

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	International Business and Economics
1.3. Departments	Department of Tourism and Geography
1.4. Field of study	International business and economics
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Communication in English
1.8. Language of study	English
1.9. Academic year	2017-2018

2. Information on the discipline

2.1. Name	Geopolitics and Business								
2.2. Code	17.0091IF1.1-0005								
2.3. Year of study	1	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	4
2.8. Leaders	C(C)	prof.univ.dr. POPESCU I D RODICA-CLAUDIA				rodica.popescu@rei.ase.ro			

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	2.00 of which
	C(C) 1.00
	S(S) 1.00
3.3. Total hours from curriculum	28.00 of which
	C(C) 14.00
	S(S) 14.00
3.4. Total hours of study per semester (ECTS*25)	100.00
3.5. Total hours of individual study	72.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	20.00
Additional documentation in the library, on specialized online platforms and in the field	20.00
Preparation of seminars, labs, assignments, portfolios and essays	16.00
Tutorials	6.00
Examinations	10.00
Other activities	0.00

4. Prerequisites

4.1. of curriculum	
4.2. of competences	

5. Conditions

for the C(C)	
for the S(S)	

6. Acquired specific competences

PREFESSIONAL	C1	
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7. Objectives of the discipline

7.1. General objective	<ul style="list-style-type: none"> • Building and implementing the decisions of business communication in a multicultural environment
7.2. Specific objectives	<ul style="list-style-type: none"> • Identify and describe the depth of the concepts and theories on decision making about communication in a multicultural business environment • Develop concrete arguments for interpreting real communication situations in the international context • Fully implement the concepts and methodologies related research communication in a multicultural business environment • critical evaluation of the various concepts and methodologies used in decision making about communication in a multicultural business environment • Generate alternative scenarios of communication in a multicultural business environment

8. Contents

8.1. C(C)	Teaching/Work methods	Recommendations for students
1 Geopolitics, globalisation and business		
2 Geopolitical concepts and theories in selected powers		
3 World orders in the 20th century (British Succession, Cold War Era)		
4 Geopolitics and Business in Post-Cold War Era		
5 Power and international business		
6 Nationalism and business culture		
7 Religion as geopolitical factor for international business		

Bibliography

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- Agnew, J. , Geopolitics – re-visioning world politics, Routledge, 1998
- Baylis, J., Smith, S. , The Globalisation of World Politics, Oxford University Press, 2001
- Nicolae, Mariana , A History of the European Economy. A Brief Introduction, Editura ASE, 2010
- Kennedy, Paul, Rise and Fall of the Great Powers. Economic Change and Military Conflict from 1500 to 2000, Unwin & Hyman, London, 1988
- O' Loughlin, J. , Dictionary of Geopolitics, Greenwood Press, 1994

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Geopolitical risk and business environment		
2	Geopolitics and global corporations		
3	International business during the Cold War Era		
4	Business and conflicts		
5	Case studies - power and business		
6	Case studies - nationalism and culture		
7	Case studies - religion and international political and economic relations		

Bibliography

- Guglielmetti, C. , Measuring the Business Environment for Entrepreneurship in Fragile States, UNU-WIDER, Working Paper no. 2010/14 , 2010
- McDougal, T.L. , How Production Firms Adapt to War. The Case of Liberia, UNU-WIDER, Working Paper no. 2010/69 , 2010
- Addison, T., Le Billon, Ph., Murshed, M. , Conflict in Africa. The Cost of Peaceful Behaviour, WIDER, Discussion Paper no. 2001/51 , 2001
- Shaw, T.M, Conflict and Peace Building in Africa: the Regional Dimensions, UNU-WIDER, Discussion Paper no. 2003/10, 2003
- Naqib, F.M. , Economic Aspects of the Palestinian-Israeli Conflict, WIDER, Discussion Paper no. 2002/100 , 2002
- Keynes, John Maynard, The Economic Consequences of the Peace, Harcourt, Brace, and Howe, 1920

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

Course content and seminar topics will be discussed with representatives of the Association of Romania Geography Humanists

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)			0.00
10.2. S(S)			
10.3. Final assessment			100.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	Knowing the main geopolitical events and international business environmental effects.		

Date of listing,
05/26/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,