economic aspects, use of computer programs specific to landscape management, recommendation of improved scientific methods with applicability on production processes in high-performance landscape farms.

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 student must have minimal knowledge of the main landscape species in Romania, metabolic processes, basic laws of heredity, genetic structure of populations, cultivation technologies, phytopathogens of agricultural species, objectives and methods of breeding, the main sources of germplasm for species cultivated agricultural land, the methods of location and establishment of breeding experiences in the field.

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

Contents (syllabus)

Course (chapters/subchapters)
INTRODUCTION TO MANAGEMENT
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
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

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