

## COURSE DESCRIPTION

### 1. Program identification information

1.1 Higher education institution	University POLITEHNICA of Bucharest
1.2 Faculty	Faculty of Electronics, Telecommunications and Information Technology
1.3 Department	Dept. of Applied Electronics and Information Engineering
1.4 Domain of studies	Electronic Engineering, Telecommunications and Informational Technologies
1.5 Cycle of studies	License
1.6 Program of studies/Qualification	Technologies and Systems of Telecommunications (TSTeng)

### 2. Course identification information

2.1 Name of the course				Management			
2.2 Lecturer				S. L. Dr. Ing. Bogdan Alexandrescu			
2.3 Instructor for practical activities				S. L. Dr. Ing. Bogdan Alexandrescu			
2.4 Year of studies	III	2.5 Semester	5	2.6 Evaluation type	Verification	2.7 Course choice type	Compulsory

### 3. Total estimated time (hours per semester for academic activities)

3.1 Number of hours per week, out of which	3	3.2 course	2	3.3 practical activities	1
3.4 Total hours in the curricula, out of which	42	3.5 course	28	3.6 practical activities	14
Distribution of time					hours
Study according to the manual, course support, bibliography and hand notes					13
Supplemental documentation (library, electronic access resources, in the field, etc)					7
Preparation for practical activities, homeworks, essays, portfolios, etc.					12
Tutoring					0
Examinations					4
Other activities					0
3.7 Total hours of individual study		36			
3.9 Total hours per semester		78			
3.10 Number of ECTS credit points		3			

#### 4. Prerequisites (if applicable)

4.1 curricular	N/A
4.2 competence-based	N/A

#### 5. Requisites (if applicable)

5.1 for running the course	Not applicable, according to current PUB regulations
5.2 for running of the applications	Compulsory presence at laboratory classes, according to current PUB regulations.

#### 6. Specific competences

Professional competences	It is not the case
Transversal competences	CT1. The methodical analysis of the problems met in the activity, identifying the elements for which there are actual solutions, thus assuring the fulfilment of the professional tasks CT2. The knowledge of hierarchical levels, the efficient information exchange on the level, the definition of activity stages and their repartition to subalternates with the complete explanation of the tasks. CT3. The capacity of adapting to new technologies and of understanding the documentation in Romanian and, at least, in one language of international circulation, for professional and personal development, through continuous forming

#### 7. Course objectives (as implied by the grid of specific competences)

7.1 General objective of the course	The course provides the basic knowledge and tools necessary to understand the development of the management processes, their analysis and design. Starting from an overview of the general concept of management, its functions and principles, the purpose is the explanation, understanding and proper acquisition of the concepts and terminology used in the management of various structures of the economic environment. We want students to assimilate the basic knowledge of management theory and practice, developing and adopting a managerial way of thinking, with the use of the main tools of management analysis.
4.2 Specific objectives	- Ethical behavior, in the spirit of the law, to ensure the reputation of the profession - Identification, description and development of project management processes, taking over various roles in the project team, as well as the clear and concise oral and written description of the results in the field of work - Demonstrating initiative and action to update professional, economic and organizational culture knowledge

## 8. Content

8.1 Lectures	Teaching techniques	Remarks
INTRODUCTION. History and evolution. Fundamental economic concepts. Role and functions of management.	Teaching is based on the usage of videoprojection (for communication and demonstration); the oral communication is based on frontal exposition and problems. The course materials are the course notes and handouts and proposed exercises (both theoretical and computer-based).	3
METHODS AND MODELS IN MANAGEMENT. Linear programming method. Critical Path Method.		3
STRATEGIC MANAGEMENT. Concept and necessity. Mission and strategic objectives of the organization. Assessment of business environment – industry analysis. Analysis of the product portfolio and determination of the competitive strategies. Evaluation of the strategic capabilities of an organization.		6
PROJECT MANAGEMENT. Project structures. Project planning and programming. The project manager. Resource management. Management of conflicts.		6
MARKETING MANAGEMENT. Marketing management concept and its components. Consumer behavior and understanding the market. Market research and segmentation. Analysis of the marketing mix components. Marketing strategies and their implementation.		6
DECISION MAKING. Decision-making concepts and models. Decision-making process. Strategies for improving decision-making.		2
MANAGEMENT ETHICS AND SOCIAL RESPONSIBILITY. Characteristics and strategies of social responsibility. Ethical behavior and solving ethical issues.		2
Bibliography • Bacanu, B., <i>Management strategic</i> , Ed. Teora, Bucuresti, 1997. • Hitt, M., Black, S., Porter, L., <i>Management</i> , International Edition, Pearson Prentice Hall Publishing, New Jersey, 2005. • Drucker, P., <i>Management Challenges for the 21<sup>st</sup> Century</i> , Harper Collins, New York: Harper Business, 2001. • Alexandrescu, B., <i>Management</i> , Ed. Politehnica Press, Bucuresti, 2015. • Porter, M., <i>Avantajul concurential</i> , Ed. Teora, Bucuresti, 2002.		
8.2 Laboratory	Teaching techniques	Remarks
Explanation of fundamental notions and concepts that represent the basis of economic and managerial activity	Study cases on team involvement Role playing Tests, discussions and exercises	2
Models and methods used in management		2
Evaluation of the competitive environment – industry analysis		2
Portfolio analysis and the strategic capabilities of a company		2
Project planning and programming		2
Management of resources and project implementation		2
Market research and consumer behavior		2

#### Bibliography

- Hitt, M., Black, S., Porter, L., *Management*, International Edition, Pearson Prentice Hall, 2005.
- Ivancevich, J., Donnelly, J., Gibson, J., *Management. Principles and Functions*, 4th Edition, IRWIN Publishing, Boston, 1989.
- Purcărea, A., Niculescu, C., Fleacă, E., *Management - elemente aplicative*, Editura Niculescu, Bucuresti, 2004.
- Bacanu, B., *Management strategic*, Ed. Teora, 1997.

### 9. Bridging the course content with the expectations of the epistemic community representatives, professional associations and employers representatives for the domain of the program

In today's society, with a high demanding job market, the competencies of the modern engineer cannot be limited to technical or scientific aspects, but it is absolutely necessary to develop key managerial skills, as well as the use of an appropriate business language and the understanding of the complex economic and business environment.

The course answers the current requests of development and evolution, explaining the concepts and terminology used in the management of various structures of the economic environment.

### 10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in the final mark
10.4 Lectures	Knowing the fundamental concepts in management Understanding the key methods used in major managerial functions	Written tests	40%
10.5 Practical applications	Applying managerial methods in real situations simulated based on study cases	Written tests Activity during the seminars	60%
10.6 Minimal performance standard			
Scoring 50% out of total course activities			

Date

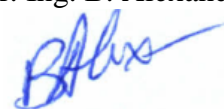
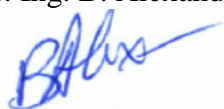
Lecturer

Instructor for practical activities

25.09.2017

S. L. Dr. Ing. B. Alexandrescu

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Date of department approval

Director of Department,

26.09.2017

Prof. Dr. Ing. S. Pașca

