

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 International Business and Economics
1.4. Field of study	Applied modern languages
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Applied Modern Languages
1.8. Language of study	Romanian, English, French
1.9. Academic year	2023-2024

2. Information on the discipline

2.1. Name	Competition and Competitiveness								
2.2. Code	23.0223IF3.2-06.1								
2.3. Year of study	3	2.4. Semester	2	2.5. Type of assessment	Test	2.6. Status of the discipline	A	2.7. Number of ECTS credits	3
2.8. Leaders	C(C)	prof.univ.dr. COJANU Valentin					Valentin.Cojanu@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)	75.00		
3.5. Total hours of individual study	47.00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	47.00		
Additional documentation in the library, on specialized online platforms and in the field			
Preparation of seminars, labs, assignments, portfolios and essays			
Tutorials			
Examinations			
Other activities			

4. Prerequisites

4.1. of curriculum	Does not apply
4.2. of competences	Does not apply

5. Conditions

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

6. Acquired specific competences

PREFESSIONAL	C7	Assisting the planning and conduct of negotiations in international business;
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7. Objectives of the discipline

7.1. General objective	
7.2. Specific objectives	

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Competitiveness: Overall Framework	Class lecture and interactive sessions	
2	Competing Across Locations & Global Strategy for MNCs		
3	The Diamond Model		
4	The Diamond Model: Developing/Transition Countries		
5	Clusters and Cluster Development		
6	Cluster Internationalization		
7	Role of Institutions for Collaboration		
8	Economic Strategy: Advanced Economies		
9	Economic Strategy: Early Stage Developing Economies		
10	Economic Strategy: Developing Economies Attracting Foreign Investment		
11	Economic Strategy: States and Sub-National Regions		
12	Economic Strategy: Cities		
13	Economic Strategy: Cross-National Regions		
14	The Process of Economic Development		

Bibliography

- Michael Porter, On Competition, Harvard Business School, Boston, 2008,
<https://iscln.hbs.edu/sites/moc/Universities/bucharestuniversityofeconomicstudies/SitePages/welcome.aspx>

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Outline of the MoC Program ♦ Student account registration ♦ Introduction to Team Project Papers	General issues of group and individual research are discussed and applied in the context of topics specific to the field of study	
2	Organizing project teams ♦ Schedule of team projects presentation ♦ Discussing a case study Finland and Nokia: Creating the World's Most Competitive Economy, HBS Case Number: 9-702-427	Case study discussions	
3	Intel Corporation--1968-1997, HBS Case Number: 9-797-137		
4	Estonia in Transition, HBS Case Number: 9-702-436. Chile: The Latin American Tiger? HBS Case Number: 9-798-092		
5	The California Wine Cluster, HBS Case Number: 9-799-124		
6	Building a Cluster: Electronics and Information Technology in Costa Rica, HBS Case Number: 9-703-422		
7	The Dutch Flower Cluster, HBS Case Number: 9-711-507		
8	Vietnam: Sustaining the Growth of an Asian Tiger, HBS Case Number: N9-413-063		
9	Team Project Presentations		
10	Ghana: National Economic Strategy, HBS Case Number: 9-706-497		
11	Submission of Team Project Papers St. Louis: Inner City Economic Development, HBS Case Number: 9-704-492		
<p>Bibliography - https://iscln.hbs.edu/sites/moc/Universities/bucharestuniversityofeconomicstudies/SitePages/welcome.aspx</p>			

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

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10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Class participation	Class attendance (50%) Debate (50%)	50.00
10.2. Final assessment			50.00
10.3. Modality of grading	Whole notes 1-10		
10.4. Minimum standard of performance			

Date of listing,
04/24/2026

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,