**Course Syllabus**

Academic year: 2018-2019

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| Institution | University of Petroşani |
| Faculty | Science |
| Field of study | Management |
| Level | Bachelor |
| Program of study | Management |

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| Course | **C.A.3.1.04-Strategic Management** |
| Code | C.A.3.1.04 |
| Year of study (semester) | III (I) |
| Number of hours | 56 |
| Number of credits | 5 |
| Professor | Lecturer Ph.D. CSIMINGA DIANA |

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| **No.** | **Topic** |
|  | Strategic Management Basic Conceps |
|  | The main factors determining the strategy. Relevant aspects of strategy formulation |
|  | Levels or strategy hierarchy |
|  | Methods and techniques of strategic analysis (at the level of industry, corporations, business) |
|  | Porter's Five Forces Model |
|  | General competitive and business strategies. General competition strategies for types of branches and business environments. |
|  | Strategic Alternatives Analysis |