

UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI



Fondul Social European
POSDRU 2007-2013



Instrumente Structurale
2007-2013



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DIN TIMIȘOARA

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Proiect cofinanțat din Fondul Social European prin Programul Operațional Sectorial Dezvoltarea Resurselor Umane 2007- 2013

COURSE SYLLABUS

1. Information about the programme:

1.1 Institution of higher education	WEST UNIVERSITY OF TIMISOARA
1.2 Faculty / Department	FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION
1.3 Department of	MARKETING AND INTERNATIONAL ECONOMIC RELATIONS
1.4 Area of study	FINANCE
1.5 Level of studies	BACHELOR STUDIES
1.6 Training / qualification	FINANCE AND BANKING

2. Discipline data:

2.1 Course title	INTERNATIONAL BUSINESS FB1TC2109						
2.2 Course titular	Lecturer FEDER Eموke PhD						
2.3 Workshop activities titular	Lecturer FEDER Eموke PhD						
2.4 Year of study	II	2.5 Semester	1	2.6 Type of assessment	Ex	2.7 Type of subject matter	E

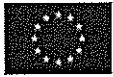
3. Total estimated time (hours of teaching per semester):

3.1 Number of hours per week	3	3.2 course	2	3.3 workshops	1
3.4 Total hours in the curriculum	42	3.5 course	28	3.6 workshops	14
Distribution of time:					hours
Study based on Instructions, course materials, bibliography and notes					14
Additional documentation library, specialized electronic platforms / field					11
Training seminars / laboratories, homework, essays, portfolios and essays					11
Tutoring					2
Examinations					15



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Other activities.....	5
3.7 Total hours of private study	58
3.8 Total hours per semester	100
3.9 Number of credits	4

4. Prerequisites (where applicable)

4.1 of curriculum	•
4.2 of skills	•

5. Conditions (where applicable)

5.1 of the course	<ul style="list-style-type: none"> Materials: video-projector. Students' attendance for the course activities –50%.
5.2 to lead seminar / laboratory	<ul style="list-style-type: none"> Students' attendance for the seminar activities –70%.

6. Specific skills acquired

Professional skills	C1 Appropriate use of concepts, theories, methods and financial instruments in private or public entities/organizations <ul style="list-style-type: none"> C1.1 Identification and definition of financial concepts, theories, methods and tools used in private or public organizations C1.2 Explanation and interpretation of financial concepts, theories, methods and tools used in private or public organizations
	ABILITIES <ul style="list-style-type: none"> C1.3 To apply the financial concepts, theories, methods and tools in private or public organizations to solve specific problems C1.4 Critical evaluation of financial concepts, theories, methods and tools used C1.5 Using these financial concepts, theories, methods and tools for projects and papers

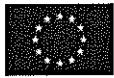
7. Course objectives (based on the grid of the skills acquired)

7.1 The overall objective of discipline	<ul style="list-style-type: none"> Appropriate knowledge, comprehension, understanding, correct use and application of concepts, theories, core methods and
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7.2 The specific objectives	<p>techniques falling within the international business domain.</p> <ul style="list-style-type: none"> • Description and explanation of concepts, theories, methods and techniques used in conducting international affairs; • Applying concepts, theories, methods and specific techniques of international business; • Usage of proper evaluation criteria and methods regarding international business studies and analysis.
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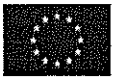
8. Contents

8.1 Course	Teaching methods	Comments
<p>1. Business Globalization and Regional Integration</p> <p>Globalization and regional integration - current features of the global economy, as international business evolvement space</p>	<p>Exposure (description, explanation, exemplification) Heuristic conversation, systematization and synthesis</p>	<p>Week 1: 2 hours</p>
<p>2. International Trade and Trade policy</p> <p>Dynamics and characteristics of the international trade. Trade policies: typology, instruments, effects, implications</p>	<p>Exposure (description, explanation, exemplification) Heuristic conversation, systematization and synthesis</p>	<p>Week 2, 3: 4 hours</p>
<p>3. Theoretical Aspects of the International Business Environment</p> <p>Conceptualizing the international business environment. Levels of analysis and the scope of international business environment. Dimensions and structure of the international business environment. Typologies and evaluation of international business environment</p>	<p>Exposure (description, explanation, exemplification) Heuristic conversation, systematization and synthesis</p>	<p>Week 4, 5: 4 hours</p>
<p>4. The International Entrepreneurial</p>	<p>Exposure (description, explanation,</p>	<p>Week 6: 2 hours</p>



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<p>Behaviour</p> <p>Recognizing and exploiting opportunities on international markets. Entrepreneurial aspirations, expectations and activity</p>	<p>exemplification) Heuristic conversation, systematization and synthesis</p>	
<p>5. International Commercial Operations</p> <p>Operations import-export and intra EU trade deliveries and acquisitions. Sophisticated combined commercial operations. International leasing. International auctions. Commodity exchange transactions</p>	<p>Exposure (description, explanation, exemplification) Heuristic conversation, systematization and synthesis</p>	<p>Week 7, 8: 4 hours</p>
<p>6. International Investment</p> <p>Business development through acquisitions, mergers, joint-ventures. Effects of foreign direct investments on home and host countries</p>	<p>Exposure (description, explanation, exemplification) Heuristic conversation, systematization and synthesis</p>	<p>Week 9: 2 hours</p>
<p>7. International Payments</p> <p>The main payment instruments and methods used in international commercial transactions</p>	<p>Exposure (description, explanation, exemplification) Heuristic conversation, systematization and synthesis</p>	<p>Week 10: 2 hours</p>
<p>8. International Negotiation and Contracting</p> <p>Developing communication skills for negotiations. The cross-cultural negotiation process. Negotiating the main</p>	<p>Exposure (description, explanation, exemplification) Heuristic conversation, systematization and synthesis</p>	<p>Week 11, 12: 4 hours</p>



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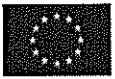
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contractual terms		
9. International Trade Operations Logistics International shipments: methods, contracts and shipping conditions. Clearance of goods in international traffic and Intrastat reporting	Exposure (description, explanation, exemplification) Heuristic conversation, systematization and synthesis	Week 13, 14: 4 hours
Bibliography: 1. Daniels, J., Radebaugh, L., Sullivan, D. (2011), <i>International Business</i> , Pearson Prentice. 2. Hill, Ch. (2011), <i>International Business: Competing in the Global Marketplace</i> , McGraw-Hill. 3. Krugman, P., Obstfeld, M., Melitz, M. (2012), <i>International Economics, Theory and Policy</i> , Pearson Education Limited. 4. Lewicki, R., Barry, B., Saunders, D. (2010), <i>Essentials of Negotiation</i> , New York: McGraw-Hill. Rugman, A., Collinson, S. (2012), <i>International Business</i> , London: Financial Times Prentice Hall.		
8.2. Seminar / lab	Teaching methods	Comments
1. The globalization of business and the effects of regional integration on trade policy	Guided discovery, interactive discussions, teamwork, real life examples and case studies	Week 1: 2 hours
2. Scanning the European economic, social, cultural, technological and legislative environment	Guided discovery, interactive discussions, teamwork, real life examples and case studies	Week 3: 2 hours
3. International trade and investment businesses	Guided discovery, interactive discussions, teamwork, real life examples and case studies	Week 5: 2 hours
4. The local entrepreneurial framework and attractiveness of international entrepreneurial businesses	Guided discovery, interactive discussions, teamwork, real life examples and case studies	Week 7: 2 hours
5. Price management in international	Guided discovery, interactive	Week 9: 2 hours



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transactions	discussions, teamwork, real life examples and case studies	
6. Analysis of the main international contract specific terms	Guided discovery, interactive discussions, teamwork, real life examples and case studies	Week 11: 2 hours
7. Conducting foreign trade operations (shipment, transportation, customs clearance)	Guided discovery, interactive discussions, teamwork, real life examples and case studies	Week 13: 2 hours
Bibliography:		
1. Brooks, I., Weatherstone, J., Wilkinson, G. (2011), <i>The International Business Environment – Challenges and Changes</i> , Harlow: Pearson Prentice Hall.		
2. Daniels, J., Radebaugh, L., Sullivan, D. (2011), <i>International Business</i> , Pearson Prentice.		
3. Deresky, H. (2013), <i>International Management: Managing Across Borders and Cultures - Text and Cases</i> , Prentice Hall.		
4. Hill, Ch. (2011), <i>International Business: Competing in the Global Marketplace</i> , McGraw-Hill.		
1. Lewicki, R., Barry, B., Saunders, D. (2010), <i>Negotiation: Readings, Exercises and Cases</i> , New York: McGraw-Hill.		

9. Corroboration of the course contents with the epistemic expectations of the community representative, professional associations and representative employers of the programme itself.

- Competence formation and advance to ensure professionalism, impartiality and independence, as foundation for professional and scientific development.

10. Evaluation:

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final mark
10.4 Course	Responses for theoretical question and practical problems	Written exam during the exam session	70%
10.5 Workshop	Exercises and case study portfolio	Verbal exam	30%
10.6 Minimum performance standards			
<ul style="list-style-type: none"> • Knowledge of basic concepts falling within international business domain. 			



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- Grade 5 (five)

Date of submission: September 2014

Titular of the course:

Seminary titular:

Lecturer FEDER Eموke PhD

Lecturer FEDER Eموke PhD

Date of approval in department: September 2014

Head of the Department:

Prof. DOBRE Costinel PhD



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