

# 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 Business Economics</b>
1.4 Field of study	<b>Master of Business Administration</b>
1.5 Cycle of study	<b>Cycle II - Master</b>
1.6 Program of study /Degree	<b>Business Administration / Master Degree</b>

## 2. Information regarding the discipline

2.1 Name of discipline	<b>CSR and Business Ethics</b>						
2.2 Course titleholder	Associate Professor Ioana POP COHUȚ, Ph. D.						
2.3 Seminar titleholder	Associate Professor Ioana POP COHUȚ, Ph. D.						
2.4 Year of study	II	2.5 Semester	4	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	36	out of which: 3.5 course	24	3.6 seminar	12
<b>Distribution of hours:</b>					
Studying the workbook, course book, bibliography and notes					54
Supplementary documentation in the library, on electronic specialty sites and in the field					14
Preparing seminars/laboratories, themes, projects, portfolios and essays					44
Tutorship					4
Assessment activities					16
Other activities					
3.7 Total hours of individual study	<b>132</b>				
3.9 Total hours/semester	<b>168</b>				
3.10 Number of credits	<b>7</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	Course room equipped with projector and whiteboard
5.2. concerning the seminar/laboratory activities	<ul style="list-style-type: none"> <li>• Seminar room equipped with projector and whiteboard;</li> <li>• Internet access for bibliographic documentation;</li> <li>• Access to University of Oradea Library for bibliographic documentation.</li> </ul>

6. Specific skills acquired	
<b>Professional skills</b>	<p>C2.2 Developing actual arguments for the explanation and interpretation of the relations between the entities of the firm/organization</p> <p>C2.4 Critical – constructive assessing and/or resolving of an issue concerning the operation of the firm/organization</p> <p>C3.1 Identification of the economic implications associated to the operation and administration of a <b>department</b> of the firm/organization</p> <p>C3.2 Explanation and interpretation of the economic and social implications associated to the operation and administration of the department of the firm/organization</p> <p>C5.1. Defining concepts and methods associated to systemic analysis, synthesis and interpretation of processes in business administration and entrepreneurship;</p> <p>C5.2 Explaining and interpreting the theories and methodologies associated to projects, system analysis, synthesis and interpretation of processes in business administration and entrepreneurship</p> <p>C5.4 Comparative evaluation of various projects, mechanism and scenarios in order to improve management and work performances in business administration and entrepreneurship</p> <p>C5.5 Implementation of projects that will improve management and work performances in business administration and entrepreneurship</p> <p><b>Minimum performance standards for competence assessment</b> Elaboration of a plan for functional and structural analysis of the firm/organization</p>
<b>Transversal Skills</b>	<p>CT1. Achieving independently or with the group the complex tasks / objectives in developing and implementing international projects under time pressure, in conditions of uncertainty, risk and multiculturalism, and enforcement of norms and professional ethics and values for decision</p> <p>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.</p> <p>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.</p>

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

7.1 General objective of discipline	<p>The focus of this course is to emphasize the centrality of ethical values such honesty, trust, respect and fairness in the context of individual and organizational effectiveness.</p> <p>In order to sharpen our ability to face the complexities of ethics in the business world, our general objectives are: to improve students ability to make ethical decisions in business by providing them with a framework that they can use to identify, analyse, and resolve ethical issues in business decision making. In addition to individual decision making, business ethics and social responsibility are important parts of a firm's business strategy.</p> <p>The problems such as the role of sustainability in business strategy; conflicts between personal values and organizational goals; the importance of stakeholder relationships, corporate governance, and the development of ethics programs and an ethical culture in an organization. To understand the strategic goals and responsibility for business environmental and social impacts especially when being listed as ethical investments.</p>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Understand concepts about ethics, character, integrity, honesty, morality, and social responsibility they can apply to organizations and their personal lives;</li> <li>- Capacity of knowledge, appreciation and valuing viewpoints on ethics in business;</li> <li>- Have a "Personal Action Plan: Behave Ethically and Socially Responsibly";</li> <li>- Understand the proper use of rules of conduct in the business, management, employees, external relations firm;</li> <li>- Develop the cognitive approach in designing and implementing codes of ethics in business;</li> <li>- Applying the main concepts and methods used in economic diagnosis and identification of ethical issues that may arise in the evolution of the company;</li> <li>- Application of principles and methods for resolving ethical dilemmas;</li> <li>- Understand major global ethics issues taking place in international business;</li> <li>- Become familiar with how firms evaluate CSR activities;</li> <li>- Learn and understood the theoretical background of Corporate Social Responsibility (CSR);</li> <li>- Discuss and highlight the different standpoints of responsibility, different approaches to evaluate businesses while setting up CSR.</li> </ul>

### 8. Contents

8.1 Course (C)	Teaching methods	Observations
<p><b>Week 1 – Starting Up:</b> Introduction to the Course Syllabus; Assignments, projects, Deliverables, &amp; Examinations; Set Up Dialogue Teams &amp; Assignments;</p> <p>- <b><i>The conceptual framework of business ethics.</i></b></p>	Lectures, dialog and conversation	Power-point slides presentation using video-projector.

Ethical Theory and Business Practice: some steps to responsible decisions.		
<b>Week 2 - Basic principles of business ethics.</b> Ethics and influencing factors. Ethics and rights.	Lectures, dialog and conversation	Power-point slides presentation using video-projector.
<b>Week 3 - The Importance of Business Ethics;</b> Stakeholder Relationships,	Lectures, dialog and conversation Problem-solving,	Power-point slides presentation using video-projector.
<b>Week 4 - Professional ethics.</b> The conceptual framework of the profession and professionalism. Key concepts in professional ethics.	Lectures, dialog and conversation Problem-solving,	Power-point slides presentation using video-projector.
<b>Week 5 - Ethical Decision-Making and Ethical Leadership;</b> Individual and organizational Factors: Moral Philosophies and the role of ethical culture and relationships	Lectures, dialog and conversation	Power-point slides presentation using video-projector.
<b>Week 6 - Developing an Effective Ethics Program;</b> Implementing an Ethics Program.	Lectures, dialog and conversation	Power-point slides presentation using video-projector.
<b>Week 7 - Code of ethics, objectives and contents.</b> Unethical behaviour - causes and influencing factors.	Lectures, dialog and conversation	Power-point slides presentation using video-projector. Study case.
<b>Week 8 - Ethical issues in business</b> Business values; Trust and Truth; Truth in Advertising; Sales ethics;	Lectures, heuristic conversation	Power-point slides and video presentation using video-projector.
<b>Week 9 - Social Responsibility, and Corporate Governance Business, Social responsibility</b> - concepts, principles, implications;	Lectures, dialog and conversation	Power-point slides presentation using video-projector. Study case.
<b>Week 10 - Social Responsibility and Sustainability;</b> Objectives on long term; principles, methods	Lectures, dialog and conversation	Power-point slides and video presentation using video-projector.
<b>Week 11 - Companies with CSR programs,</b> strategies, programs, examples.	Lectures, dialog and conversation	Power-point slides presentation using video-projector.
<b>Week 12 - Implementing Business Ethics in a Global Economy</b> <i>Discussion, Questions &amp; answers session</i>	Lectures, dialog and conversation	Power-point slides presentation using video-projector. Study case.

Bibliography:

1. Airaksinen, Timo, *Professional Ethics*, in Encyclopedia of Applied Ethics, vol 3, Academic Press, 1998;
2. Ardichvili, Alexandre; Douglas Jondle, Jack Wiley, Edgard Cornacchione, Jessica Li & Thomas Thakadipuram, *Building Ethical Business Cultures: BRIC by BRIC*; 2013, <http://www.europeanbusinessreview.com/?p=1930>;
3. Baron, David P., *Business and Its Environment* (7th edition) Upper Saddle River, NJ: Pearson Prentice-Hall, 2013;
4. Bazerman, Max H.; Tenbrunsel, Ann E., *Ethical Breakdowns*, Harvard Business Review April 2011;
5. Buchholtz, A. and Carroll, A. *Business & Society. Ethics and Stakeholder Management*, 8th Ed.. Mason, Ohio: South-Western, 2011; [http://www.cengagebrain.com.au/content/carroll53168\\_0538453168\\_02.01\\_chapter01.pdf](http://www.cengagebrain.com.au/content/carroll53168_0538453168_02.01_chapter01.pdf)
6. Dahlstrom, Green, *Marketing Management*, (Mason Ohio: South-Western Cengage Learning) ISBN-13: 978-0-324-78914-0.
7. Ehrenreich, Barbara, *Nickel and Dimed: On (Not) Getting By In America*. New York, NY: Henry Holt and Company, LLC, 2001;
8. Ferrell, Fraedrich, and Ferrell, *Business Ethics: Ethical Decision Making and Cases*, 9e. (Mason, Ohio: South-Western Cengage Learning) ISBN-13: 978-1-111-82516-5;
9. MacDonald, Chris, *Creating a Code of Ethics for Your Organization*, <http://www.ethicsweb.ca/codes/>;
10. Pop Coșuț, Ioana, *Introducere în etica afacerilor*, Ed University of Oradea, Oradea, 2008;
11. Pop Coșuț, Ioana, *CSR and Business Ethics*, University of Oradea, Oradea, 2020, available at: <https://e.uoradea.ro/>
12. Richardson, John; Kehoe, William, *Business Ethics* 12/13, ISBN: 9780073528724, Division: Higher Education, <http://www.mcgraw-hill.co.uk/html/0073528722.html>
13. Wilkinson, Amy, *The Creator's Code: The Six Essential Skills of Extraordinary Entrepreneurs*, Simon & Schuster, February 1, 2015; <https://www.gsb.stanford.edu/faculty-research/books/creators-code-six-essential-skills-extraordinary-entrepreneurs>;
14. Wicks, Andrew; R. Freeman; Werhane, Patricia; Martin, Kirsten, *Business Ethics*, Pearson Education Limited, 2009, ISBN13: 9780131427921 ISBN10: 013142792X;
15. \*\*\* Ethics Instructional Videos, <https://danielsethics.mgt.unm.edu/videos/ethics-instructional-videos.asp>;
16. \*\*\*Institute of Business Ethics, <http://www.ibe.org.uk/>;
17. <http://www.globethics.net/>
18. <http://www.scu.edu/SCU/Centers/Ethics/practicing/decision/thinking.htm>

8.2 Seminar (S)	Teaching methods	Observations
<b>Week 1 - Starting Up:</b> Introduction to the Course Syllabus; Assignments, projects, Deliverables, & Examinations; Set Up Dialogue Teams & Assignments;	lectures, dialog and conversation	Power-point slides presentation using video-projector.
<b>Week 2 - Video Study Cases:</b> *** Ethics Instructional Videos, <a href="https://danielsethics.mgt.unm.edu/videos/ethics-instructional-videos.asp">https://danielsethics.mgt.unm.edu/videos/ethics-instructional-videos.asp</a> ;	Debate, dialog and conversation	Power-point slides and video presentation using video-projector.
<b>Week 3 - Personal Action Plan:</b> Behave Ethically and Socially Responsibly” <b>Case studies:</b> “Starbucks’ Mission: Responsibility and Growth” “Social Responsibility at Starbucks” “Home Depot Implements Stakeholder Orientation”	Individual and team work, Dialog and conversation; Case study	Power-point slides and video presentation using video-projector.
<b>Week 4 - Case studies:</b> “Wal-Mart: The Challenge of Managing Relationships with Stakeholders” “Martha Stewart: A Brand in Crisis” “Home Depot’s Social Responsibility Agenda”	Team work, Dialog and conversation; Case study	Power-point slides and video presentation using video-projector.
<b>Week 5 – Assignment 1:</b> Read and make a presentation of an article from a business journal about an organizational ethical issue. The presentation will include: summarizing the article; describe the ethical issues involved; interest groups involved; different stakeholders viewpoints of ethical issues (pro and cons viewpoints); CSR needs in acting on the ethical issue;	Team work and presentation, Debate,	Power-point slides presentation using video-projector.

<p><b>Week 6 - Case Studies:</b>  <a href="http://www.globethics.net/publications">http://www.globethics.net/publications</a>  Codes of ethics - ethics application specific tools</p>	Case study, team work; Dialog and conversation;	Power-point slides presentation using video-projector.
<p><b>Week 7 - Assignment 2:</b> Write an essay about an organizational ethical dilemma. The essay will be presented in seminar class. Details will be discussed in class.</p>	Dialog and conversation; Case study	Power-point slides presentation using video-projector.
<p><b>Week 8 – Case studies:</b>  “Ethics and Advertising”  <b>Case studies:</b>  “The Inconclusive Ethical case Against Manipulative Advertising.”  <b>Optional:</b> Explore these links  <a href="http://www.members.tripod.com/mustread/">http://www.members.tripod.com/mustread/</a>  <a href="http://www.aap.org/advocacy/shifrin898.htm">http://www.aap.org/advocacy/shifrin898.htm</a>  <a href="http://www.aap.org/advocacy/releases/jstmtevc.htm">http://www.aap.org/advocacy/releases/jstmtevc.htm</a></p>	Case study, team work; Dialog and conversation;	Power-point slides presentation using video-projector.
<p><b>Week 9 - Assignment 3:</b> Write a presentation for an organization of your choice which could be described as transforming ethically. Discuss topics as: if consumers or outside stakeholders influenced the transformation, the organization’s ethical values, principles and practices which shape its culture as well as the challenges it must address in sustaining it.</p>	Individual work and presentation, Debate, Problem solving; Dialog and conversation;	Power-point slides presentation using video-projector.
<p><b>Week 10 – Case studies:</b>  <a href="https://www.gsb.stanford.edu/faculty-research/case-studies">https://www.gsb.stanford.edu/faculty-research/case-studies</a>  “New Belgium Brewing: Ethical and Environmental Responsibility”</p>	Case study, team work; Problem solving; Dialog and conversation;	Power-point slides presentation using video-projector.
<p><b>Week 11 - Business Ethics Project 1:</b> Each student, as a member of a 2-person team, will write a case and make a presentation about an ethical or social responsibility dilemma currently facing an organization.</p>	Team work; Problem solving; Dialog and conversation;	Power-point slides presentation using video-projector.
<p><b>Week 12 - Business Ethics Project 2:</b> Each student, as a member of a 2-person team, will develop a strategy to design and implement a code of ethics in an organization.  Presentations, surveys, review for final</p>	Team work; Problem solving; Dialog and conversation;	Power-point slides presentation using video-projector.

#### Bibliography:

1. Airaksinen, Timo, *Professional Ethics*, in Encyclopedia of Applied Ethics, vol 3, Academic Press, 1998;
2. Ardichvili, Alexandre; Douglas Jondle, Jack Wiley, Edgard Cornacchione, Jessica Li & Thomas Thakadipuram, *Building Ethical Business Cultures: BRIC by BRIC*; 2013, <http://www.europeanbusinessreview.com/?p=1930>;
3. Baron, David P., *Business and Its Environment* (7th edition) Upper Saddle River, NJ: Pearson Prentice-Hall, 2013;
4. Bazerman, Max H.; Tenbrunsel, Ann E., *Ethical Breakdowns*, Harvard Business Review April 2011;
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6. Dahlstrom, Green, *Marketing Management*, (Mason Ohio: South-Western Cengage Learning) ISBN-13: 978-0-324-78914-0.
7. Ehrenreich, Barbara, *Nickel and Dimed: On (Not) Getting By In America*. New York, NY: Henry Holt and Company, LLC, 2001;
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13. Wilkinson, Amy, *The Creator's Code: The Six Essential Skills of Extraordinary Entrepreneurs*, Simon & Schuster, February 1, 2015; <https://www.gsb.stanford.edu/faculty-research/books/creators-code-six-essential-skills-extraordinary-entrepreneurs>;
14. Wicks, Andrew; R. Freeman; Werhane, Patricia; Martin, Kirsten, *Business Ethics*, Pearson Education Limited, 2009, ISBN13: 9780131427921 ISBN10: 013142792X;
15. \*\*\* Ethics Instructional Videos, <https://danielsethics.mgt.unm.edu/videos/ethics-instructional-videos.asp>;
16. \*\*\*Institute of Business Ethics, <http://www.ibe.org.uk/>;
17. <http://www.globethics.net/>
18. <http://www.scu.edu/SCU/Centers/Ethics/practicing/decision/thinking.htm>

#### 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

Course content is consistent with those of similar disciplines taught at the master curricula of faculties in the country and abroad. In meetings with representatives of professional associations and employers, who were consulted on the content of the discipline, so that skills acquired by graduates of this specialization to meet labour market requirements. Thus, the discipline of **CSR and Business Ethics**, provides:

- Using methods and techniques for formulating company values;
- Proper use of the principles of business ethics in labour relations, relationships with customers, consumers, suppliers and the community;
- Knowledge of the main requirements for professional conduct and ethics;
- Competence of morality, ethics, theories of moral development, and the main concepts of Business ethics and CSR.
- Deeper understanding of the moral choices that are implicit in virtually every aspect of work life by applying the concepts to one's own experience.
- Understanding of Business ethics theory and CSR principles by articulating different types of ethical business dilemmas that occur on a regular basis and be able to recognize and analyse these situations. The students must be able to reach a logical, ethical, and solid business decision based on these principles.
- Develop professional projects using principles and specific analytical methods for improving labour relations, relationships with consumers, customers, suppliers, shareholders, community, etc.
- Develop professional work using the principles and methods of analysis specific to the implementation and sustainability of CSR.
- Proper use of communication techniques and unethical situations;
- Expressing their views on the arrangements for the Code of Conduct, how to implement, efficient modes of implementation;
- Finding solutions to implement the principles of CSR;

- Autonomy in making a request for the initiation, design and implementation of projects of social responsibility;

## 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"> <li>- Defining, understanding and correct use of concepts, concepts of business ethics in the context of economic activities;</li> <li>- Identification of concepts, concepts of ethical behaviours in business;</li> <li>- List of traits, characteristics, factors, conditions and professionalism of the profession;</li> <li>- Comparative characterization of ethical vs unethical actions, causes, factors of influence;</li> <li>- Analysing facts and unethical behaviour and implications for economic activity and labour relations;</li> <li>- Resolving ethical dilemmas;</li> <li>- Construction of examples to illustrate characteristics, theories, interactions, evolutionary trends by applying ethical codes;</li> <li>- Answer questions, participate in the work of analysis, interpretation and communication of issues for discussion;</li> <li>- Final exam: 3 subjects - covering all material and class discussions.</li> </ul>	Continuous assessment, formative: <ul style="list-style-type: none"> <li>- Communication, presentation and dialogue;</li> <li>- Point/Counterpoint Presentation;</li> <li>- Participation, Professionalism, &amp; Attendance;</li> <li>- Final exam: written exam covering all material and class discussions / on-line test.</li> </ul>	50%
10.5 Seminar (S)	Assessment criteria: <ul style="list-style-type: none"> <li>- Accurate response to issues raised;</li> <li>- Degree of synthesis and answers analogy and causal relationships;</li> <li>- Communication, presentation and dialogue;</li> <li>- Point/Counterpoint Presentation;</li> <li>- Participation, Professionalism, &amp; Attendance;</li> </ul> <p><b>Participation</b> – The best learned is through active conversation with others. It is therefore important that you be a regular participant in classroom discussions. Ideally, you will be sufficiently engaged with the material to contribute to these discussions spontaneously and voluntarily. As an additional stimulus, however, I will call randomly on students to answer questions in class. If you cannot answer a question satisfactorily (due to lack of preparation or absence), your class participation grade will be affected. Students may ask at any time to be informed of their current class participation grade.</p> <p><b>Assignment 1:</b> Read and make a presentation of an article from a business journal about an organizational ethical issue. The presentation will include: summarizing the article; describe the ethical issues involved; interest groups involved; different stakeholders viewpoints of ethical issues (pro and cons viewpoints); CSR needs in acting on the ethical issue;</p> <p><b>Assignment 2:</b> Write an essay about an organizational ethical dilemma. The essay will be presented in seminar class. Details will be discussed in class.</p> <p><b>Assignment 3:</b> Write a presentation for an organization of your choice which could be described as transforming ethically. Discuss topics as: if consumers or outside stakeholders influenced the transformation, the organization's ethical values, principles and practices which shape its culture as well as the challenges it must address in sustaining it.</p>	Continuous assessment, formative: <ul style="list-style-type: none"> <li>- Participation, Communication, presentation and dialogue;</li> <li>- Point/Counterpoint Presentation;</li> <li>- PPT presentation</li> </ul>	20%
10.6 Laboratory (L)			
10.6 Project (P)	<p><b>Business Ethics Project 1:</b> Each student, as a member of a 2-person team, will write a case and make a presentation about an ethical or social responsibility dilemma currently facing an organization.</p> <p><b>Business Ethics Project 2:</b> Each student, as a member of a 2-person team, will develop a strategy to design and implement a code of ethics in an organization.</p>	Continuous assessment, formative: <ul style="list-style-type: none"> <li>- Communication, presentation and dialogue;</li> <li>- Capacity of synthesis;</li> <li>- PPT presentation;</li> </ul>	30%
10.8 Practical works (P)			
10.9 Minimum performance standard			
There will be one exam, the final, covering all material and class discussions. Minimum performance standard: <ul style="list-style-type: none"> <li>- Knowledge and understanding of course content to the essential ideas;</li> <li>- Approach to a subject at least two in the written exam;</li> <li>- Minimum one assignment presented in the seminar class;</li> <li>- Minimum one business ethics project with the minimum criteria of content and presentation.</li> </ul>			

<b>Date</b>	<b>Course titleholder:</b>	<b>Seminar titleholder:</b>
<b>25.09.2020</b>	<b>Associate Professor Ioana POP COHUȚ, PhD. ....</b>	<b>Associate Professor Ioana POP COHUȚ, PhD. .....</b>
	E-mail: ipop@uoradea.ro	E-mail: ipop@uoradea.ro

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

<b>Date of approval in the Department:</b>	<b>Contact data<sup>1</sup>:</b>
<b>29.09.2020</b>	University of Oradea, Faculty of Economic Sciences, Department of Economics Universității 1, Building Corp F, floor 1, room F205 Zip code 410087, Oradea, Bihor, Romania Tel.: 0259-408799; Fax: 0259-408409 E-mail: <a href="mailto:steconomice@uoradea.ro">steconomice@uoradea.ro</a> Web page: <a href="http://steconomiceuoradea.ro">http://steconomiceuoradea.ro</a>

**Dean,**

**Professor Habil. Alina BĂDULESCU, PhD**

<b>Date of approval in The Council of the Faculty of Economic Sciences:</b>	<b>Contact data<sup>2</sup>:</b>
<b>30.09.2020</b>	University of Oradea, Faculty of Economic Sciences, Department of International Businesses Universității 1, Building Corp F, floor 1, room F209 Zip code 410087, Oradea, Bihor, Romania Tel.: 0259-408799; Fax: 0259-408409 E-mail: <a href="mailto:steconomice@uoradea.ro">steconomice@uoradea.ro</a> Web page: <a href="http://steconomiceuoradea.ro">http://steconomiceuoradea.ro</a>

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<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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