

# Transilvania University of Braşov, Romania

## Study program: International Business

Faculty: Economics Science and Business Administration

Study period: 3 years (bachelor)

1<sup>st</sup> Year

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Microeconomics	MIC1	6	2	2		

**Course description (Syllabus):** The market: demand, supply, market equilibrium; Consumer's behaviour: preferences, utility, choice; Producer's behaviour: productivity, cost, profit, optimal choice; Market competition; Perfect competition market; Monopoly; Oligopoly; Externalities; Public goods.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Mathematics Applied in Economics	MAT1	5	2	2		

**Course description (Syllabus):** Infinite series; Power series; Functions of several variables; Optimization; Linear programming; Improper integrals; Probability; Random variables.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Basics of Economic Informatics	INF1	5	2		2	

**Course description (Syllabus):** Information, entropy, information system; Arithmetic and logical fundamentals of computer; Algorithms; Organization of economic data in files; Personal computer architecture.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
World Economy	ECM1	5	2	1		

**Course description (Syllabus):** Fundamental concepts in the world economy; The components of the world economy. The global market; The world economy's governance; The economy of developed countries; The economy of developing countries; Underdevelopment. Evolutions in the underdeveloped countries; International integration. Forms of integration at the international level; The world economy's sectors; Global tendencies and evolutions at the world economy level. The main world economy's problems; Romania and the world economy.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Law	DAF1	3	2	1		

**Course description (Syllabus):** Business law overview; Juridical relation in business law; Sources of legal obligations; Subjects of business law; Contract.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
English 1	ENG1	3	1	1		

**Course description (Syllabus):** Communication problems; Building relationships in business; International marketing. International brands; Defining success in business; Job satisfaction; Everyday risk vs. risk in business; E-commerce. The use of the internet.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Foreign Language 1/2	FRA1/2 GER1/2 SPA1/2	3	1	1		

**Course description (Syllabus):** Cours de conversation et de rédaction des textes sur les thèmes: Communication d'affaires; La monnaie, l'argent et la banque; Transports et livraisons; Management des ressources humaines; L'entité, la firme, l'entreprise; Comptes bancaires; Tourisme rural; Le rôle de la publicité dans la société de consommation.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Macroeconomics	MAC2	6	2	2		

**Course description (Syllabus):** National economy: institutional sectors, macroeconomic indicators; National income: consumption and saving, investment, equilibrium; Aggregate demand and supply, macroeconomic equilibrium; Labour market; Unemployment; Inflation; Economic (business) cycles; Economic growth; Money, capital and currency markets; International trade.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Economic Statistics	STA2	6	2	2		

**Course description (Syllabus):** Basic concepts of statistics. Types of data. Graphical methods for describing qualitative data. Measures of central tendency: means and position measures (structural). Measures of variation: variance, standard deviation (squared mean deviation), linear mean deviation, variation coefficient. Describing the variability of a data set. Characterizing the distribution form. Shape indicators. Concentration indicators. Indicators of an alternative characteristic. Indicators of a colectivity divided in groups. Fisher test. ANOVA analysis. Analysis methods of links between socio-economic phenomenon. Time Series. The statistical indicators' system: absolute indicators, relative indicators, average indicators. Analysing the moments' time series. The components of time series. Models of time series. Adjusting and forecasting trend methods. Statistical surveys. Sampling methods. Samples' errors. Making inference based of sample statistics. Statistical tests. The indices' method. Individual and synthetic indices. Systems of weights for indices. Relation between indices. Variation decomposition of a complex phenomenon depending on its influence factors using the indices' method.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Basic Accountancy	BC02	4	2	1		

**Course description (Syllabus):** The evolution of accountancy; The role and the place of the accountancy in the economic information system; The documentation of economic operations in accountancy; The evolution in accountancy; The financial statements and the European instruction; Theory and model regarding the account; The analysis and the recording of transactions; The accounting cycle; The revenue and expenses in accountancy; Closing works of the financial exercise.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
General Management	MAN2	4	2	1		

**Course description (Syllabus):** Introduction; Planning; Mission, objectives, strategies; Organization; Decision; Decision Tree; Critical Path Method; Leadership; Strategies; Entrepreneurship.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
General Finance	FIC3	4	2	1		

**Course description (Syllabus):** The financial system; Public goods; The system of public expenditure; The measures of public expenditure; The public expenditure for economic objectives; The system of public revenue; The flat tax system versus progressive taxation; Considerations about taxes; Tax evasion; International double taxation; The main objective of the firm; Financial approach; The investment decision.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
English 2	ENG2	3	1	2		

**Course description (Syllabus):** Team building. Successful team working; Ways of raising money; Customer service. Dealing with complaints; Crisis management; Management styles. Do's and don'ts for managers; Takeovers and mergers; The future of business.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Foreign Language 22	FRA2	3	1	1		
	GER2					
	SPA2					

**Course description (Syllabus):** A. Correspondance d'affaire: lettres de recommandation; lettre d'offre; lettre de reclamation; contrat d'achat-vente, etc. B. Textes de spécialité économique: La concurrence; La Bourse; Le marketing et le marché; Les relations publiques; Présentation pour un interview de travail ; L'emploi et l'employeur etc.

## 2<sup>nd</sup> Year

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
General marketing	MKG3	6	2	2		

**Course description (Syllabus):** Defining the concept of strategic analysis; Analysis of a strategic situation; External environment analysis; Internal environment analysis; Mission and objective of a company; Strategic marketing mix; Product/services strategies; Price and tariff strategies; Distribution strategies; Promotion and communication strategies.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Administration Accounting	COG3	5	2	1		

**Course description (Syllabus):** The object, the functions and the role of management accounting; Cost modelling and its implications for management accounting organization; Basis of management accounting organization; Processes of management accounting and cost calculation; The full cost methodology.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Information Technology – Internet	TIN3	5	1		2	

**Course description (Syllabus):** History of the Internet. TCP/IP. Computer networks; Basic servers in the Internet; Security on the net; Search engines; Content management systems; Intranet and extranets; Portals and personalization within organizations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Commercial Law	DCI3	6	2	2		

**Course description (Syllabus):** Main issues regarding international commercial law; Subjects of international commercial law; Classification and validity conditions of international commercial contracts; The signing of

international commercial contracts; The content of international commercial contracts; The effects of international commercial contracts.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
English 3	ENG3	3	1	1		

**Course description (Syllabus):** Business Organisations; Marketing; Describing Performance; Money and Banking; Funding the Business; Accounting; Auditing; Mergers and Takeovers; Transport and Delivery; Selling and Buying.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Foreign Language 23	FRA3	2	1	1		
	GER3					
	SPA3					

**Course description (Syllabus):** Cours pratique de grammaire française: Le verbe – applications dans des exercices ayant un vocabulaire spécialisé, économique; L'Indicatif; La voix passive; Le Si conditionnel; Le Subjonctif; Le participe passé et son accord; La concordance des temps.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Trading Negotiation	NCI4	3	2	1		

**Course description (Syllabus):** The negotiation – main communication form in business; Types of negotiation; Types of negotiators. Negotiation styles; Negotiation tactics, technics and structures; Negotiation deployment; Negotiators training. Negotiators team;

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Econometrics	ECO4	4	2	1		

**Course description (Syllabus):** Economic and econometric model. Simple Regression Model – Ordinary Least Squares' Method (OLS). Assumptions Underlying OLS (Classical Linear Regression Model). Properties of estimators. Statistical hypotheses. Statistical tests. Statistical inference. Testing Hypotheses. Multiple regression model. Estimating the regression coefficients. Variance-Covariance Matrix of Estimators. Analysis of Variances. F-Test for Global Significance of Regression. Testing the Coefficients. Adding New Variables. Chow Test. Multicollinearity and Selection of Explanatory Variables. Partial Correlation. Coefficients of Partial Correlation. The causes of errors' autocorrelation. The nature of errors' autocorrelation. Consequences and Remedies of errors' autocorrelation. OLS estimators in errors' autocorrelation presence. Forecasting with the econometric model.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Trade and Trade Policy	CIP4	4	2	2		

**Course description (Syllabus):** Trade globalization and international competitiveness. Trade policy: Definition and functions. Tariffs / customs measures. Non-tariff barriers. Arguments for free trade and for protectionism. The World Trade Organization (WTO).

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Expertise of import export commodities	EXP4	4	2	1		

**Course description (Syllabus):** Classification of expertise; The object of the Commodity Expertise; The methods of Commodity Expertise; Legislative and organizational aspects of the expertise activity; The procedure of the Commodity Expertise; The methodology of carrying out a Commodity Expertise; Expertise report.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Techniques of foreign trade operations	TCE4	4	2	2		

**Course description (Syllabus):** Government intervention in international business; Export market selection and marketing research; Export strategy; Cross cultural negotiation; International contracts; Methods of payment; Export documents, transportation and insurance; Export financing methods; Countertrade operations; Nonexport entry modes.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
English 4	ENG4	2	1	1		

**Course description (Syllabus):** Format of business letters; Letter of complaint. Replying to a letter of complaint; Letter of enquiry. Replying to a letter of enquiry; Orders. Accepting/ declining orders; Letter of application. Accepting/ turning down an application; Invitation. Accepting /declining an invitation; Personal recommendation; Contracts; Report. Memo; Proposal. Minutes.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Foreign Language 24	FRA4 GER4 SPA4	2	1	1		

**Course description (Syllabus):** Textes de spécialité économique: La publicité et le marketing; La Roumanie dans les journaux de l'Europe; Termes généraux du marketing; La sociologie du tourisme; La déontologie professionnelle; Traditions culinaires européennes; Le langage non verbal du client etc.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Practical Training	PR4	4				

**Course description (Syllabus):** A brief description of the company. The presentation of the company market. The presentation of an import export contract. An analyze of the payment method used in the contract. Conclusions and proposals regard improvement the import export activities.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Ethics	ETI4	3	2	2		

**Course description (Syllabus):** Ethical principles - introductory notions; The concept of business ethics; Fundaments of corporate social responsibility; The evolution of corporate social responsibility; The components of corporate social responsibility; Interferences between business strategy and ethical principles; Ethical principles regarding marketing policy; Consumer protection – component of corporate social responsibility; Environmental ethics – component of corporate social responsibility; Protection of employees. Ethical codes.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Promotional techniques	TEP4	3	2	2		

**Course description (Syllabus):** The general frame of development for promotional activities; Advertising; Public relations; Publicity; Sales promotions; Direct Marketing techniques; Personal selling and sales management.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project

Risk management in International Transactions	GRI4	3	2	1		
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**Course description (Syllabus):** Fundamentals of business risk; Risk management; Individual attitude towards risk; Profitability and risk in investment projects; Empiric determination of breakeven point of business; Operating risk; Risk of bankruptcy; Methods and techniques against currency risk in international contracts; Price related risks in international business; Country risk.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Economic and Financial Analysis	AEF4	3	2	1		

**Course description (Syllabus):** Significance of the Financial Analysis and Diagnosis at the Company's level; timing, reasons, in and outside company players, expected outcome. Methodology of the Financial and Economic Analysis. Qualitative and Quantitative methods. Other methods. Analysis of the internal resources of the company. Analysis of the Human Resources. Analysis of the Material resources Performance analysis through specific indicators. Past and future performance analysis. Analysis of the turnover, value added and commercial margin. Factorial models of the performance indicators. Cost analysis. Dynamic, structure and analysis of fixed costs, variable costs, direct and indirect costs. Analysis of the total expenses, salary expenses, depreciation and financial expenses through factorial models. Results analysis based on the Income statement. Factorial models of the Operations Result, Gross and Net Profit. Return ratios analysis – factorial models. Commercial profitability ratio, Return on Assets, Return on Equity, Total expenses profitability ratio. Analysis of the financial situation of the company based on financial reports (balance sheet and annexes). Structure ratios analysis. Financial Stability analysis. Solvency and liquidity ratios analysis.

### 3<sup>rd</sup> Year

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Marketing	MKI5	5	2	2		

**Course description (Syllabus):** The scope and challenge of international marketing; The international environment of the company; The international marketing strategy; Foreign markets selection and entry strategies in international markets; Product in international marketing; International distribution systems; Promotion policy in international marketing; Pricing policy in international marketing; The international marketing plan.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Economic Situation	CEI5	4	2	1		

**Course description (Syllabus):** Evolution of the world economy situation; Evolution of economic situation in the major OECD countries; Evolution of economic situation in BRIC countries; The situation of the main markets of goods; Energy and fuel market; The market of food products and agricultural raw materials; Primary industrial goods; Impact of the basic products prices on the global economy; World economy situation perspectives.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing Research	CMK5	4	2	2		

**Course description (Syllabus):** Introduction in marketing research; Stages of marketing research; Exploratory research; Observation; Descriptive research – Surveys; Questionnaire design; Sample design; Descriptive analysis; Inferential analysis; Parametric and non-parametric tests.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Finance and Payment	PF15	5	2	2		

**Course description (Syllabus):** Documentary letter of credit (L./C.); Documentary incasso (I.D.); Payment order (O.P.); Payment and credit instruments; Guarantee payment in international transactions; Financing special techniques.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Investments	INI5	4	2	2		

**Course description (Syllabus):** Theories about foreign direct investments (FDI); Overall evolution of FDI; The role of transnational corporations (TNCs); National policies for attracting FDI; The impact of FDI on Central and Eastern European countries; The analysis of FDI in Romania.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Correspondence English	ENG5	3	0	1		

**Course description (Syllabus):** Being International; Effective communication; Start-ups; Cross-cultural communication; Partnerships; Employment trends; Business Ethics; Freelancers.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Correspondence Foreign Language 2	LS25	2	0	1		

**Course description (Syllabus):** Lettres commerciales; Types de contrats; Correspondance d'affaire; Demande de renseignements au sujet d'un candidat/ d'un produit/ d'une entreprise/ des prix; Lettre de candidature; Reponse défavorable à un offre de commande; L'art de négocier; Concurrence; Le commerce sur l'internet etc.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Monetary and Financial Relations	RFI6	6	2	1		

**Course description (Syllabus):** Overview of the most important international financial institutions: IMF, World Bank Group, EBRD, IBRD, ECB; The international market of debt instruments; The international market of credit instruments; The international market of external debt; Formation, explanation and theories behind the exchange rate; The exchange rate regimes: theories and case studies; The international market of derivatives: forward, futures and options; Foreign direct investments: definition, typology, advantages for the host-country, mechanisms.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International integration	INT6	6	2	2		

**Course description (Syllabus):** General aspects about international integration; History of European Union; General issues about European Union's institutional system; The Single Market; The Euro zone; The importance of European Union in the world.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International transport and organizations	TAI6	6	2	2		

**Course description (Syllabus):** Role and place of transport system in international economic relations; Types of transport of goods; International shipping activity; General insurance; Insurance terrestrial, fluvial, maritime and air.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Tourism	TUI6	6	2	2		

**Course description (Syllabus):** Tourism an economic and social concept. The dimensions of global tourism sector. The tourist market – characteristics and structure. The hospitality industry. Accommodation and catering services. Classifications and rating systems. Independent and chain hotels. Tourist transport. Characteristics of the global airline industry. Airline operations and airports. Selling tourism products. Distribution channels in the global tourism industry. Intermediaries in tourism. Tour operators and travel agents.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Preparation of bachelor thesis	ELL6	6				5

**Course description (Syllabus):** The discipline "Preparation of bachelor thesis" has the following objectives: To get bachelor students accustomed with the essential issues of the dissertation thesis; To train and develop graduate skills of developing projects; To assist students in using correct methods, techniques and models of analysis necessary to address the chosen theme; To help students in substantiation of conclusions and proposals specific to each topic; To guide students to identify innovative solutions to solve the proposed thesis theme.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Commodity Exchange	BIM6	3	2	1		

**Course description (Syllabus):** Defining elements of commodity exchange; Financial market; Listing securities; Stock exchange simulation; Conditional operations; Futures transactions; Speculation and hedging; Stock exchange indexes; The emission of rating and stocks The practice of big markets.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
EU-Law	DCO6	3	2	1		

**Course description (Syllabus):** Fundamental values of the European Union; The European Parliament; The European Council; The European Commission; The Court of Justice of the European Union; European Economic and Social Committee; Committee of the Regions; The Legal Sources of Union Law; Regulations, Directives and Decisions; The EU System of Legal Protection.