

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Business Administration (in English language)
1.8. Language of study	English
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	European business environment								
2.2. Code	19.0153IF3.1-0003								
2.3. Year of study	3	2.4. Semester	1	2.5. Type of assessment	Test	2.6. Status of the discipline	O	2.7. Number of ECTS credits	5
2.8. Leaders	C(C)	prof.univ.dr. DIMA Mihaela-Alina					alina.dima@ase.ro		
	S(S)	lect.univ.dr. HADAD S SHAHRAZAD					shahrazad.hadad@fabiz.ase.ro		
	S(S)	asist.univ. VARGAS M V MĂDĂLINA-VANESA					vanesa.vargas@fabiz.ase.ro		

3. Estimated Total Time

3.1. Number of weeks	14.00		
3.2. Number of hours per week	4.00	of which	
		C(C)	2.00
		S(S)	2.00
3.3. Total hours from curriculum	56.00	of which	
		C(C)	28.00
		S(S)	28.00
3.4. Total hours of study per semester (ECTS*25)	125.00		
3.5. Total hours of individual study	69.00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	12.00		
Additional documentation in the library, on specialized online platforms and in the field	15.00		
Preparation of seminars, labs, assignments, portfolios and essays	8.50		
Tutorials	0.00		
Examinations	30.00		
Other activities	3.50		

4. Prerequisites

4.1. of curriculum	Macroeconomics Microeconomics
4.2. of competences	C1: gathering, formatting and analyzing data regarding the interaction between the external environment and the business/ organization

5. Conditions

for the C(C)	Videoprojector, flipchart, Internet access
for the S(S)	Videoprojector

6. Acquired specific competences

PRESSIONAL	C1	Data gathering, formatting and analysis regarding the interaction between the external environment and the organization
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7. Objectives of the discipline

7.1. General objective	The learning of the principal aspects regarding EU and the European integration process with the view to increase the competitiveness of the Romanian business environment in the context of the European integration
7.2. Specific objectives	he knowledge of specific aspects which define the European economic and political environment the analysis of the main sectorial politics in EU

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Curs 1, 2 : The evolution of European Integration		
2	Cours 3 : Europe's Institutional framework		
3	Cours 4: The single European market		
4	Cours 5, 6: European competition policy		
5	Cours 7: Economic and monetary union: a step too far for european integration		
6	Cours 8: A digital agenda for Europe: creating the inclusive information economy		
7	Cours 9: Engaging with the european space		
8	Cours 10, 11: Europe in a global context		
9	Cours 12, 13: European business in a global context		
10	Cours 14: Revision		
11	Course 12.13: European business in a global context		
12	Cours 14: Revision		

Bibliography

- Dima, M. A., Mediul European de Afaceri. Politica in domeniul concurentei, ASE, 2007, România
- McDonald, F., Dearden S., European Economic Integration, Prentice Hall, 2005, Statele Unite ale Americii
- Pelkmans, J., Integrare Europeană, Metode și analiză economică, Institutul European din România, 2003, România
- Debra, J, Colin, T, European Business, Routledge, 2016
- Dima, M.A, Doing Business in Europe, Springer, 2018

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Seminar 1, 2 : The evolution of European Integration		
2	Seminar 3 : Europe's Institutional framework		
3	Seminar 4: The single European market		
4	Seminar 5, 6: European competition policy		
5	Seminar 7: Economic and monetary union: a step too far for european integration		
6	Seminar 8: A digital agenda for Europe: creating the inclusive information economy		
7	Seminar 9: Engaging with the european space		
8	Seminar 10, 11: Europe in a global context		
9	Seminar 12, 13: European business in a global context		
10	Seminar 14: Revision		

Bibliography

- Dima, M. A., Mediul European de Afaceri. Politica in domeniul concurentei, ASE, 2007, România
- McDonald, F., Dearden S., European Economic Integration, Prentice Hall, 2005, Statele Unite ale Americii
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- Debra, J, Colin, T, European Business, Routledge, 2016
- Dima, M.A, Doing Business in Europe, Springer, 2018

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

The content of the discipline has been discussed with specialists at the Romanian European Institute as well as with the representatives of the Romanian business environment.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)		Written exam	10.00
10.2. C(C)		Written exam	10.00
10.3. C(C)		Written exam	15.00
10.4. C(C)		Written exam	15.00
10.5. S(S)		Progressive evaluation	10.00
10.6. S(S)		Progressive evaluation	10.00
10.7. S(S)		Progressive evaluation	15.00
10.8. S(S)		Progressive evaluation	15.00
10.9. S(S)			40.00
10.10. S(S)			10.00
10.11. Final assessment			
10.12. Modality of grading	Whole notes 1-10		
10.13. Minimum standard of performance	Obtaining 5 at the course and at the seminary		

Date of listing,
10/25/2021

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,