

SYLLABUS

1. Information regarding the program

1.1 Higher education institution	University of Oradea
1.2 Faculty	Faculty of Economic Sciences
1.3 Department	Department of Economics and Business
1.4 Field of study	Business Administration
1.5 Cycle of study	Cycle I - Bachelor
1.6 Program of study /Degree	Business Administration / Bachelor's Degree

2. Information regarding the discipline

2.1 Name of discipline	European business environment						
2.2 Course titleholder	Associate Prof. PhD Adrian Gheorghe FLOREA						
2.3 Seminar titleholder	Associate Prof. PhD Adrian Gheorghe FLOREA						
2.4 Year of study	I	2.5 Semester	II	2.6 Type of assessment	Cv	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	4	out of which: 3.2 course	2	3.3 seminar	2
3.4 Total of hours in the Curriculum	56	out of which: 3.5 course	28	3.6 seminar	28
Distribution of hours:					69
Studying the workbook, course book, bibliography and notes					40 hours
Supplementary documentation in the library, on electronic specialty sites and in the field					20 hours
Preparing seminars/laboratories, themes, projects, portfolios and essays					32 hours
Tutorship					0 hours
Assessment activities					2 hours
Other activities.....					0 hours
3.7 Total hours of individual study	69				
3.9 Total hours/semester	140				
3.10 Number of credits	5				

4. Pre-requisites (if applicable)

4.1 Curriculum	-
4.2 Skills	-

5. Conditions (if applicable)

5.1. concerning the course activities	Computer with internet access, Classroom equipped with video-projector, access to educational platform https://e.uoradea.ro
5.2. concerning the seminar/laboratory activities	Computer with internet access, Classroom equipped with video-projector, access to educational platform https://e.uoradea.ro

6. Specific skills acquired	
Professional competences	C1.1. Description of the paradigms, concepts and economic theories regarding the influence of the external business environment on the firm/organization C2.1 Identification of the concepts and theories associated to the firm/organization C3.2. Explanation and interpretation of the economic and social implication. Associated to the operation and administration of the subdivision of the firm/organization
transversal competences	CT2. Applying the principles, norms and professional ethics values in the personal strategy of rigorous, efficient and responsible work CT3. Identifying the roles and responsibilities in a multi-specialized team and using the relationship techniques and efficient work in the team.

7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	<ul style="list-style-type: none"> ▪ Understanding the measuring, analysis and interpretation methods of economic and financial data, the formation and developing of the ability to analyze and synthesize statistical information
7.2 Specific objectives	<ul style="list-style-type: none"> ▪ Explaining features of the macroeconomic environment ▪ Explanation and interpretation techniques used for assessment of macroeconomic ▪ Mastering skills using methods and techniques of study of economic phenomena ▪ Evaluation and design of macroeconomic models ▪ To develop a proactive role and tasks of economic policy in developing personal and organizational ▪ Cultivating and promoting a scientific environment centered on values, ethics and social responsibility ▪ Formation of a positive and responsible behavior

8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1. Introducing the business environment	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
8.1.2. The political and legal environment	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
8.1.3. The economic environment	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
8.1.4. The social and demographic environment	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
8.1.5. The technological environment	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours

8.1.6. The competitive environment	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
8.1.7. The sustainable environment	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
8.1.8. The behavior of firms	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
8.1.9. The free movement of goods	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
8.1.10. The free movement of capital	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
8.1.11. Freedom of establishment and freedom to provide services	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
8.1.12. The free movement of workers	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
8.1.13. European System of Financial Supervision (ESFS)	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
8.1.14. International markets and globalization	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
Bibliography <ol style="list-style-type: none"> 1. Gaspar, J.E. et al. (2006) <i>Introduction to Business</i>. Cengage South Western 2. Pride, W., Hughes R.J. and Kapoor, J.R. (2010) <i>Introduction to Business</i>, International Edition. (10th Ed) 3. Cengage South Western 4. Knights, D. and Willmott, H. (2007) <i>Introducing Organizational Behaviour and Management</i>. London, Thomson 5. Learning 6. Mankiw, Taylor and Ashwin (2013) <i>Business Economics</i>. Cengage Learning 7. Prasch, R. E. (2008). <i>How Markets Work: Supply, Demand and the 'Real World'</i>. Edward Elgar 8. https://www.europarl.europa.eu/factsheets/en/section/189/the-internal-market 		
8.2 Seminar (S)	Teaching methods	Observations
8.1.1. The single market	Lecture, explanation, case studies	4 hours
8.1.2. The concept of economic integration: static and dynamic effects	Lecture, explanation, case studies	4 hours
8.1.3. Regional economic integration worldwide: a global perspective on the EU	Lecture, explanation, case studies	4 hours
8.1.4. The effect of the Treaty of Rome on business	Lecture, explanation, case studies	4 hours
8.1.5. The effect of EU enlargement on business	Lecture, explanation, case studies	4 hours
8.1.6. Infringements of the free movement of goods	Lecture, explanation, case studies	4 hours
8.1.7. How the EU protects fundamental economic freedoms	Lecture, explanation, case studies	4 hours

Bibliography

1. Gaspar, J.E. et al. (2006) *Introduction to Business*. Cengage South Western
2. Pride, W., Hughes R.J. and Kapoor, J.R. (2010) *Introduction to Business*, International Edition. (10th Ed)
3. Cengage South Western
4. Knights, D. and Willmott, H. (2007) *Introducing Organizational Behavior and Management*. London, Thomson
5. Learning
6. Mankiw, Taylor and Ashwin (2013) *Business Economics*. Cengage Learning
7. Prasch, R. E. (2008). *How Markets Work: Supply, Demand and the 'Real World'*. Edward Elgar

9. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

- The course content is consistent with what is being studied in other universities in our country and abroad.
- To better adapt the contents of the discipline to market demands there have been meetings with the representatives of several companies in Oradea.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	The assimilation of notions. Specific language coherence.	Written paper / online examination (http://e.uoradea.ro)	60%
10.5 Seminar (S)	The capacity to understand the macroeconomic concepts.	on-line test (http://e.uoradea.ro)	20%
10.6 Laboratory (L)			
10.7 Project (P)	Understanding the European business mechanism.	written project uploaded and presented on the educational platform (http://e.uoradea.ro)	20%
10.8 Practical works (P)			
10.9 Minimum performance standard			
<ul style="list-style-type: none">▪ Learning the basic concepts▪ Solve at least 50% questions during the exam session▪ Participate at least 8 of 12 courses.			

Date

26.09.2020

Course titleholder:

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Seminar titleholder:

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**Director of Department,
Associate Professor, Dorin BĂC, PhD**

**Date of approval in
the Department:**

29.09.2020

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**Date of approval in
The Council of the
Faculty of
Economic Sciences:**

30.09.2020

Dean,

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