

COURSE CATALOGUE

Higher education institution	Cahul State University "Bogdan Petriceicu Hasdeu"
Faculty	Economy, Engineering and Applied Sciences
Study area	Business & Administration
Study cycle	Master level
Study programme	Entrepreneurship and Business Administration

Unit course: <i>STRATEGIC ANALYSIS AND COMPETITIVE STRATEGIES OF THE ENTERPRISE</i>			
Speciality: <i>Entrepreneurship and Business Administration</i>			
Course code: <i>S.02.O.006.1</i>	Number of credits: <i>5</i>	Semester: <i>II</i>	Length: <i>150</i>
Type of activities: Course: 20 Seminar: 20 Laboratory: --	Number of hours		Number of students: <i>14</i>
	Direct Contact <i>40</i>	Indirect Contact / Individual study <i>110</i>	
Prerequisites: <i>knowledge about the general principles of entrepreneurship, business economics, organizational management, human resources management, marketing</i>			
<p>Course outcomes: <i>Understanding of the key elements of strategic management and organizational change that allow students to develop skills to work in complex, dynamic and interconnected organizational conditions. Strategic analysis models and tools are presented and used to identify opportunities and competitive threats arising from different corporate levels. By analysing external market forces and internal organizational challenges, students will begin to imagine their organizational effectiveness. The main focus of the course is on "strategy" and how the applications of strategic management and organizational change, including analysis, formulation and execution, are used to lead an organization to sustainable (sustainable) success. The student shall obtain following competences:</i></p> <ol style="list-style-type: none"> 1. <i>Professional skills:</i> <ul style="list-style-type: none"> • <i>Development of strategic thinking.</i> • <i>Ability to analyse the internal business environment and identify the strengths and weaknesses of the organization.</i> • <i>Ability to analyse the external business environment and identify business opportunities, as well as threats from competitors.</i> • <i>Ability to develop competitive strategies.</i> • <i>Ability to implement competitive strategies.</i> • <i>Ability to identify factors in internal and external environments that impose or allow change.</i> • <i>Ability to outline a strategy for change.</i> 2. <i>Transversal competences:</i> <ul style="list-style-type: none"> • <i>Responsibility in building a professional expertise.</i> • <i>Developing a critical attitude in developing / analysing / implementing a strategy.</i> • <i>Exploiting the creative potential.</i> 			

- *Involvement in organizational development and awareness of the need to promote professional values that stimulate business excellence.*
- *Teamwork skills.*
- *Respecting and developing the values of professional ethics.*
- *Knowledge, understanding, analysis and use of concepts, theories, principles and fundamental methods of investigation and prospecting which are specific to the market economy.*

Contents (descriptive):

Strategic management as a form of business development management. The value chain and competitive advantage: analysis of competition areas, competitive analysis. Strategic segmentation. Strategic portfolio (analysis models) SWOT analysis, Boston Consulting Group (BCG) model, Arthur D. Little / Life-Cycle (ADL / LC) model, General Electric / McKinsey (GE / McKinsey) model. Basics of strategic portfolio management. Company management strategies. Intra-industrial strategies. Company management strategies. Inter-industrial strategies. Non-competitive and global strategies.

Teaching and learning methods:

- **Synchronous communication** - through teaching, peer review and mentoring activities (in class, online and face to face in class).
- **Asynchronous communication** - by e-platform (MOODLE), group activities, question and answer forums, online interaction, project-based research.

Assessment methods:

examination of the written project and its public presentation, online testing

Conditions for obtaining credits:

Attendance of at least 30 course hours. Promoting the online test. The (written) research project on issues related to business analysis and strategic management must be developed according to the requirements of the course. Passing the exam (online test (40%) + project (60%)) with a minimum grade of 5 out of 10.

Course Coordinator: *POPA ANDREI, professor, Doctor Habilitatus in Economic Sciences*

Course Holder: *POPA ANDREI, professor, Doctor Habilitatus in Economic Sciences*

Language of instruction: *Romanian, English*

Other Information: