**Course Syllabus**

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| Institution | University of Petroşani |
| Faculty | Sciences |
| Field of study | Business Admnistration |
| Level | Bachelor |
| Program of study | Economics of Trade, Tourism and Services |

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| Course | **Business Investment Strategies** |
| Code | C.A.3.2.16 |
| Year of study (semester) | III (II) |
| Number of hours | 42 |
| Number of credits | 5 |
| Professor | Assoc. Prof., Ph.D. ISAC Claudia |

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| **No.** | **Topic** |
|  | Business environment. Micro-environment and macro-environment of the company |
|  | Diagnostic analysis – the preliminary stage of the strategy |
|  | Business strategies - concept, components, classification. |
|  | Strategic management and business development. Strategic management process and the stages of implementation of strategies |
|  | Domestic and foreign sources of financing your business. Franchising, leasing, factoring. Foreign direct investment |
|  | Investment efficiency. The system of indicators for assessing the efficiency of investment |