

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 German language)
1.8. Language of study	German
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	European business environment								
2.2. Code	19.0155IF3.1-0003								
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)	lect.univ.dr. CLODNITCHI I ROXANA				roxana.clodnitchi@fabiz.ase.ro			
	S(S)	asist.univ. VARGAS M V MĂDĂLINA-VANESA				vanesa.vargas@fabiz.ase.ro			
	S(S)	lect.univ.dr. CHINIE M ALEXANDRA CĂTĂLINA				catalina.chinie@fabiz.ase.ro			
	S(S)	lect.univ.dr. CLODNITCHI I ROXANA				roxana.clodnitchi@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	25.00
Additional documentation in the library, on specialized online platforms and in the field	10.00
Preparation of seminars, labs, assignments, portfolios and essays	11.00
Tutorials	0.00
Examinations	23.00
Other activities	

4. Prerequisites

4.1. of curriculum	Fundamentals of Business Administration, Business management, Entrepreneurial culture, Marketing
4.2. of competences	

5. Conditions

for the C(C)	Beamer, flipchart, internet access
for the S(S)	Beamer, flipchart, internet access

6. Acquired specific competences

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

7.1. General objective	Analyze of the contemporary issues in European business environemnt and train of the students for an international work environment.
7.2. Specific objectives	Prezentarea si intelegerea unei palete largi de probleme ale mediului european de afaceri. Asistarea studentilor in intelegerea dimensiunilor actuale in afaceri si societate: diversitate, preocupari de legate de mediu, etica, schimbare tehnologica.

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Analyze of the regional integration process.	Presentations, interactive methods (debate)	Obligatory references
2	The historical and political European context	Presentations, interactive methods (debate)	Obligatory references
3	The concept of comon market	Presentations, interactive methods (debate)	Obligatory references
4	The trade policy in the European Union	Presentations, interactive methods (debate)	Obligatory references
5	The European monetary policy	Presentations, interactive methods (debate)	Obligatory references
6	The European Common Agriculture Policy	Presentations, interactive methods (debate)	Obligatory references
7	The European competition policy	Presentations, interactive methods (debate)	Obligatory references
8	The EU Budget. Structure and cohesion fonds	Presentations, interactive methods (debate)	Obligatory references
9	The EU enlargment process	Presentations, interactive methods (debate)	Obligatory references
10	Entrepreneurship in the EU	Presentations, interactive methods (debate)	Obligatory references
11	European funds for SMEs	Presentations, interactive methods (debate)	Obligatory references
12	The main characteristics of the Romanian business environment in European context	Presentations, interactive methods (debate)	Obligatory references
13	The business environment in Old Member States and in the New Member States	Presentations, interactive methods (debate)	Obligatory references
14	EU Challenges - Horizont 2025	Presentations, interactive methods (debate)	Obligatory references
<p>Bibliography</p> <ul style="list-style-type: none"> - Kabst, R., Internationalisierung mittelstaendischer Unternehmen, Rainer Hampp Verlag, Muenchen, 2004, Germania - Brasche, U., Europäische Integration. Wirtschaft, Erweiterung und regionale Effekte, Oldenbourg Verlag, Wiesbaden, 2011, Germania - Europäische Kommission, Europa in 12 Lektionen, EC, Brüssel, 2017 			

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Analyze of the regional integration process.	Case studies, students papers	
2	The historical and political European context	Case studies, students papers	
3	The concept of comon market	Case studies, students papers	
4	The trade policy in the European Union	Case studies, students papers	
5	The European monetary policy	Debate	
6	The European Common Agriculture Policy	Debate	
7	The European competition policy	Debate	
8	The EU Budget. Structure and cohesion fonds	Debate	
9	The EU enlargement process	Case studies	
10	Entrepreneurship in the EU	Case studies	
11	European funds for SMEs	Case studies	
12	The main characteristics of the Romanian business environment in European context	Debate	
13	The business environment in Old Member States and in the New Member States	Debate	
14	EU Challenges - Horizont 2025	Debate	

Bibliography

- Kabst, R., Internationalisierung mittelstaendischer Unternehmen, Rainer Hampp Verlag, Muenchen, 2004, Germania
- Brasche, U., Europäische Integration. Wirtschaft, Erweiterung und regionale Effekte, Oldenbourg Wissenschaftsverlag, Wiesbaden, 2011, Germania
- von der Leyen, U., Eine Union, die mehr erreichen will, Meine Agenda für Europa. POLITISCHE LEITLINIEN FÜR DIE KÜNFTIGE EUROPÄISCHE KOMMISSION 2019-2024, EC, Brüssel, 2019, Belgia

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 subject prepares specialists capable to learn, interpret critically, understand and apply in practice knowledge, models and theories specific to the studied domain on national and international level.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	interaction with project teams, creativity and implication in debates	Evaluation during the semester	40.00
10.2. S(S)	granted point	attendance to the final test	10.00
10.3. Final assessment			60.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	Grade 5 at the lecture and seminars		

Date of listing,

05/12/2021

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,