

CURRICULA

1. Information about the program

1.1. Institution	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Economic Sciences
1.3. Department	Business Administration and Marketing
1.4. Study field	Business Administration
1.5. Level	Masteral Studies
1.6. Study program	Business Administration (in English)

2. Information about discipline

2.1. Discipline title	Organizational Change and Innovation Management			2.2. Course code	MBA 122		
2.3. Course coordinator	Popa Maria						
2.4. Seminar coordinator	Cordoş Mălina						
2.5. Study year	I	2.6. Semester	II	2.7. Evaluation type (E/C/VP)	E	2.8. Type of course (C – compulsory, Op – optional)	C

3. Number of teaching hours per semester

3.1. Teaching hours per week	3	from wich: 3.2. course	2	3.3. seminar	1
3.4. Total of hours per semester	42	from wich: 3.5. course	28	3.6. seminar/laboratory	14
Distribution of time					Number of hours
Study from course book					31
Suplimentary documentation					20
Preparing for seminars, papers					20
Mentoring					10
Exams					2
Other activities					-
Total of hours per individual study					83
3.8 Total of hours per study plan					125
3.9 Total of hours per semester					2
3.10 Number of ECTS credits allocated					7

4. Preconditions (when is the case)

4.1. of curriculum	<i>Other disciplines, ex:</i>
4.2. of competences	

5. Conditions (when is the case)

5.1. for the course	
5.2. for the seminar	

6. Specific competences

Professional competences	<p>S1. Creative application of research and problem-solving techniques in business management;</p> <p>S2. Development of studies and economic reports;</p> <p>S3. Ability to lead working groups and communicate in the more diverse contexts of business;</p> <p>S4. Ability to act independently and creatively in addressing and solving problems, to objectively and constructively assess critical situations, to creatively solve economic problems and to communicate results in a demonstrative way.;</p> <p>S5. Leadership skills and a strong commitment to own professional development;</p> <p>S7. Establishing the business plan, the strategies, the specific plans and programs, the necessary procedures, as well as identifying and applying corrective measures in order to achieve the expected objectives in the best possible conditions;</p> <p>S10. Specializing Master's degree students in business development in order for them to understand, analyze and evaluate the activities involved in a complex process of implementing an economic project.</p> <p>S11. Acquiring theoretical and practical knowledge in the field of business development;</p> <p>S12. Acquiring theoretical and practical knowledge about the sphere of economic development, the way it is organized, its management and its financing; the experience of developed countries in regional development;</p> <p>S16. Ability to identify, apply and develop a project idea in an organization or in a region;</p> <p>S23. Developing organizational leadership skills.</p>
Additional competences	<p>TS1. Development of logical and cognitive analysis mechanisms necessary for business management;</p> <p>TS2. Contextual integration of business management issues into the current dynamics of the economy;</p> <p>TS3. Applying the principles, norms and values of professional ethics within your own rigorous, efficient and responsible work strategy;</p> <p>TS5. Identifying opportunities for continuous learning and efficient use of learning resources and techniques for self-development;</p> <p>TS7. Ability to efficiently make use of learning resources and techniques for self-development;</p> <p>TS11. Developing logical and cognitive analysis mechanisms that are necessary for business management;</p> <p>TS12. Ability to work independently and/or in a team, to identify solutions for solving problems and issues related to business management and development.</p>

7. Discipline objectives

7.1 General objective	<i>The discipline tries to focus on defining the organisational change and to underline the importance for business development progress. The second part of the course tries to clarify the innovation concept and the innovation management tools.</i>
7.2 Specific objective	<i>- Define organizational change</i>

	<ul style="list-style-type: none"> - <i>Learn why managing change is an important part of international management</i> - <i>Understand the individual, group, and structural levels of change</i> - <i>Know what internal and external factors influence organizational change</i> - <i>Understand the processes involved in planning organizational change, including sources of resistance to change and ways to overcome them</i> - <i>Understand innovation management concept and the different innovation typologies</i> - <i>Make the difference between innovation and invention</i> - <i>Use in practice different innovation management tools</i>
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8. Content

Chapters	Teaching methods	Obs.
1. Organisational change. Concept	Presentation, discussions	
2. Levels of organisational change	Presentation, discussions	
3. Internal and external change factors	Presentation, discussions	
4. Change strategies	Presentation, discussions	
5. Innovation management. Concept	Presentation, discussions	
6. Characteristics of Innovation	Presentation, discussions	
7. Innovation management typologies	Presentation, discussions	
8. Difference between Innovation–Invention	Presentation, discussions	
9. Innovation management tools	Presentation, discussions	
References		
<ol style="list-style-type: none"> 1. OECD (2005). Oslo Manual: Guidelines For Collecting And Interpreting Innovation Data, OECD Publishing, ISBN 926401308 f 2. Christensen, C. (1997). The Innovator's dilemma. Collins Business Essentials f 3. Davila, T. (2003). Making innovation work. Wharton School Publishing f 4. Cooper, R. (1998, 2001). Portfolio Mgmt for New Products. Basic Books. f 5. Cooper, R. (2001). Winning at New Products. Accelerating the process from Idea to Launch. Basic Books 6. Andrews KE, Christensen LE et al (1965) Business policy. Text and Cases, Homewood, 111, Richard D Irwin 7. Beckman T (1997) A methodology for knowledge management. International Association of Science and Technology for Development (IASTED) AI and Soft Computing Conference. Banff, Canada 8. Beckman T (1998) Knowledge management: a technical review. GWU Working Paper 9. Bohn RE (1994) Measuring and managing technical knowledge, Sloan Manage Rev No. Fall: 61–72 10. Burns T, Stalker GM (1961) The management of innovation. Tavistock, London 11. Drucker PF (1999) Management challenges for the 21st century. Butterworth-Heinemann, Oxford 12. von Hippel E (1988) The sources of innovation. Oxford University Press, New York 		
Seminar		
1. Organisational change	Discussions	
2. Organisational change management	Discussions	
3. Organisational change and business development	Discussions	
4. Innovation culture	Discussions	
5. Innovation and small businesses	Discussions	
6. How do we measure innovation	Discussions	
7. Project presentation	Discussions	
References		

1. OECD (2005). Oslo Manual: Guidelines For Collecting And Interpreting Innovation Data, OECD Publishing, ISBN 926401308 f
2. Christensen, C. (1997). The Innovator's dilemma. Collins Business Essentials f
3. Davila, T. (2003). Making innovation work. Wharton School Publishing f
4. Cooper, R. (1998, 2001). Portfolio Mgmt for New Products. Basic Books. f
5. Cooper, R. (2001). Winning at New Products. Accelerating the process from Idea to Launch. Basic Books
6. Andrews KE, Christensen LE et al (1965) Business policy. Text and Cases, Homewood, 111, Richard D Irwin
7. Beckman T (1997) A methodology for knowledge management. International Association of Science and Technology for Development (IASTED) AI and Soft Computing Conference. Banff, Canada
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10. Burns T, Stalker GM (1961) The management of innovation. Tavistock, London
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Corroborating the contents of the discipline with the expectations of epistemic community representatives, professional associations and representative employers in the field of the program

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Evaluation type

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percent in the final grade
10.4 Course	- <i>Solving the exam requirements</i>	<i>Exam</i>	70%
10.5 Seminar	- <i>Finishing the practical activities</i>	<i>Project</i>	30%
	- <i>Scientific content of the papers</i>		
	- <i>Involvement in classes topic</i>		
10.6 Minimum performance standard:			
Demonstrating the competences:			
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Date:
5.09.2019

Signature of course coordinator:
Popa Maria

Signature of seminar coordinator:
Cordoş Mălina

Date for Department approval:
10.09.2019

Signature of the Head of Department:
Gavrilă Paven Ionela