



## SYLLABUS

### Academic year 2021-2022

#### 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	II	2.6. Semester	1	2.7. Type of evaluation	C	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					24
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:					11
3.7. Total individual study hours					89
3.8. Total hours per semester					125
3.9. Number of ECTS credits					5

#### 4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

#### 5. Conditions (if necessary)

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	C2. providing assistance for running a company/ an organisation as a whole C.2.2 explaining and interpreting the relationships among various entities in a company/ an organisation
Transversal competencies	CT2. identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork

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

7.1. General objective of the course	<ul style="list-style-type: none"> <li>✓ 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</li> </ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>✓ The student will demonstrate knowledge of fundamental information technology tools and concepts. (Technology)</li> <li>✓ The student will exhibit an understanding of ethics and social responsibility. (Ethics)</li> <li>✓ The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. (Critical Thinking)</li> <li>✓ The student will demonstrate multicultural and diversity understanding. (Diversity)</li> </ul> <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	<b>International Business Models</b>	Interactive lecture, exposure of documents	<ul style="list-style-type: none"> <li>• 2 lectures</li> </ul>
2	<b>Idea canvases</b>	Interactive lecture, exposure of documents	<ul style="list-style-type: none"> <li>• 2 lectures</li> </ul>
3	<b>Business models canvases</b>	Interactive lecture, exposure of documents	<ul style="list-style-type: none"> <li>• 2 lectures</li> </ul>
4	<b>Key partners, key activities, key resources and cost structure</b>	Interactive lecture, exposure of documents	<ul style="list-style-type: none"> <li>• 2 lectures</li> </ul>



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

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



**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	50 %
10.5. Seminar/lab activities	Participation in discussions during the seminars	Participation	50 %

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**

**Dragoș PĂUN, PhD**

**Dragoș PĂUN, PhD**

**Date of approval**

**Head of department**

**Prof. Dr. Ioan Cristian CHIFU**