

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 International Business
1.4 Field of study	Economics and International Business
1.5 Cycle of study	Cycle II - Master
1.6 Program of study /Degree	International Business Administration / Master Degree

2. Information regarding the discipline

2.1 Name of discipline	INTERNATIONAL STRATEGIES OF THE COMPANY						
2.2 Course titleholder	Associate Prof. Dr. Leonard ABRUDAN						
2.3 Seminar titleholder	Associate Prof. Dr. Leonard ABRUDAN						
2.4 Year of study	2	2.5 Semester	2	2.6 Type of assessment	EX	2.7 Type of discipline	DSI

(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
Distribution of hours:					70
Studying the workbook, course book, bibliography and notes					30 hrs.
Supplementary documentation in the library, on electronic specialty sites and in the field					26 hrs.
Preparing seminars/laboratories, themes, projects, portfolios and essays					10 hrs.
Tutorship					2 hrs.
Assessment activities					2 hrs.
Other activities.....					0
3.7 Total hours of individual study					70
3.9 Total hours/semester					112
3.10 Number of credits					4

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 a video projector, computer networking, magnetic board
5.2. concerning the seminar/laboratory activities	room equipped with a video projector, computer networking, magnetic board

6. Specific skills acquired	
Professional skills	<ul style="list-style-type: none"> ▪ C1.3 Managing and using complex data bases resorting to established models and testing them; using the trading techniques in an international context; ▪ C1.5 Designing decision systems based on advanced knowledge of scientific concepts on research methodology and developing a project for processing an international transaction; ▪ C2.4 Assessing the impact of changes in the international environment in order to adapt the organization of the business to the new context; formulating solutions for complex real business situations using integrated techniques and procedures in the international context; ▪ C3.3 Identifying strategies applicable to real complex situation in the international context; ▪ C3.4 Developing a strategic vision in the context of the complex international business environment by using multi-criteria dynamic methods; ▪ C3.5 Identifying strategies applicable to the international business environment; ▪ C4.4 Drafting and substantiating the implementation of a strategy and enunciating alternative solutions in the context of a dynamic business environment; ▪ C5.2 Collecting, analysing and detailed interpreting of various information in order to explain the managerial processes in the international context; shaping the international economic phenomena and processe;
Transversal Skills	<ul style="list-style-type: none"> • CT2. Planning and organizing human resources within a group / an organization in terms of acceptance of diversity of opinion and culture, and of critical attitudes; their critically-constructive evaluation; • CT3. Assuming the need for continuous training to create prerequisites for career progression and adaptation of one's own professional, managerial and communicational skills to the dynamics of the national and international business environment.

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

7.1 General objective of discipline	<ul style="list-style-type: none"> • Knowing and understanding of modern concepts and techniques regarding aspects of quantitative economic theory and aspects of management necessary to accurately solve the problems in the field of internal and international business;
7.2 Specific objectives	<ul style="list-style-type: none"> ▪ to know and understand the current context of international economic relations; ▪ to know and understand the context of international transactions and functional mechanisms of international transactions.

8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1 Strategy Formulation : Situation Analysis and Business Strategy	Debate and Case Study - using video means of presentation	-
8.1.2 SWOT Analysis	Debate and Case Study - using video means of presentation	-
8.1.3 The mission and goals of a company	Debate and Case Study - using video means of presentation	
8.1.4 Environmental Analysis	Debate and Case Study - using video means of presentation	-
8.1.5 Analiza resources	Debate and Case Study - using video means of presentation	-
8.1.6 Types of strategies	Debate and Case Study - using video means of presentation	-

8.1.7 Types of strategies	Debate and Case Study - using video means of presentation	-
8.1.8 Portfolio Analysis	Debate and Case Study - using video means of presentation	-
8.1.9 Evaluation and selection strategy .	Debate and Case Study - using video means of presentation	-
8.1.10 Strategy Implementation	Debate and Case Study - using video means of presentation	-
8.1.11 Human resources and implementing strategies	Debate and Case Study - using video means of presentation	
8.1.12 Multinational Strategic Alliances	Debate and Case Study - using video means of presentation	
8.1.13 Evaluation and control in strategic management	Debate and Case Study - using video means of presentation	
Bibliography 1. Davies Howard; Lam Pun Lee – <i>Managerial economics, an analysis of business issues</i> , Financial Times Prentice Hall, 2001 2. Geoffrey, Jones – <i>Multinationals and Global Capitalism: From the Nineteenth to the Twenty-first Century</i> , Oxford, Oxford University Press, 2005 3. Caves, R.E. (1996): “ <i>Multinational Enterprise and Economic Analysis</i> ”, 2nd ed. Cambridge: Cambridge University Press .		
8.2 Seminar (S)	Teaching methods	Observations
8.2.1. introductory Seminar	Presentation	-
8.2.2 . The review mission and objectives	Debate and Case Study - using video means of presentation	-
8.2.3 . Generating alternative strategies using a matrix hairpieces	Debate and Case Study - using video means of presentation	-
8.2.4. Portfolio Analysis	Debate and Case Study - using video means of presentation	-
8.2.5. The strategic choice : Selecting the best strategy	Debate and Case Study - using video means of presentation	-
8.2.6. The strategic choice : Selecting the best strategy	Debate and Case Study - using video means of presentation	-
8.2.7 . The optimal strategy for developing a business	Debate and Case Study - using video means of presentation	-
8.2.8 . Human resource and management of the company	Debate and Case Study - using video means of presentation	-
8.2.9 . performance Measurement	Debate and Case Study - using video means of presentation	-
8.2.10 . Strategic Information Systems	Debate and Case Study - using video means of	-

	presentation	
8.2.11 . Guidelines for proper control	Debate and Case Study - using video means of presentation	-
8.2.12 . strategic alliances	Debate and Case Study - using video means of presentation	-
8.2.13 . The optimal strategy for developing a business	Grid test	
Bibliography		
<ol style="list-style-type: none"> 1. Geoffrey, Jones – <i>Multinationals and Global Capitalism: From the Nineteenth to the Twenty-first Century</i>, Oxford, Oxford University Press, 2005 2. Ionescu, Gh Gh.; Toma, Andrei – <i>Cultura organizațională și managementul tranziției</i>, Ed. Economică, București, 2001 3. Ionescu, Gh. Gh. – <i>Marketizarea, democratizarea și etica afacerilor</i>, Ed. Economică, București, 2005 		

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"> ▪ Analysing some typical empirical situations and critical assessment of the methodologies used in the study of international business of public communities and private organizations ▪ Monitoring some typical situations by measuring the degree of regional development in international business.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	<ul style="list-style-type: none"> • <i>minimum performance standards for 5:</i> -acquiring and oral presentation of basic knowledge (according to the compulsory bibliography) for each subject on the exam slip of paper <i>minimum performance standards for 10:</i> - acquiring and oral presentation of the knowledge (course and indicated bibliography) for each subject on the exam slip of paper 	Oral assessment	50%
10.5 Seminar (S)	<i>Seminar grade:</i> <ul style="list-style-type: none"> ▪ grade for the personnel presentation; ▪ grade for group project; ▪ grade for participation 	Elaborating a study/project in the field of international economics	50%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			

10.9 Minimum performance standard

- designing a work/project on international business;
developing a study based on fundamental economic indicators measuring international exchange processes.

Date
26.09.2019

Course titleholder:
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Seminar titleholder:
Associate Prof.Dr. Leonard ABRUDAN

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**Date of approval in
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27.09.2019

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Dean,

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

30.09.2019

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