

# Transilvania University of Braşov, Romania

## Study program: International Business

Faculty: Economics Science and Business Administration

Study period: 2 years (master)

### 1<sup>st</sup> Year

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing and global business	MKAIG	5	2	2		

**Course description (Syllabus):** Globalization and regionalization; Base of the pyramid global strategy; Emerging economies; Globalization of SMEs; Global strategies; Global sourcing; Export strategies of companies from the emerging markets; Differences and similarities of the Asian markets: Japan, Korea and China; The information industries; Strategic networks and the virtual corporation; Marketing across cultures: Islamic marketing.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Statistics for International Business	SAI	5	2		1	

**Course description (Syllabus):** Territorial series; Indices methods variation analysis of a complex phenomenon; Economic indicators of external transactions; Macroeconomic results statistics; External debt statistics; Life quality statistics; Country risk analysis; Macroeconomic analysis .

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Academic Ethics and Integrity	ETIA	5	1		-	1

**Course description (Syllabus):** Principles of academic writing; Avoiding plagiarism. Copyright versus plagiarism; Structure of a research work; How to cite bibliographic sources; How to write a CV and a Letter of Intent; Ethics Code of Transilvania University of Brasov; Basic concepts of scientometrics.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Human Resource Management	MNRUI	5	2	1		

**Course description (Syllabus):** Human resources management – basic principles; Organisational structures design; Leadership in organisations; Motivation theory; Payment systems; Strategic human resources management; Industrial relationship management; Stress management; Communication management; Economical appraisal of the human resources performances.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Strategic Marketing	MKS	5	2	1		

**Course description (Syllabus):** External environment analysis; Internal environment analysis; The big strategies matrix; Boston Consulting Group matrix; General Electric – McKinsey matrix; Honda matrix. G. Serraf matrix; 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
E-Business	EB	5	2	1		

**Course description (Syllabus):** E-business vs. E-commerce; Electronic markets and electronic payments; Online security; Online marketing. Marketing strategies on the web; Web 2.0 and social networks. E-Government; Online web applications in Romania; Document and content management applications for organisations; Business Intelligence.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing of international tourist destinations	MKDTI	5	2	1		

**Course description (Syllabus):** Tourist destinations – conceptual clarification; Problems confronting tourist destinations; The role of management organisations in tourist destinations; What is “destination marketing”?; Integrated marketing and management of tourist destinations; Promoting tourist destinations by souvenirs; The conception of the image of a tourist destination; Positioning and branding tourist destinations; New directions in marketing of tourist destinations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
European Economic Policies	PEE	5	2	2		

**Course description (Syllabus):** Trade Policy; Competition Policy; Common Agricultural Policy; Monetary Policy; Environmental Policy; Regional Policy.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Business Management	MNAI	5	2	1		

**Course description (Syllabus):** Business – concepts, characteristics. The world of international business. The approach of business. Partners and clients. Organizational structures and business efficiency. Globalization and strategic management. The multinational enterprise. Business planning. Strategic business decision. International trade and multinational strategies. International logistic. Entrepreneurship – concepts. Entrepreneurship and innovation. Creativity. Entrepreneurial strategies. Building the entrepreneurial organizations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
European Institutions	IC	5	2	1		

**Course description (Syllabus):** Conceptual aspects about international integration; General issues about European Union and its evolution; General information about the institutional system of European Union; Decisional mechanisms in European Union; European governance. European treaties; The role of the European institutions in the international context.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Quality Services Management	MNCS	5	2	1		

**Course description (Syllabus):** Bases of quality services/products and processes management; Models of total quality management; Methods, techniques and tools of quality management; Quality audit and certification; Personnel motivation for quality.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Entrepreneurship	ANT	5	2	1		

**Course description (Syllabus):** Business plan; Financing sources; The franchise contract; Business management; Marketing strategies; Financial management, Long term investment management

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Commercial Law in UE	DCUE	5	2	1		

**Course description (Syllabus):** Romanian policy's characteristics in the field of international commercial relations. Foreign investment law system in Romania. Import and export law system in Romania. The direct application in Romania of the UE's settlements. The union of the international commercial law in UE.

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

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Quantitative-qualitative methods for market research	MCCSP	8	2		2	

**Course description (Syllabus):** Qualitative vs. quantitative marketing research; Qualitative research methods; Secondary data and case studies; Exploratory surveys; Qualitative studies- characteristics; Descriptive research – survey; Questionnaire design in quantitative marketing research; Sample design – representative samples; Preliminary data analysis and inferential statistic; Statistic tests for univariate and bivariate analysis.

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

**Course description (Syllabus):** Defining aspects of Logistics Customers attending in the context of international trading relations; Goods acquisitions on international markets; International transport of goods; The role and importance of goods stocks in international trade; The goods storage in international trade; Organising the international logistic activities; The analysis of logistic system of distribution for X company.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Branding	BRAND	7	2	1		

**Course description (Syllabus):** Defining branding; Brand architecture and identity; Brand positioning; The concept of brand equity; Strategic brand management; Managing brands at international level; Managing brands during time; Rebranding process.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Dissertation thesis	PLDREI	15				5

**Course description (Syllabus):** The discipline "Preparation of dissertation thesis" has the following objectives: to get master 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
Scientific Research Project	PRREI	5				2

**Course description (Syllabus):** Market research and selection of market entry strategies; Environmental factors in international markets that influence an industry or an exporting company; Industry evolutions and trends; Industrial, commercial and competitive policies in the European Union; Strategies applied in the European business environment; Monetary and regional policies in the European Union; Market competition and competitive advantage; Critical analysis of the industry. Future development of the industry; Segmentation and targeting; Global strategies. Marketing mix strategies.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
European regional policies	PINTC	6	2	1		

**Course description (Syllabus):** The EU's legislative process and institutions; The role of regions in the EU affairs and the multilevel governance; EU cohesion policy; Regional development in the long term; Policy instruments for sustainable regional development; The EU structural and investment funds; The Europe 2020 Strategy and the smart, sustainable and inclusive growth; Smart specialization strategies for innovation-driven growth; Innovation Union - an action-packed initiative for an innovation-friendly Europe; Climate change, energy policy and sustainable development policies; Migration and the integration of migrants; EU multiannual financial framework.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Portfolio management	GESPOR	6	2	1		

**Course description (Syllabus):** Basic principles of the portfolio theory; Instruments and mechanisms on the financial market; The company's financing process through stocks and bonds; Correlations and interactions on the capital market. Statistical measures; The fundamental and technical analysis of stocks on the capital market; Econometric models of the portfolio theory; The international derivatives market: futures, options and swap. Their integration in the portfolio management.

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

**Course description (Syllabus):** Euro marketing - significance and its defining framework; Dimensions of the Single European Market scope, structure and capacity; The European consumer; Competitiveness framework and control within The Single European Market; Formulating business strategy in the European context; Marketing strategic approaches on the Single European Market; Determining factors of product policy on the Single European Market; Determining factors of price policy on the Single European Market; Determining factors of distribution policy on the Single European Market; Determining factors of the promotional communication within the Single European Market.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Communication in International Business	COAFINT	6	2	2		

**Course description (Syllabus):** The content and the importance of communications; the place of marketing communication in overall policy of the firm. Integrated marketing communication. Corporate identity, reputation and branding. Communication - connection between the organization and external environment; and the role of communication in the relationship with the staff; the communication in the relationship with external components of the medium. Brand capital plans and development of strategic communication in marketing. Strategies used in the marketing communication, promotional mix - advertising, public relations, sales promotions, direct marketing, personal sellings. Designing and implementing communication strategy of the firm; the co-ordinates communication strategy, the strategy for commercial communication; the strategy of corporate communication.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International policies and strategies for sustainable development	PSID	5	2	1		

**Course description (Syllabus):** Conceptual clarifications regarding sustainable development; The necessity of sustainable development at international level; The challenges of sustainable development at international level; Regional policies and sustainable development; International policies and strategies for sustainable development; European policies for sustainable development; Romanian policies and strategies for sustainable development.