

Transilvania University of Brașov, Romania

Study program: International Business

Faculty: **Economics Science and Business Administration**

Study period: **2 years (master)**

Academic year structure: **2 semesters (14 weeks per semester)**

Examination sessions (two): **winter session (January/February)**

summer session (June/July)

Courses per years (C= course; S = seminar; L = laboratory; P = project)

1st Year

No. crt.	Course	Code	1 st Semester					2 nd Semester				
			C	S	L	P	Cred	C	S	L	P	Cred
01	Marketing and global business	MKAIG	2	2			5					
02	Statistics for international business	SAI	2		1		5					
03	Academic ethics and integrity	MNCS	1			1	5					
04	International human resource management	MNRUI	2	1			5					
05	Strategic Marketing	MKS	2	1			5					
06	E-Business	EB	2	1			5					
07	Marketing of the international tourist destination	MKDTI						2	1			5
08	European economic policies	PEE						2	2			5
09	International business management	MNAI						2	1			5
10	European institutions	IC						2	1			5
11	Services quality management	MNCS						2	1			5
01	Entrepreneurship / Commercial law in the European Union	ANTR/DCUE						2	1			5

2nd Year

No. crt.	Course	Code	3 rd Semester					4 th Semester				
			C	S	L	P	Cred	C	S	L	P	Cred
01	International Logistics	LOGIN	2	2			6					
02	Branding	BRAND	2	1			7					
03	Practical activity	PRS				6	5					
04	Preparing dissertation thesis	PLDREI									5	15
05	Project/Scientific research practice	PRREI									2	5
06	Quantitative -qualitative methods for market research	MCCSP						2		1		5
07	International policies and strategies for sustainable development	PSID						2	1			5
01	Development and european regional policies/Portfolio management	DPRE/GESPOR	2	1			6					
02	Communication in International Business/Euromarketing	COAFINT/EURMK	2	2			6					