

# SYLLABUS

## 1. Information regarding the program

1.1 Higher education institution	<b>University of Oradea</b>
1.2 Faculty	<b>Faculty of Economic Sciences</b>
1.3 Department	<b>Department of International Business</b>
1.4 Field of study	<b>Economics and International Business</b>
1.5 Cycle of study	<b>Cycle I - Bachelor</b>
1.6 Program of study /Degree	<b>International Business (Afaceri Internaționale în limba engleză) / Bachelor Degree</b>

## 2. Information regarding the discipline

2.1 Name of discipline	<b>INTERNATIONAL INVESTMENTS</b>						
2.2 Course titleholder	Lecturer Dr. Adrian NEGREA						
2.3 Seminar titleholder	Lecturer Dr. Adrian NEGREA						
2.4 Year of study	III	2.5 Semester	VI	2.6 Type of assessment	Ex.	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	3	out of which: 3.2 course	2	3.3 seminar	1
3.4 Total of hours in the Curriculum	42	out of which: 3.5 course	28	3.6 seminar	14
<b>Distribution of hours:</b>					<b>Hrs.</b>
Studying the workbook, course book, bibliography and notes					20 hrs.
Supplementary documentation in the library, on electronic specialty sites and in the field					14 hrs.
Preparing seminars/laboratories, themes, projects, portfolios and essays					20 hrs.
Tutorship					8 hrs.
Assessment activities					8 hrs.
Other activities.....					
3.7 Total hours of individual study	<b>70</b>				
3.9 Total hours/semester	<b>112</b>				
3.10 Number of credits	<b>4</b>				

## 4. Pre-requisites (if applicable)

4.1 Curriculum	N/A
4.2 Skills	N/A

## 5. Conditions (if applicable)

5.1. concerning the course activities	Room equipped with video projector and magnetic/smartboard.
5.2. concerning the seminar/laboratory activities	Room equipped with video projector, magnetic/smartboard and computers connected to the Internet, specific software clearing operations. Using the computer, specific software etc. in teaching and learning: Programs and software used: <ul style="list-style-type: none"> <li>- TARIC</li> <li>- Windows XP</li> <li>- Microsoft Office</li> <li>- Win RAR</li> <li>- Free PDF</li> <li>- Internet Explorer</li> </ul> Databases used: <ul style="list-style-type: none"> <li>- Intranet EU</li> <li>- EDCO</li> </ul>

	<ul style="list-style-type: none"> <li>- SAGE Publication</li> <li>- EUROSTAT</li> <li>- UNCTAD</li> <li>- OECD</li> </ul>
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6. Specific skills acquired	
<b>Professional skills</b>	<ul style="list-style-type: none"> <li>▪ C1.2 Explaining the key concepts and methodologies of interpretation of phenomena and processes faced by public and private organizations in international business;</li> <li>▪ C1.4 Analysing some typical empirical situations and critical assessment of the methodologies used in the study of international business of public communities and private organizations;</li> <li>▪ C1.5 Developing some innovative research models of international business phenomena in public and private organizations;</li> <li>▪ C2.2 Explaining the methods and techniques of negotiation and execution of international transactions;</li> <li>▪ C2.3 Applying methods and techniques of negotiation and execution of international transactions;</li> <li>▪ C3.1 Describing the main concepts and methods used in economic diagnosis using specific legal regulations in the area of international business;</li> <li>▪ C5.1 Describing the main concepts and methodologies used to propose some appropriate business strategies using competitive advantages, regionally and locally;</li> <li>▪ C5.5 Monitoring some typical situations by measuring the regional business development in international business.</li> </ul>
<b>Transversal Skills</b>	<ul style="list-style-type: none"> <li>• CT1. Applying the principles, norms and professional ethics values in the personal strategy of rigorous, efficient and responsible work;</li> <li>• CT2. Identifying the roles and responsibilities in a multi-specialized team and using the relationship techniques and efficient work in the team.</li> </ul>

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

7.1 General objective of discipline	<ul style="list-style-type: none"> <li>▪ To familiarize students with current trends of FDI flows in the world economy;</li> <li>▪ To give students a specific framework of understanding the phenomenon of global corporate investment, given that they are familiar with specific concepts economy and international finance;</li> <li>▪ To build and strengthen students' ability to analyse the nature of direct investment decisions abroad, in terms of effects and impact on the corporation, as the countries of origin and countries receiving the investment;</li> <li>▪ To ensure future economists integrated design technical and economic substantiation of various international investment activities;</li> <li>▪ To prepare students for social and economic practice in the design and realization of investment objectives in market economy conditions occurring risk factors and uncertainties.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>▪ Knowledge of the fundamentals of economics on international investment</li> <li>▪ Understanding concepts and approaches specific to discipline</li> <li>▪ Use basic models and methods of international investment</li> <li>▪ Ability to identify, collect and process information about the activities, phenomena and processes international investment</li> <li>▪ Ability to explain and interpret phenomena, processes and discipline specific states</li> <li>▪ Ability to identify and structure of information on international investment processes</li> <li>▪ Ability to identify and evaluate opportunities and risks in international investment</li> <li>▪ Develop specific reasoned analysis and providing appropriate solutions to specific problems of international investment</li> <li>▪ The ability to use information technologies and knowledge for solving domain-specific</li> <li>▪ Ability to integrate and adapt to the professional requirements of institutions, organizations and transnational companies and multinational teamwork</li> <li>▪ Ability to edit documents, analyses, strategies and specific reports international investment.</li> </ul>

## 8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1. International Investments – concepts and typology	Online, Assisted PPT Lecture presentation, discussion, problem-solving, interactive discussions/debates, exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life	2 hrs.
8.1.2. International Investments theories	Online, Assisted PPT Lecture presentation, discussion, problem-solving, interactive discussions/debates, exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life	2 hrs.
8.1.3. Foreign Exchange Parity Relations	Online, Assisted PPT Lecture presentation, discussion, problem-solving, interactive discussions/debates, exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life	2 hrs.
8.1.4. Foreign Exchange Determination and Forecasting	Online, Assisted PPT Lecture presentation, discussion, problem-solving, interactive discussions/debates, exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life	2 hrs.
8.1.5. International Asset Pricing	Online, Assisted PPT Lecture presentation, discussion, problem-solving, interactive discussions/debates, exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life	2 hrs.
8.1.6. Equity Markets and Instruments	Online, Assisted PPT Lecture presentation, discussion, problem-solving, interactive discussions/debates, exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life	2 hrs.
8.1.7. Equity Concepts and Techniques	Online, Assisted PPT Lecture presentation, discussion, problem-solving, interactive discussions/debates, exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life	2 hrs.
8.1.8. Global Bond Investing	Online, Assisted PPT Lecture presentation, discussion, problem-solving, interactive discussions/debates, exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life	2 hrs.
8.1.9. Alternative Investments	Online, Assisted PPT Lecture presentation, discussion, problem-solving, interactive discussions/debates, exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life	2 hrs.
8.1.10. The Case for International Diversification. Derivatives	Online, Assisted PPT Lecture presentation, discussion, problem-solving, interactive discussions/debates, exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life	2 hrs.
8.1.11. Currency Risk Management	Online, Assisted PPT Lecture presentation, discussion, problem-solving, interactive discussions/debates, exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life	2 hrs.
8.1.12. Country Risk Assessment	Online, Assisted PPT Lecture presentation, discussion, problem-solving, interactive discussions/debates, exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life	2 hrs.
8.1.13. Global Performance Evaluation	Online, Assisted PPT Lecture presentation, discussion, problem-solving, interactive discussions/debates, exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life	2 hrs.
8.1.14. Structuring the Global Investment Process	Online, Assisted PPT Lecture presentation, discussion, problem-solving, interactive discussions/debates, exposition of economic arguments alongside examples, illustrations, and questions that bring the contemporary topic to life	2 hrs.

### Compulsory Bibliography

The course will make use of the following textbook:

Bruno Solnik; Dennis McLeavey, *International Investments*, 5th Ed., Addison-Wesley, ISBN-13: 9780321204608, 2003

In addition we use a couple of papers from other sources, to complement the book. This additional literature will be made available on the course website developed on the e-learning platform <https://distance.iduoradea.ro>, hence it will not be distributed in another way. The course website will contain the syllabus (and any updates) plus announcements, assignments, and other useful information (e.g., links to readings and related websites).

### Recommended Bibliography:

Bruno Solnik; Dennis McLeavey, *Global Investments*, 6th Edition, Prentice Hall, ISBN-10: 0321527704, ISBN-13: 9780321527707, 2008

8.2 Seminar (S)	Teaching methods	Observations
<p><b>8.2.1. Seminar 1: Introductory Seminar. International investment clarify specific concepts and differences between investments and savings</b></p> <ul style="list-style-type: none"><li>• 7 steps to a successful investment;</li><li>• Setting the concepts presented in class;</li><li>• Case study: Starbucks;</li><li>• Role play: international manager of a U.S. business that has just developed a revolutionary model of PC and need to formulate a recommendation to expand the Western European market;</li><li>• Review and comment on trends in the annual investment flows in the world, based on reports published by UNCTAD and OECD.</li></ul> <p><b>Understanding of the international investment theories</b></p> <ul style="list-style-type: none"><li>• Summarizing the main conclusions arising from international investment theories;</li><li>• Case study: based on case studies analyzed in the previous workshop, stable and motivated which theory best explains the international expansion strategy adopted by Starbucks;</li><li>• Case study: FDI in China;</li><li>• Presentation and discussion of individual topics prepared by students;</li></ul> <p>Establish individual themes ready for the next seminar.</p>	<p>Online, Team work, role play, case study, text commentary, essay, reaction paper, practical applications through:</p> <ul style="list-style-type: none"><li>- Development of investment plans</li><li>- Feasibility study</li><li>- Documentation for learning and achievement case studies</li><li>- Documentation on multi-and transnational corporate investment</li><li>- Collect information and statistics on FDI</li><li>- Simulations</li><li>- Practical Applications.</li></ul>	<p>2 hrs.</p>
<p><b>8.2.2. Seminar 2: FDI</b></p> <ul style="list-style-type: none"><li>• Reviewing and setting the main concepts introduced in class;</li><li>• Case studies: DP World and U.S., Google in China</li><li>• Team work: Comparative analysis on the investment approach of Ericsson in Mexico and Vietnam;</li><li>• Role play:</li><li>• Case studies: Investment Policy Reviews, published by UNCTAD and OECD (link: <a href="http://www.oecd.org/document/40/0,3343,en_2649_34893_1933032_1_1_1,00.html">http://www.oecd.org/document/40/0,3343,en_2649_34893_1933032_1_1_1,00.html</a>, respectively to analyse and present a country from the permanent URL <a href="http://www.oecd.org/daf/investment/countryreviews">www.oecd.org/daf/investment/countryreviews</a>; <a href="http://www.unctad.org/Templates/StartPage.asp?intItemID=2554">http://www.unctad.org/Templates/StartPage.asp?intItemID=2554</a>, respectively to choose and analyse the IPR for one state from the link: <a href="http://www.unctad.org/Templates/Page.asp?intItemID=2752&amp;lang=1">http://www.unctad.org/Templates/Page.asp?intItemID=2752&amp;lang=1</a>)</li><li>• Presentation and discussion of individual topics prepared by students.</li></ul>	<p>Online, Seminar discussions, team work, problem-solving, role play, case studies, text commentary, essay, reaction paper, practical applications.</p>	<p>2 hrs.</p>

<p><b>Government policies on FDI</b></p> <ul style="list-style-type: none"> <li>• Reviewing and setting the main concepts introduced in class;</li> <li>• Case Study: CEMEX;</li> <li>• Case studies: Investment Policy Reviews, published by UNCTAD and OECD (link: <a href="http://www.oecd.org/document/40/0,3343,en_2649_34893_1933032_1_1_1_1,00.html">http://www.oecd.org/document/40/0,3343,en_2649_34893_1933032_1_1_1_1,00.html</a> respectively to analyze and present in the seminar a country from this link - Permanent URL: : <a href="http://www.oecd.org/daf/investment/countryreviews">www.oecd.org/daf/investment/countryreviews</a>; <a href="http://www.unctad.org/Templates/StartPage.asp?intItemID=2554">http://www.unctad.org/Templates/StartPage.asp?intItemID=2554</a>, respectively to choose and analyse the IPR for one state from the link: <a href="http://www.unctad.org/Templates/Page.asp?intItemID=2752&amp;lang=1">http://www.unctad.org/Templates/Page.asp?intItemID=2752&amp;lang=1</a>)</li> <li>• Team-works - boosting capacity-reflexive critical analysis: <ul style="list-style-type: none"> <li>o Analysis of FDI in Africa</li> <li>o Analysis of FDI in Central America</li> </ul> </li> <li>• Presentation and discussion of individual topics prepared by students;</li> </ul> <p>Establish individual themes ready for the next seminar.</p>		
<p><b>8.2.3. Seminar 3: The Balance of payments and international investment position</b></p> <ul style="list-style-type: none"> <li>• Reviewing and setting the main concepts introduced in class;</li> <li>• Team-works - boosting capacity-reflexive critical analysis:</li> <li>• The analysis of the main accounts of the balance of payments and international investment position of Romania in the period 1999 - 2009;</li> <li>• Case Study: Intel's Investment in Costa Rica</li> <li>• FDI in Romania: Comment of articles available from EDCO magazines;</li> <li>• Presentation and discussion of individual topics prepared by students.</li> </ul> <p><b>Transnational corporations - market penetration strategies</b></p> <ul style="list-style-type: none"> <li>• Reviewing and setting the main concepts introduced in class;</li> <li>• Case Study: Strategy Enron International in India;</li> <li>• Case Study: General Motors and AutoVAZ Russia;</li> <li>• Team-works - boosting capacity-reflexive critical analysis:</li> <li>• Presentation and discussion of individual topics prepared by students;</li> </ul> <p>Establish individual themes ready for the next seminar.</p>	<p>Online, Seminar discussions, team work, problem-solving, role play, case studies, text commentary, essay, reaction paper, practical applications.</p>	<p>2 hrs.</p>
<p><b>8.2.4. Seminar 4: Risks in international investments</b></p> <ul style="list-style-type: none"> <li>• Reviewing and setting the main concepts introduced in class;</li> <li>• Practical applications and problems: reliability calculation, analysis of risk: currency risk, interest rate risk and default risk;</li> <li>• Case Study: Coface;</li> <li>• Role play: We knock or no Deal?</li> <li>• Presentation and discussion of individual topics prepared by students.</li> </ul>	<p>Online, Seminar discussions, team work, problem-solving, role play, case studies, text commentary, essay, reaction paper, practical applications, practical applications, investment plans, feasibility studies.</p>	<p>2 hrs.</p>
<p><b>8.2.5. Seminar 5: Country risk</b></p> <ul style="list-style-type: none"> <li>• Reviewing and setting the main concepts introduced in</li> </ul>	<p>Online, Seminar discussions, team work,</p>	<p>2 hrs.</p>

<p>class;</p> <ul style="list-style-type: none"> <li>• Study the investment attractiveness. Attractiveness of the South East. Europe's new frontier?, Ernst &amp; Young;</li> <li>• Practical applications and country risk assessment problem and its quantification by collecting and processing statistical data required;</li> <li>• Team work: quantitative analysis of country risk;</li> <li>• Introducing risk assessment methods practiced Country: Institutional Investor, Euromoney, Political Risk Service, Moody's, Standard &amp; Poor's, Banker's Magazine</li> <li>• Presentation and discussion of individual topics prepared by students;</li> </ul> <p>Establish individual themes ready for the next seminar.</p>	<p>problem-solving, role play, case studies, text commentary, essay, reaction paper, practical applications, practical applications, investment plans, feasibility studies.</p>	
<p><b>8.2.6. Seminars 6-7: Ways to finance investments and international financial markets risks</b></p> <ul style="list-style-type: none"> <li>• Reviewing and setting the main concepts introduced in class;</li> <li>• Create a business plan and a financing plan of the business - team works;</li> <li>• Cost-benefit analysis of the business plan;</li> <li>• Practical applications: <ul style="list-style-type: none"> <li>• funding through the issue of shares on international markets - case study: ETP;</li> <li>• financing by issuing bonds on international markets - case study: Bricorama</li> </ul> </li> <li>• The risk of international financial investments - case study: ABN and Euronext; <ul style="list-style-type: none"> <li>• one international financing plan business - case study: ALSTOM</li> <li>• international financing of investment projects - case study: Disney in Europe</li> </ul> </li> <li>• Presentation and discussion of individual topics prepared by students;</li> </ul> <p>Establish individual themes ready for the next seminar / Final Review.</p>	<p>Online, Seminar discussions, team work, problem-solving, role play, case studies, text commentary, essay, reaction paper, practical applications, practical applications, investment plans, feasibility studies.</p>	<p>4 hrs.</p>
<p><b>Compulsory Bibliography</b>  The seminar will make use of the following textbook:  Bruno Solnik; Dennis McLeavey, <i>International Investments</i>, 5th Ed., Addison-Wesley, ISBN-13: 9780321204608, 2003  In addition we use a couple of papers from other sources, to complement the book. This additional literature will be made available on the course website developed on the e-learning platform <a href="https://distance.iduoradea.ro">https://distance.iduoradea.ro</a>, hence it will not be distributed in another way. The course website will contain the syllabus (and any updates) plus announcements, assignments, and other useful information (e.g., links to readings and related websites).  <b>Recommended Bibliography:</b>  Bruno Solnik; Dennis McLeavey, <i>Global Investments</i>, 6th Edition, Prentice Hall, ISBN-10: 0321527704, ISBN-13: 9780321527707, 2008</p>		

**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**

<ul style="list-style-type: none"> <li>▪ The course content is linked to that of similar subjects taught at prestigious universities in Romania and abroad, as well as to that of the expectations of the epistemic community representatives, professional associations and employers who are representative for the program.</li> </ul>
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**10. Assessment**

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	An active presence in class.	<b>Mode of evaluation :</b> Written	50%

	<p>Subject content knowledge; understanding and correct use of the specialty concepts and the terms introduced by the discipline. Properly solve the issues of the final exams.</p>	<p><b>Category:</b> final examination during examination period <b>Type of evaluation:</b> Closed book The final exam consists of: written exam - multiple choice tests/quizzes consisting of 45 questions with a single correct answer and 2 theoretical questions based upon the compulsory readings and other material distributed by the instructor in class. Minimum requirements:</p> <ul style="list-style-type: none"> <li>• Obtaining at least a grade 5 for seminar activity</li> <li>• Knowledge and understanding of course content to the essential ideas presented in teaching materials</li> <li>• Obtaining at least a grade 5 final exam</li> <li>• Participation at least 50% of classes (courses and seminars)</li> </ul> <p>Requirements for Note 10:</p> <ul style="list-style-type: none"> <li>• Knowledge and understanding of the full content of teaching materials made available</li> <li>• An active presence at lectures and seminars</li> <li>• Fair treatment of all subjects in the final examination</li> <li>• One completion of at least one additional recommended bibliographic works</li> <li>• Obtaining full marks in continuous assessment during the semester + activities like themes / papers / essays / case studies in the workshop activities</li> <li>• Participation in at least 80% of courses and seminars.</li> </ul>	
10.5 Seminar (S)	<ul style="list-style-type: none"> <li>• Active presence at seminars</li> <li>• Read at least one additional recommended bibliographic works</li> <li>• Perform at least 2 Seminar and presentation in seminar activities</li> <li>• The result of the evaluation periodically tests grid</li> </ul>	<p>Multiple-choice tests and individual and group activities sustained during seminars: team work, role play, case study, text commentary, research essay, reaction paper, practical applications. There will be one midterm exam and a research paper/essay and/or a reaction paper (due at seminar scheduled at the first seminar of the semester). Problem sets will be distributed to provide practice and to help fix ideas. The midterm and paper prepared for the seminar will count for 40% of the grade, respectively. The active presence (minimum 80% presence) at the seminars will count for the other 10%. Research Essays (6-7 pages) must deal</p>	50%

		with one of several international investments topics to be selected from a list given by the seminar instructor. The research essays and reaction papers must meet certain academic standards suggested by the seminar instructor.	
10.6 Laboratory (L)	-	-	-
10.7 Project (P)	-	-	-
10.8 Practical works (P)	-	-	-
10.9 Minimum performance standard			
<ul style="list-style-type: none"> <li>▪ Designing a study / international business project</li> <li>▪ Analysing two types of negotiation situations (non) conflict international business (at a private and public level)</li> <li>▪ Making a diagnosis of an intra-European or global business from the public and/or private perspective</li> <li>▪ Developing a study based on fundamental economic indicators measuring international exchange processes</li> <li>▪ Developing a regional (local) integration study</li> <li>▪ Finding real time solutions, having qualified assistance, solving a real/hypothetical problem at the workplace, complying with the rules of professional ethics</li> <li>▪ Designing a work/project, assuming the responsibility of tasks specific to the role of multi-specialized team</li> </ul>			

**Date**  
26.09.2020

**Course titleholder:**  
**Lecturer Dr. Adrian NEGREA**  
E-mail address: ngr\_adrian@yahoo.com

**Seminar titleholder:**  
**Lecturer Dr. Adrian NEGREA**  
E-mail address:  
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**Date of approval in the Department:**

28.09.2020

**Contact data<sup>1</sup>:**

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**Director of Department,**  
**Associate Professor Dr. Liana-Eugenia MEȘTER**

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

30.09.2020

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**Dean,**  
**Professor Dr. Alina Daciana BĂDULESCU**

<sup>1</sup> State the contact information (telephone, e-mail, web page, etc) of the academic institution beneficiary of the *Syllabus*

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