



SYLLABUS

Academic year 2022-2023

1. Program Information

1.1. Higher-Education Institution	Babeş-Bolyai University
1.2. Faculty	Business
1.3. Department	Business
1.4. Study Domain	Business Administration
1.5. Study Level	Master
1.6. Study Program / Qualification	International Business Administration

2. Discipline Information

2.1. Discipline name	International Management						
2.2. Discipline Code	IME0005						
2.3. Course Teacher	Assoc. Prof. Monica Maria COROŞ, PhD						
2.4. Seminar Teacher	Assoc. Prof. Monica Maria COROŞ, PhD						
2.5. Year of Study	1	2.6. Semester	I	2.7. Evaluation Type	E	2.8. Discipline Type	Speciality

3. Estimated Total Time (hours/semester for teaching activities)

3.1 Hours/Week	2	Out of which: 3.2. course	1	3.3. seminar/ laboratory	1
3.4. Total hours from learning plan	28	Out of which: 3.5. course	14	3.6. seminar/ laboratory	14
Learning time schedule:					hours
Learning by using course materials, references and personal notes					30
Additional learning by using library facilities, electronic databases and on-site information					29
Preparing seminars/laboratories, homework, portfolios and essays					29
Tutorial activities					2
Exams					2
Other activities - projects					5
3.7. Total individual study hours					97
3.8. Total hours per semester					125
3.9. ECTS					5

4. Preconditions (if needed)

4.1. Curriculum	Management
4.2. Competences	



5. Conditions (if needed)

5.1. Course related	Classroom with computer and video-projector
5.2. Seminar/laboratory related	Classroom with computer and video-projector

6. Developed competencies

Professional	<ul style="list-style-type: none"> • C1. In-depth knowledge and systematic use of the set of information resulting from the theoretical, methodological, legislative, and practical developments specific to business administration at international level; • C2. Higher ability to substantiate and assess strategies and decision alternatives, as well as their selection and implementation in business administration at international level/ within multinational corporations; • C3. Ability to adapt dynamically to changes emerging in both national and international business settings by an appropriate and flexible use of the information available;
Transversal	<ul style="list-style-type: none"> • TC1. Ability to interpret, adapt, and make full use of business ideas within an international context; • TC3. Drawing up analysis and synthesis documents on the international business environment and identifying the opportunities to relaunch a business internationally.

7. Course objectives (resulted from developed competencies)

7.1. Main course objective	<ul style="list-style-type: none"> • assimilating how the process of companies' internationalization takes place; • having knowledge of the organizing and analyzing tools used in international context; • understanding practices used in internationalization; • being aware of the cultural aspect in the managerial process; • understanding the concept of multiculturalism.
7.2. Specific course objectives	<ul style="list-style-type: none"> • developing students' ability to organize and lead teams responsible for implementing various projects at the organization level; • getting students used with an applicative leading teams approach

8. Content

8.1. Course	Teaching methods	Observations
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1. Introduction. The International Business Environment and Globalization	Lecture, interactive discussions, explanation, heuristic conversation, debate.	3 lecture hours
2. The Internationalization Process	Lecture, interactive discussions, explanation, heuristic conversation, debate.	3 lecture hours
3. The Role of Culture in International Business. Interculturality Management	Lecture, interactive discussions, explanation, heuristic conversation, debate.	4 lecture hours
4. Cases of International Business Management	Interactive discussions, explanation, heuristic conversation, debate	4 lecture hours
The course topics are subject to revision. Some topics may be replaced by other ones during the semester.		
Bibliography	<ol style="list-style-type: none"> 1. Bartlett, C., Ghoshal, S. (2006), <i>Managing Cross Borders: The Transnational Solution</i>, Boston: Harvard Business School Press. 2. Conklin, D. (2006), <i>Cases in the Environment of Business: International Perspectives</i>, Sage, Thousand Oaks, London, New Delhi. 3. Christopher, Elizabeth M. (2012), <i>International Management: Explorations Across Cultures</i>, 1st edition, Kogan Page (BCU Library – Faculty of Business branch). 4. Daniels, John D., Radebaugh, Lee H., & Sullivan, Daniel P. (2015), <i>International Business. Environments and Operations</i>, 15th edition, Pearson. 5. Griffin, R., Pustay, M. (2010), <i>International Business</i>, Upper Saddle River, N.J: Pearson Education. 6. Lewis, Richard D. (2006), <i>When Cultures Collide. Leading Across Cultures</i>, Nicholas Brealey International, Boston – London. 7. Luthans, Fred, & Doh, Jonathan P. (2020), <i>International Management: Culture, Strategy, and Behavior</i>, 11th edition, McGraw-Hill Education (BCU Library – Faculty of Business branch) 8. Mead, R. (2005), <i>International Management – Cross-cultural Dimensions</i>, Blackwell Publishing. 9. Mead, Richard, & Andrews, Tim G. (2009), <i>International Management. Culture and Beyond</i>, Wiley. 10. Popa, Filip R. (1999), <i>Management internațional</i>, Editura Economică, București. (Central University Library Cluj Napoca). 11. Sawyer-Laucanno, C. (1987), <i>Case Studies in International Management</i>, Prentice Hall Regents, 1987 (Central University Library Cluj-Napoca). 12. Sweeney, Paul, & McFarlin, Dean (2015), <i>Strategic Opportunities and Cultural Challenges</i>, Routledge (BCU Library – Faculty of Business branch). 	



	<p>***, World Economic Forum, <i>Global Competitiveness Reports</i>, editions of 2019 & 2020, and older ones; https://www.weforum.org/reports?utf8=%E2%9C%93&query=competitiveness</p>
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8.2. Seminar	Teaching methods	Observations
1. Introduction – Presentation of the discipline (organizing activities and assessment methods and criteria). The International Business Environment and Globalization	Case studies, interactive discussions, explanation, heuristic conversation, debate.	3 seminar hours
2. The Internationalization Process	Case studies, interactive discussions, explanation, heuristic conversation, debate.	3 seminar hours
3. The Role of Culture in International Business. Interculturality Management	Case studies, interactive discussions, explanation, heuristic conversation, debate.	4 seminar hours
4. Cases of International Business Management	Interactive discussions, explanation, heuristic conversation, debate	4 seminar hours

Seminar topics are subject to revision. Some topics may be replaced by other ones during the semester.

Bibliography	<ol style="list-style-type: none"> 1. Bartlett, C., Ghoshal, S. (2006), <i>Managing Cross Borders: The Transnational Solution</i>, Boston: Harvard Business School Press. 2. Conklin, D. (2006), <i>Cases in the Environment of Business: International Perspectives</i>, Sage, Thousand Oaks, London, New Delhi. 3. Christopher, Elizabeth. (2012), <i>International Management: Explorations Across Cultures</i>, 1st edition, Kogan Page. (Business Library). 4. Daniels, John D., Radebaugh, Lee H., & Sullivan, Daniel P. (2015), <i>International Business. Environments and Operations</i>, 15th edition, Pearson. 5. Griffin, R., Pustay, M. (2010), <i>International Business</i>, Upper Saddle River, N.J: Pearson Education. 6. Lewis, Richard D. (2006), <i>When Cultures Collide. Leading Across Cultures</i>, Nicholas Brealey International, Boston – London. 7. Luthans, Fred, & Doh, Jonathan P. (2020), <i>International Management: Culture, Strategy, and Behavior</i>, 11th edition, McGraw-Hill Education. 8. Mead, R. (2005), <i>International Management – Cross-cultural Dimensions</i>, Blackwell Publishing. 9. Mead, Richard, & Andrews, Tim G. (2009), <i>International Management. Culture and Beyond</i>, Wiley. 10. Popa, Filip R. (1999), <i>Management internațional</i>, Editura Economică, București. (Central University Library Cluj Napoca) 11. Sawyer-Laucanno, C. (1987), <i>Case Studies in International Management</i>, Prentice Hall Regents, 1987 (Central University Library Cluj-Napoca)
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	<p>12. Sweeney, Paul, & McFarlin, Dean (2015), <i>Strategic Opportunities and Cultural Challenges</i>, Routledge. (Business Library).</p> <p>***, World Economic Forum, <i>Global Competitiveness Reports</i>, editions of 2019 & 2020, and older ones; https://www.weforum.org/reports?utf8=%E2%9C%93&query=competitiveness</p>
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9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field

In order to develop the course content and teaching/learning techniques, the course responsible analyzed several syllabi of international academic programs dealing with the same subject, and also discussed with other professors from different business schools that have similar teaching and research interests.

10. Assessment (examination)

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4. Course	<ul style="list-style-type: none"> Understanding and operating with the specific concepts and theories discussed during lectures and seminars The ability to adequately use concepts, methods, and procedures specific to International Management The capacity to understand the role of culture in International Management 	<p>Written test – multiple choice quiz (with one or more correct answers; +/- open-end questions; +/- true/false statements</p> <p>!!! In order to attend the final exam, students must register for the exam, picking the first or the second date (through the Assignment created in this respect).</p>	25%
		<p>Final project (individual project) – all students are expected to present their projects and to register for their presentation (Evaluation criteria: authenticity, originality, realistic, the use of the theoretical background assimilated, the quality of the presentation); students must present their projects and submit a written report</p>	50%



10.5. Seminar/laboratory	<ul style="list-style-type: none"> Class activity 	Students are required to actively take part during classes, involve in case study discussions during seminars, to get engaged in individual projects	15%
		All students are expected to address at least one question to their colleagues during the final presentations AND to evaluate the presentations made by their colleagues	10%
BONUS	Students can gain a bonus worth 1 point if they take part in lecture and seminar activities actively .		
	Gained Competency		Evaluation Method of the Competency (applicable to each competency)
	<ul style="list-style-type: none"> C1. In-depth knowledge and systematic use of the set of information resulting from the theoretical, methodological, legislative, and practical developments specific to business administration at international level; 		100% written exam
	<ul style="list-style-type: none"> C2. Higher ability to substantiate and assess strategies and decision alternatives, as well as their selection and implementation in business administration at international level/ within multinational corporations; C3. Ability to adapt dynamically to changes emerging in both national and international business settings by an appropriate and flexible use of the information available; 		50% grade in the final exam + 50% project grade for project content)
	<ul style="list-style-type: none"> TC1. Ability to interpret, adapt, and make full use of business ideas within an international context; TC3. Drawing up analysis and synthesis documents on the international business environment and identifying the opportunities to relaunch a business internationally. 		100% Project (grade for project elaboration and presentation)
10.6. Minimum performance standard			
<ul style="list-style-type: none"> Final test (multiple choice test with one or more correct answers +/- open-end questions +/- true or false statements) – in order to pass the discipline, all students must receive a grade of minimum 5 (five) in the written exam, only then will all other points be added in order to establish the final grade; The grades being granted are between 1 (one) and 10 (ten); Students must approach each element (question, problem) within the final project's requirements; All students must present their projects; no project may be submitted without presentation; Plagiarism leads to failing the exam; !!! In order to attend the final exam, students must register for the exam, picking the first or the second date (through the Assignment created in this respect). All the conditions are valid for the re-sit exam, too. 			



Date of filling

Course coordinator

Seminar coordinator

**Assoc. Prof. Monica Maria
COROȘ, PhD**

**Assoc. Prof. Monica Maria
COROȘ, PhD**

Date of approval

**Head of department
Assoc Prof. Oana Adriana Gică, PhD**