

COURSE OUTLINE

COURSE TITLE	INTERNATIONAL BUSINESS	CODE:
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YEAR OF STUDY	OF	IV	SEMESTER	I	COURSE STATUS (C-COMPULSORY/O-OPTIONAL/E-ELECTIVE)	C
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NUMBER OF HOURS PER WEEK				HOURS PER SEMESTER	TOTAL NUMBER OF SELF-STUDY HOURS*	CREDITS	TYPE OF ASSESMENT (MT-mid-term, OE-oral exam, E-exam, M-mixed)	LANGUAGE OF TEACHING
C	S	L	Pr.					
2	1			42	108	5	M	ENG

COURSE COORDINATOR	ACADEMIC TITLE, FIRST NAME, LAST NAME	DEPARTMENT
	PROF. VASILE IȘAN, PHD	POLITICAL ECONOMY

PRE-REQUISITE COURSES	Marketing
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OBJECTIVES	Gaining knowledge concerning the modalities of international market penetration Accumulating knowledge regarding the commercial transactions running Assimilating the decisional elements necessary for operating in the international market
COURSE OUTLINE	Business internationalization The export decision Export methods The marketing mix Licensing and franchising International agreements arrangements The commerce in compensation Auctions and international stock-exchange transactions
SEMINARS/LABS TOPICS	The competitive advantages in international market The acceding strategy on the international market
TEACHING METHODS	Interactive course

COMPULSORY BIBLIOGRAPHY (SELECTIVE)	Albaum,G. et al. "International marketing and export management", Ed. Addison Wesley, 1995 Daniels, J. "International Business", Ed. Prentice Hall, 2004 Rugman, Al. "International Business", Ed. Prentice Hall, 2004 Popa, I. "Tranzacții de comerț exterior", 2002
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ASSESSMENT	terms	
	criteria	
	types	
	Final grade formula	50% for the activity during semester + 50% final exam