

## 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 II - Master Degree</b>
1.6 Program of study /Degree	<b>International Business Administration</b>

### 2. Information regarding the discipline

2.1 Name of discipline	<b>Practice</b>						
2.2 Course titleholder	-						
2.3 Seminar titleholder	<b>Lecturer Adina Sacara Onita PhD</b>						
2.4 Year of study	II	2.5 Semester	4	2.6 Type of assessment	Ex.	2.7 Type of discipline	I

1. Compulsory; (O) Elective; (F) Facultative

### 3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	30	out of which: 3.2 course	-	3.3 seminar	30
3.4 Total of hours in the Curriculum	90	out of which: 3.5 course	-	3.6 seminar	90
<b>Distribution of hours:</b>					<b>90</b>
Studying the workbook, course book, bibliography and notes					10
Supplementary documentation in the library, on electronic specialty sites and in the field					60
Preparing seminars/laboratories, themes, projects, portfolios and essays					10
Tutorship					5
Assessment activities					5
Other activities.....					0
3.7 Total hours of individual study	<b>90</b>				
3.9 Total hours/semester	<b>75</b>				
3.10 Number of credits	<b>3</b>				

### 4. Pre-requisites (if applicable)

4.1 Curriculum	-
4.2 Skills	-

### 5. Conditions (if applicable)

5.1. concerning the course activities	Room equipped with computers with internet connection or amphitheatre with video projector;
5.2. concerning the seminar/laboratory activities	Room equipped with computers with internet connection or amphitheatre with video projector;

<b>6. Specific skills acquired</b>	
<b>Professional skills</b>	<p>C1.2 Developing and communicating actual arguments for interpreting real situations in an international context; analysis and interpretation of transactional situations in the international business environment</p> <p>C2.2 Collection, integrated analysis and thorough interpretation of information on the organization and financing of activities of international companies; developing actual arguments for interpreting real situations in the international business environment</p> <p>C3.2 Explaining, communicating and shaping international economic phenomena and processes to enunciate strategic alternatives for the development and financing of the company</p> <p>C3.3 Identifying strategies applicable to real complex situation in the international context</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	<ul style="list-style-type: none"> <li>• creating an overview of the requirements for the conduct of an international business by acquiring specialized knowledge needed to develop and run a business within a European economic context and acquiring the decision-making capacity for activities in international business</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• acquiring abilities to analyse the international environment</li> <li>• acquiring specialized knowledge on the organization and management of companies operating in the foreign market</li> <li>• acquiring knowledge of factors influencing the actions of multinational companies</li> <li>• guiding students in the foundation of theoretical knowledge on international management</li> </ul>

### 8. Contents

<b>8.3. Projects (P)</b>	<b>Teaching methods</b>	<b>Observations</b>
8.3.1. Company Overview. The business environment of the company operating internationally. Analysis of the business environment of the company	Case study, observation and learning by discovery	<i>Teaching strategies:</i> the deductive strategy (the teaching approach is from general to particular)
8.3.2. Motivations of internationalization of the company.	Case study, observation and learning by discovery	<i>Teaching strategies:</i> the deductive strategy (the teaching approach is from general to particular)
8.3.3. The main forms of internationalization. The decision of internationalization the company activity.	Case study, observation and learning by discovery	<i>Teaching strategies:</i> the deductive strategy (the teaching approach is from general to particular)
8.3.4. Research and prospect of the foreign market. The analysis of the market position and of the foreign market.	Case study, observation and learning by discovery	<i>Teaching strategies:</i> the deductive strategy (the teaching approach is from general to particular)
8.3.5. The main European regulations on the company – the	Case study,	<i>Teaching strategies:</i>

host organization	observation and learning by discovery	the deductive strategy (the teaching approach is from general to particular)
8.3.6. The export product / service. Promoting and encouraging the product / service of the company in the international market	Case study, observation and learning by discovery	<i>Teaching strategies:</i> the deductive strategy (the teaching approach is from general to particular)
8.3.7. International negotiation and contracting	Case study, observation and learning by discovery	<i>Teaching strategies:</i> the deductive strategy (the teaching approach is from general to particular)
8.3.8. International expedition. International shipping methods	Case study, observation and learning by discovery	<i>Teaching strategies:</i> the deductive strategy (the teaching approach is from general to particular)
8.3.9. Payment and international financing. Means, tools, instruments and methods of payment. Precautionary measures against risks (currency and price)	Case study, observation and learning by discovery	<i>Teaching strategies:</i> the deductive strategy (the teaching approach is from general to particular)
8.3.10. The business efficiency and profitability	Case study, observation and learning by discovery	<i>Teaching strategies:</i> the deductive strategy (the teaching approach is from general to particular)
<b>Bibliography</b> <ol style="list-style-type: none"> <li>Berinde Mihai – <i>Uniunea Europeana și Integrarea Economica Regionala</i>, Editura Tribuna Economica, Bucuresti, 2009.</li> <li>Bugnar, Nicoleta; Liana Meșter – <i>Managementul politicilor comerciale și strategia competitivității</i>, Editura Dacia, Cluj–Napoca, 195 pg., ISBN 973-35-2097-7, 2006.</li> <li>Bugnar, Nicoleta – <i>Managementul tranzacțiilor economice internaționale</i>, Editura Dacia, Cluj–Napoca, 231 pg., ISBN 978-973-35-2085-6, 2006.</li> <li>Curry, Jeffrey Edmund – <i>Negocieri internaționale</i>, Ed. Teora, București, 2000.</li> <li>Giurgiu, Adriana – <i>Comerțul intraeuropean. O nouă perspectivă asupra comerțului exterior românesc</i>, Editura Economica, București, 2008.</li> <li>Grigorescu, Adriana – <i>Decizia strategică în comerțul exterior</i>, Editura Economică, București, 2003.</li> <li><a href="http://www.wto.org">www.wto.org</a>.</li> <li><a href="http://europa.eu/pol/comm/index_en.htm">http://europa.eu/pol/comm/index_en.htm</a></li> </ol>		

**2. 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**

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

**3. Assessment**

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.5 Projects (P)	<i>Minimum requirements (for 5):</i> - preparing the practice report, learning, integration of basic	Conceiving a study / project / report of practice	50% - evaluation of the practice report content; 25% - assessment of the

	<p>practical knowledge in the conceived project, as well as their presentation in the project using specialised basic language;</p> <ul style="list-style-type: none"> <li>- integrating at the practice workplace , using the basic theoretical knowledge acquired at courses, as well as acquiring basic practical knowledge;</li> <li>- performing the practical activity, following the practice portfolio, presenting the practice report done using basic specialised language.</li> </ul> <p><i>Requirements for 10</i></p> <p>preparing the practice report, learning, integration of basic practical knowledge in the conceived project, as well as their presentation in the project using specialised basic language;</p> <ul style="list-style-type: none"> <li>- integrating at the practice workplace , using the basic theoretical knowledge acquired at courses, as well as acquiring basic practical knowledge;</li> <li>- performing the practical activity, following the practice portfolio, presenting the practice report done using basic specialised language</li> <li>- active participation in practical work, integration at practice workplace, observance of the practice portfolio, a good cooperation with the practice tutor, coherent presentation of the practice report carried out using specialized language.</li> </ul>		<p>practice tutor; 25% - evaluating the practice report presentation.</p>
<p>10.9 Minimum performance standard</p>			
<ul style="list-style-type: none"> <li>• To develop a study / project in the field of international business economy assuming specific tasks within a plurispecialised team</li> </ul>			

**Date**  
**24.09.2019**

**Course titleholder:**  
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**Seminar titleholder:**  
**Lecturer Adina Sacara Onita PhD**  
Adresa de e-mail: [oadina@yahoo.com](mailto:oadina@yahoo.com)

**Date of approval in the Department:**

**Director of Department,**  
**Associate Professor Liana-Eugenia MEȘTER PhD**

**29.09.2019**

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**Dean,**

**Professor Alina BĂDULESCU PhD**

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

**30.09.2019**

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