

# 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 / Bachelor Degree</b>

## 2. Information regarding the discipline

2.1 Name of discipline	<b>PRACTICE</b>						
2.2 Course titleholder	-						
2.3 Seminar titleholder	Lecturer PhD. Andreea-Florina FORA						
2.4 Year of study	II	2.5 Semester	4	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	0	out of which: 3.2 course	0	3.3 seminar	0
3.4 Total of hours in the Curriculum	84	out of which: 3.5 course	0	3.6 seminar	84
<b>Distribution of hours:</b>					0 hours
Studying the workbook, course book, bibliography and notes					0 hours
Supplementary documentation in the library, on electronic specialty sites and in the field					0 hours
Preparing seminars/laboratories, themes, projects, portfolios and essays					0 hours
Tutorship					0 hours
Assessment activities					0 hours
Other activities.....					0
3.7 Total hours of individual study	-				
3.9 Total hours/semester	<b>84</b>				
3.10 Number of credits	3				

## 4. Pre-requisites (if applicable)

4.1 Curriculum	-
4.2 Skills	-

## 5. Conditions (if applicable)

5.1. concerning the course activities	-
5.2. concerning the seminar/laboratory activities	the headquarters of the receiving company

<b>6. Specific skills acquired</b>	
<b>Professional skills</b>	<ul style="list-style-type: none"> <li>• C1.1 - Describing the key concepts, theories and methods used in the study of competitive advantages at different levels (global, EU-27, national, regional) for profit-oriented public or private institutional units;</li> <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>• C1.3 - Applying methods, techniques and principles proper for observing different types, processes and goods and/or services trading;</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> </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> <li>• CT3 - Identifying the opportunities of continuous formation and values – the efficient implementation of the resources and educational techniques for the personal development.</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>▪ taking part in the organising and running of companies / institutions active in international business in order to acquire the necessary expertise for an international business activities</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>▪ knowledge and understanding of notions regarding the organization and functioning of international business;</li> <li>▪ knowledge and understanding of the decision making mechanism for an international business activity;</li> <li>▪ explaining and interpreting the necessity of being aware of the requirements needed when being part of the overseas market;</li> <li>▪ using methods and tools to investigate the results of international business performance.</li> </ul>

### 8. Contents

<b>8.4 Projects (P)</b>	<b>Teaching methods</b>	<b>Observations</b>
8.4.1 Presenting the company performing an international business activity (I): <ul style="list-style-type: none"> <li>▪ brief history of the company</li> <li>▪ objects of the company</li> </ul>	Case study, observation and discovery learning method	<i>Teaching Strategies:</i> deductive strategy (the teaching approach is from general to particular)
8.4.2 Presenting the company performing an international business activity (II): <ul style="list-style-type: none"> <li>▪ main activities of the company</li> </ul>	Case study, observation and discovery learning method	<i>Teaching Strategies:</i> deductive strategy (the teaching approach is from general to particular)
8.4.3 Organizing and running an international activity (I): <ul style="list-style-type: none"> <li>▪ diversity and complexity of the elements involved</li> <li>▪ scope of activities</li> </ul>	Case study, observation and discovery learning method	<i>Teaching Strategies:</i> deductive strategy (the

		teaching approach is from general to particular)
8.4.4 Organizing and running an international activity (II): <ul style="list-style-type: none"> <li>material and human resources</li> </ul>	Case study, observation and discovery learning method	<i>Teaching Strategies:</i> deductive strategy (the teaching approach is from general to particular)
8.4.5 Organizing and running an international activity (III): <ul style="list-style-type: none"> <li>commercial and non-commercial external risks</li> </ul>	Case study, observation and discovery learning method	<i>Teaching Strategies:</i> deductive strategy (the teaching approach is from general to particular)
8.4.6 Case study of the external environment of the company performing international businesses (I): <ul style="list-style-type: none"> <li>national and international competitors</li> <li>market share</li> </ul>	Case study, observation and discovery learning method	<i>Teaching Strategies:</i> deductive strategy (the teaching approach is from general to particular)
8.4.7 Case study of the external environment of the company performing international businesses (II): <ul style="list-style-type: none"> <li>domestic and overseas customers of the company</li> <li>domestic and overseas suppliers</li> </ul>	Case study, observation and discovery learning method	<i>Teaching Strategies:</i> deductive strategy (the teaching approach is from general to particular)
8.4.8 Case study of the external environment of the company performing international businesses (III): <ul style="list-style-type: none"> <li>business opportunities for the company</li> </ul>	Case study, observation and discovery learning method	<i>Teaching Strategies:</i> deductive strategy (the teaching approach is from general to particular)
8.4.9 Case study of the external environment of the company performing international businesses (IV): <ul style="list-style-type: none"> <li>threats from the external environment</li> <li>information on legal system</li> </ul>	Case study, observation and discovery learning method	<i>Teaching Strategies:</i> deductive strategy (the teaching approach is from general to particular)
8.4.10 Case study of the internal environment of the company activating in international business (I): <ul style="list-style-type: none"> <li>organization chart and organizational structure</li> </ul>	Case study, observation and discovery learning method	<i>Teaching Strategies:</i> deductive strategy (the teaching approach is

		from general to particular)
8.4.11 Case study of the internal environment of the company activating in international business (II): <ul style="list-style-type: none"> <li>financial data</li> </ul>	Case study, observation and discovery learning method	<i>Teaching Strategies:</i> deductive strategy (the teaching approach is from general to particular)
8.4.12 Case study of the internal environment of the company activating in international business (III): <ul style="list-style-type: none"> <li>strengths of the company</li> <li>weaknesses of the company</li> </ul>	Case study, observation and discovery learning method	<i>(Teaching Strategies:</i> deductive strategy (the teaching approach is from general to particular)
8.4.13 Case study of the internal environment of the company activating in international business (IV): <ul style="list-style-type: none"> <li>profitable business opportunities for the company</li> </ul>	Case study, observation and discovery learning method	<i>Teaching Strategies:</i> deductive strategy (the teaching approach is from general to particular)
8.4.14 Forecast of the economic development of the company activating in international business throughout the EU accession process	Case study, observation and discovery learning method	<i>Teaching Strategies:</i> deductive strategy (the teaching approach is from general to particular)
Bibliography <ol style="list-style-type: none"> <li>Giurgiu, Adriana – <i>Economie europeană</i>, Editura Universității din Oradea, Oradea, 2009.</li> <li>Lazoc, Roman; Bugnar, Nicoleta – <i>Tranzacții internaționale</i>, Editura Universității din Oradea, Oradea, 2009.</li> <li>Meșter, Liana – <i>Comerțul internațional</i>, Editura Economică, București, 2007.</li> <li>Wild, J., <i>International Business. The Challenges of Globalization</i>, Pearson Ed. Ltd., 2016</li> <li>*** - <i>Buletin statistic de comerț internațional</i> – colecție, Institutul Național de Statistică</li> <li><a href="http://www.europa.eu">www.europa.eu</a></li> <li><a href="http://www.customs.ro">www.customs.ro</a></li> <li><a href="http://www.fonduri-structurale.ro">www.fonduri-structurale.ro</a></li> </ol>		

### 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>Analysing typical empirical situations and critical assessment of methodologies used to study international business communities and public private organizations;</li> <li>Monitoring typical situations by measuring the degree of regional development in international business.</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
10.5 Seminar (S)	• <i>minimum performance</i>	Designing a research	75% the evaluation of the

	<p><i>standards for 5:</i></p> <ul style="list-style-type: none"> <li>- Conceiving the practice report, acquiring and integrating basic practical knowledge in the project achieved, and presenting it in the achieved project by using basic specialised language;</li> <li>- Adapting to the activity of the host company, using the basic theoretical knowledge acquired throughout the specialized courses, as well as acquiring practical basic knowledge;</li> <li>-Performing the practical activity, complying with the practice portfolio, presenting the practice report conducted by using basic specialised language.</li> </ul> <p>• <i>minimum performance standards for10:</i></p> <ul style="list-style-type: none"> <li>- Conceiving the practice report, acquiring and integrating the practical knowledge acquired in the practice report, as well as presenting it in the resulted report, logically and coherently using a specialized language;</li> <li>- Adapting to the activity of the practice host company, using the basic theoretical knowledge acquired throughout the specialized courses, as well as acquiring practical basic knowledge;</li> <li>- Active participation in the practical activity, adapting to the activity of host company, complying with the practice portfolio, good communication with the practice tutor, and coherent presentation of the practice report conducted by using basic specialised language.</li> </ul>	work/project	<p>Internship Report (50% content and 25% presentation/form) 25% the evaluation of the practice tutor</p>
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10.9 Minimum performance standard

Designing a work/project/ practice report on international business transactions while assuming the responsibility of tasks specific to the role of multi-specialized team, and presenting with arguments the application of a personal professional development plan.

**Date**

**25.09.2020**

**Practice Coordinator:**

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**Director of Department,**

**Associate Professor Liana-Eugenia MEȘTER, PhD**

**Date of approval in  
the Department:**

**28.09.2020**

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**Dean,**

**Professor Alina BĂDULESCU, PhD**

**Date of approval in  
The Council of the  
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**30.09.2020**

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