



SYLLABUS

Academic year 2024-2025

1. Information regarding the programme

1.1. Higher education institution	Universitatea Babeş-Bolyai
1.2. Faculty	Faculty of Business
1.3. Department	Business
1.4. Field of study	Business Administration
1.5. Study cycle	Masters
1.6. Study programme / Qualification	International Business Administration (English)

2. Information regarding the course

2.1. Name of the course	Modele internationale de business / International Business Models						
2.2. Code	IME0056						
2.3. Course coordinator	Dragoş PĂUN, PhD						
2.4. Seminar coordinator	Dragoş PĂUN, PhD						
2.5. Year of study	I	2.6. Semester	1	2.7. Type of evaluation	E	2.8. Type of course	compulsory

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	2	Of which: 3.2. lecture	1	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	36	Of which: 3.5. lecture	12	3.6. seminar/laboratory	24
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					36
Additional documentation (in libraries, on electronic platforms, field documentation)					24
Preparation for seminars/labs, homework, papers, portfolios and essays					24
Tutorship					2
Evaluations					4
Other activities:					24
3.7. Total individual study hours					114
3.8. Total hours per semester					150
3.9. Number of ECTS credits					6

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)



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TRADITIO ET EXCELLENTIA

FACULTATEA DE
BUSINESS
IN PARTNERSHIP
Facultatea de Business

Str. Horea nr.7
Cluj-Napoca, 400174
Tel.: 0264599170
Fax: 0264590110
E-mail: secretariat.tbs@ubbcluj.ro
Site: tbs.ubbcluj.ro

5.1. for the course	Lecture Hall equipped with video-projector, computer
5.2. for the seminar /lab activities	Room equipped with video-projector, computer, partnerships with consultancy companies



6. Specific competencies acquired

Professional competencies	C4. systemic interpretation of economic and social regulations and standards in order to cope with a series of new issues and situations arising in an international business environment
Transversal competencies	CT1. Promoting the principles, norms and values of professional ethics in conditions of professional autonomy and independence.

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> ✓ The student will demonstrate effective oral and written communication skills by (1) composing a professional quality business document, and (2) preparing and delivering a professional presentation on a business topic
7.2. Specific objective of the course	<ul style="list-style-type: none"> ✓ The student will demonstrate knowledge of fundamental information technology tools and concepts. (Technology) ✓ The student will exhibit an understanding of ethics and social responsibility. (Ethics) ✓ The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. (Critical Thinking) ✓ The student will demonstrate multicultural and diversity understanding. (Diversity) <p>The student will demonstrate an understanding of teamwork as it occurs in business situations. (Teamwork)</p>

8. Content

8.1. Course		Teaching Method	Remarks
1	International Business Models	Interactive lecture, exposure of documents	<ul style="list-style-type: none"> • 2 lectures
2	Idea canvases	Interactive lecture,	<ul style="list-style-type: none"> • 2 lectures



		exposure of documents	
3	Business models canvases	Interactive lecture, exposure of documents	• 2 lectures
4	Key partners, key activities, key resources and cost structure	Interactive lecture, exposure of documents	• 2 lectures
5	Customers and distribution channels	Interactive lecture, exposure of documents	• 2 lectures
6	Value Position Team and Cultural Experience	Interactive lecture, exposure of documents	• 2 lectures
Bibliography		<ol style="list-style-type: none"> Osterwalder, A., Pigneur, Y., <i>Business Model Generation</i>, John Wiley & Sons, USA, 2010, Bock, A.J., George, G., <i>The Business Model Book</i>, Pearson, USA, 2018 Mary Ellen Guffey and Dana Loewy <i>Business Communication: Process & Product, 7th edition</i>, 2011 Bargiela-Chiappini Francesca, <i>Business discourse</i>, Palgrave MacMillan, 2013 Paulston, Christina Bratt, <i>The handbook of intercultural discourse and communication</i>, John Wiley & Sons, 2012 Museanu, Elena, <i>Business communication</i>, Ed. Universitara, 2011 Power Mark, <i>Presenting in English: how to give successful presentations</i>, Heinle Cengage learning, 2011 	

8.2. Seminar		Teaching Method	Remarks
1	International Business Models	Case study, processing documents	• 2 seminars
2	Idea canvases	Case study, processing documents	• 2 seminars
3	Business models canvases	Case study, processing documents	2 seminars



4	Key partners, key activities, key resources and cost structure	Case study, processing documents	• 2 seminars
5	Customers and distribution channels	Case study, processing documents	• 2 seminars
6	Value Position Team and Cultural Experience	Case study, processing documents	• 2 seminars
Bibliography		<ol style="list-style-type: none"> Osterwalder, A., Pigneur, Y., <i>Business Model Generation</i>, John Wiley & Sons, USA, 2010, Bock, A.J., George, G., <i>The Business Model Book</i>, Pearson, USA, 2018 Mary Ellen Guffey and Dana Loewy <i>Business Communication: Process & Product, 7th edition</i>, 2011 Bargiela-Chiappini Francesca, <i>Business discourse</i>, Palgrave MacMillan, 2013 Paulston, Christina Bratt, <i>The handbook of intercultural discourse and communication</i>, John Wiley & Sons, 2012 Museanu, Elena, <i>Business communication</i>, Ed. Universitara, 2011 	

9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

This course is offered by a guest professors from Germany.

10. Evaluation

- The same evaluation criteria hold for all exams sessions;
- In order to be able to cumulate the points obtained during the semester, it is mandatory to obtain minimum 5 (five) in the final exam.

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share in the grade (%)
10.4. Course	Understanding of key concepts, case study	Final exam	60 %
10.5. Seminar/lab activities	Participation in discussions during the seminars	Participation	40 %

Note: the same examination requirements will be apply for the repeating exam(s)



10.6. Minimum performance standards

- Understanding key issues related to business models & idea canvasses
- Preparing recommendations for companies

Date	Course coordinator	Seminar coordinator
12.04.2024	Dragoș PĂUN, PhD	Dragoș PĂUN, PhD
Date of approval	Head of department	
17.04.2024	Prof. Dr. Ioan Cristian CHIFU	