

10 ANI DE "MANAGEMENT STRATEGIC" LA BRAȘOV

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Abstract:

The paper presents the story of a new course – Strategic Management, adopted by Faculty of Economic Sciences of "Transilvania" University of Brasov. After 1990 the context was favorable for new courses, despite the lack of experience or Romanian textbooks. The publication of the first textbook and some supplemental material provided a dynamic learning environment. The instructor spent more time to discuss and the students to create. A new challenging approach is coined by the course, seminar and home work. The form of each is explained and motivated. The final evaluation represents a mixed mark based on the course, seminar and home work. Finally, I discussed the results of the course.