

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	International Business
1.5 Cycle of study	Cycle I - Bachelor
1.6 Program of study /Degree	International Business / Bachelor Degree

2. Information regarding the discipline

2.1 Name of discipline	INTERNATIONAL BUSINESS MANAGEMENT						
2.2 Course titleholder	University Lecturer Ciprian Beniamin BENEĂ, PhD						
2.3 Seminar titleholder	University Lecturer Ciprian Beniamin BENEĂ, PhD						
2.4 Year of study	III	2.5 Semester	V	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
Distribution of hours:					83 hours
Studying the workbook, course book, bibliography and notes					40 hours
Supplementary documentation in the library, on electronic specialty sites and in the field					18 hours
Preparing seminars/laboratories, themes, projects, portfolios and essays					15 hours
Tutorship					6 hours
Assessment activities					4 hours
Other activities.....					0 hours
3.7 Total hours of individual study	83				
3.9 Total hours/semester	125				
3.10 Number of credits	5				

4. Pre-requisites (if applicable)

4.1 Curriculum	International Transactions International Trade and Trade Policies
4.2 Skills	-

5. Conditions (if applicable)

5.1. concerning the course activities	modern means of presentation – video projector
5.2. concerning the seminar/laboratory activities	modern means of presentation – video projector

6. Specific skills acquired	
Professional skills	<p>C1 Explaining the key concepts and methodologies of interpretation of phenomena and processes faced by public and private organizations in international business;</p> <p>C2 Explaining the methods and techniques of negotiation and execution of international transactions;</p> <p>C3 Explaining business' economic processes using the fitted international, European and national laws and applying main concepts and methods used in economic diagnosis</p> <p>C5 Aplying fitted instruments for different behaviors' study in order to solve different public or private groups' interests and monitoring peculiar situations through measuring regional evolution with international implications</p>
Transversal Skills	

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

7.1 General objective of discipline	<ul style="list-style-type: none"> to get an overall picture on the international management phenomena; to acquire expertise in the field of tourism; to perceive and explain the formation mechanism of management; to tutor students throughout the process of substantiating the theoretical knowledge on international management
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 Globalization and the emergence of global management	Debate and Case Study - using video means of presentation	-
8.1.2 Globalization versus internationalization	Debate and Case Study - using video means of presentation	-
8.1.3 Forces of global management	Debate and Case Study - using video means of presentation	
8.1.4 The global strategy of a company	Debate and Case Study - using video means of presentation	-
8.1.5 Premises of international market expansion	Debate and Case Study - using video means of presentation	-
8.1.6 Competitive advantages	Debate and Case Study - using video means of presentation	-
8.1.7 Analysis of the international context of a company	Debate and Case Study - using video means of presentation	-
8.1.8. Strategies for penetrating foreign markets	Debate and Case Study - using video means of	-

	presentation	
8.1.9 Negotiating an international business	Debate and Case Study - using video means of presentation	-
8.1.10 Expansion and export strategies	Debate and Case Study - using video means of presentation	-
8.1.11 Organizing exports	Debate and Case Study - using video means of presentation	-
8.1.12 Premises of the emergence of combined commercial operations	Debate and Case Study - using video means of presentation	-
8.1.13 Which could be Romania's niches on international market	Debate and Case Study - using video means of presentation	
8.1.14 which strategies should Romania adopt in order to promote her economic interests on international market	Debate and Case Study - using video means of presentation	
Bibliography <ol style="list-style-type: none"> 1. Nicoleta Bugnar – „<i>Managementul tranzacțiilor economice internaționale</i>”, Editura Dacia, Cluj-Napoca, 231 pg., ISBN 978-973-35-2085-6, 2006 2. Roman Lazoc; Nicoleta Bugnar – „<i>Relații economice internaționale</i>”, Editura Universității din Oradea, Ediția a II a, revizuită, 312 pg., ISBN 973–613–787-2, 2005 3. Popescu, Cornelia - <i>Elemente de economie mondială</i>, Editura Economică, București, 1999. 4. International management reviews and newspapers (with this specific) 		
8.2 Seminar (S)	Teaching methods	Observations
8.2.1. Introductory Seminar (2 hours) - Seminar presentation, dividing students into working groups for seminar activities, choosing seminar topics, presenting a model book review	Presentation	-
8.2.2 Globalisation and new trends of companies	Debate and Case Study - using video means of presentation	-
8.2.3 Competitive advantages	Debate and Case Study - using video means of presentation	-
8.2.4 The international context of a company	Debate and Case Study - using video means of presentation	-
8.2.5 Strategies for penetrating foreign markets	Debate and Case Study - using video means of presentation	-
8.2.6. Stages of negotiation and the negotiator profile	Debate and Case Study - using video means of presentation	-
8.2. 7. Organizing exports	Debate and Case Study - using video means of presentation	-
8.2. 8. International contracting	Debate and Case Study - using video means of presentation	-
8.2. 9. International freight	Debate and Case Study - using video means of presentation	-
8.2. 10. Distribution and promotion	Debate and Case Study - using video means of	-

	presentation	
8.2. 11. Combined commercial operations	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. Using statistics for comprehending Romania's economic situation	Debate and Case Study - using video means of presentation	
8.2. 14. On-line debates and questions		
Bibliography 1. 1 Held, David, McGrew, Antony – <i>Transformări globale. Politică, economie și cultură</i> , Editura Polirom, Iași, 2004. 2. Krugman, Paul, Obstfeld, Maurice – <i>International Economics. Theory and Policy</i> , sixth edition, Addison-Wesley, SUA, 2003 3. Meșter, Liana – <i>Economie mondială</i> , Editura Universității din Oradea, Oradea, 2006. 4. Teulon, Frédéric - <i>La Nouvelle Economie Mondiale</i> , Paris, PUF, Coll. “Major”, 1994		

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 	On-line assessment	60%
10.5 Seminar (S)	<i>Pre-requisites</i> <ul style="list-style-type: none"> • minimum 10 presences • presentation of the chosen topic: delivery, explanations, issues approached, admission to theme, 	Conducting a thematic study / project on the activity of international organisations and institutions On-line presented	40%

	<p>timing, sources used, arguments to support the presented ideas <i>Seminar grade:</i></p> <ul style="list-style-type: none"> ▪ grade for individual presentation; ▪ grade for collective paper presentation ; ▪ grade for the overall semester seminar activity <p>• <i>minimum performance standards for 5:</i> making and presenting a thematic essay from the indicated mandatory references</p> <p>• <i>minimum performance standards for 10:</i> making and presenting a thematic essay from the indicated literature</p>		
<p>10.9 Minimum performance standard</p> <ul style="list-style-type: none"> ▪ designing a work/project on international business; ▪ developing a study based on fundamental economic indicators measuring international exchange processes. 			

Date
22/09/2020

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Course titleholder:

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 Ciprian Benjamin BENEĂ, PhD

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Seminar titleholder:

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**Date of approval in
 the Department:**
28/09/2020

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**Date of approval in
 The Council of the
 Faculty of
 Economic Sciences:**
30/09/2020

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Dean,

Professor Alina BADULESCU, PhD

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

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