



School of International Business



Study Guide

2025-2028

International Business

Bachelor Program



INTERNATIONAL BUSINESS

BACHELOR PROGRAM (TAUGHT IN ENGLISH)

The primary task undertaken by the International Business Bachelor Program is to prepare students so that they meet the challenges posed by their employment in companies that are compelled to carry out activities in a business environment increasingly internationalized, technological and competitive, by providing training and a relevant experience in the field. Therefore, the **International Business** bachelor program aims to address the curricula not only in theoretical terms, but also to create multiple connections between practice and research.

Graduates of the International Business Bachelor Program from the **School of International Business** will be able to act in an international business field for public and private organizations, professional associations, chambers of commerce, clusters etc. **They will be capable to prepare and assist the execution of international contracts and to identify the appropriate steps, formalities and techniques used in contracting and execution of international business, according with domestic, European and international trade policies and regulations.**

The specific **aims of the programme** are the following:

- ✚ to prepare graduates with the academic knowledge, practical skills, and professional mindset needed to pursue successful careers in international business or continue education.
- ✚ to develop entrepreneurial and intrapreneurial skills for identifying and exploiting international business opportunities;



- to develop strategic thinking in order to substantiate business development strategies at national and international level;
- to cultivate the ability to work and communicate effectively in multicultural environments, encouraging respect for diversity in the wider global context in which organizations operate;
- to develop critical thinking skills to analyze contemporary issues, challenges and trends affecting organizations at national and international level, taking into account ethical, social and environmental implications;
- to promote awareness of responsible use of technology in business development strategies, capitalizing on the advantages offered by new technologies in increasing the efficiency and reputation of organizations on international markets.

In each academic year, the curriculum provides a minimum of **60 transferable study credits (ECTS)**, namely 30 ECTS per semester. The entire curricula cover **6 semesters**. The academic year is divided into **2 semesters**, each one having usually 14 weeks.

The **curriculum** includes **compulsory and elective subjects** (starting with the second year of study). Elective subjects are grouped together in pathways (*minors*) providing all students with additional training to the main study program (major) they've already selected in the first year. Students have to choose, at the end of their first academic year, the elective subjects (minor) and those courses will be studied until the end of the bachelor program. Students can also choose **facultative subjects** any mandatory subject from another study program (except for those that are already listed as optional subjects in the chosen educational path). In addition, any of the courses taught by international professors can be chosen as facultative subjects. Facultative subjects are optional subjects that complement the curriculum of a faculty. They allow students to deepen their knowledge in the field of study or to acquire new skills in fields related to or even different from their specialization.

Dual Degree Opportunity

The Romanian–American University offers the opportunity to take advantage of the Dual Degree programmes developed with **St. Francis College**, New York, US, and **Northwood University**, Midland, Michigan, US.



St. Francis College

After graduating at RAU the International Business BSc Program, students can continue their studies at St. Francis College (US) and get an **additional bachelor degree in Management**.

RAU students must complete additional credits before attending St. Francis College. During the study years at RAU students need to complete the following extra courses: New Technology in International Business; Soft Skills; Communication in the 21st Century; Entrepreneurship, Technology, and Innovation International Business Ethics; Political Philosophy; Global Engagement; History of Intelligence.



Northwood University

After graduating at RAU the International Business BSc Program, students can continue their studies at Northwood University and get an **additional bachelor degree in International Business**.

RAU students must complete additional credits before attending Northwood University. During the study years at RAU students need to complete the following extra courses: Managerial Accounting; Global Business and the Sustainability Challenge; Organizational Behavior.



BSc in INTERNATIONAL BUSINESS

Curriculum

1 st Semester 30 ECTS	2 nd Semester 30 ECTS	3 rd Semester 30 ECTS	4 th Semester 30 ECTS	5 th Semester 30 ECTS	6 th Semester 30 ECTS
Microeconomics	Macroeconomics	European economy	EU policies	International business management 1	International business management 2
Fundamentals Management	Fundamentals of accounting	Fundamentals of marketing	Marketing – policies and strategies	International trade	Trade policies
Business law	International economic relations	Statistics	Econometrics	International payments techniques	International funding for business
Communication and public relations	Finance	Corporate finance	Investment efficiency	Capital markets	Risk management in international business
IT for business	International investments	English and commercial correspondence	Research methods for business and economics	International transports and logistics operations	Intercultural Communication
Mathematics for economics	Sustainable development	French/Spanish/German commercial correspondence 1	French/Spanish/German commercial correspondence 2	Business Communication in English I	Bachelor project preparation
English and communication techniques 1	English and communication techniques 2		Specialized internship		
Sport 1	Sport 2	One elective subject: Regional economic integration/ Promotion techniques/ Databases I	One elective subject: EU Law/ Services marketing/ Data analysis systems Ethics and academic integrity	One elective subject: EU Competition policy/ Distribution and merchandising / Software Programming 1	One elective subject: Globalization- International cases/ Digital marketing / Software Programming 2

Curriculum

1st Year, 1st Semester

Compulsory Subjects

Microeconomics

5 ECTS, 2 hours course, and 2 hours seminar

The discipline introduces essential principles to the understanding of the specific problems in the economic field as a whole and of the concept of alternative economic policies. In the classes, it will be introduced an appropriate language, specific knowledge and basic concepts used in the practice of business, with the aim to Identify specific economic programming and learn the theoretical concepts of modern economic models. Students will learn about specific components of economic systems. The course will highlight the importance and content of the main types of economic organization, the centralized economy and the market economy, providing in-depth understanding of the concept of global economy. Students will acquire skills for effective use of elements and concepts learned in current activity.

Fundamentals of management

5 ECTS, 2 hours course, and 1 hour seminar

The discipline emphasizes the fundamental core of knowledge that comprises the content of modern management. The course will help students to develop a systemic thinking and will facilitate the creation of a modern managerial conception, useful in managing knowledge-based organizations in a globalized economy. It also helps in forming and developing of rational, ethical and moral abilities, skills and managerial conducts. There are introduced new principles and systems of modern management. Notions as organizational culture, managers, leaders, and knowledge-based management are introduced.

Business law

4 ECTS, 1 hour course, 2 hours seminar

Designed and conceived as an integral part of the specialized training, the discipline „Law”, offers students indispensable knowledge in order for them to master the legal regulations, as a prerequisite in their future capacity of economic agents. The course focuses on the major legal institutions of civil law which regulate the economic spectrum and underlie the flow of value in society. The course topic tends to pass on to the future economists the social, political and normative content of legal regulations and to form skills in order for them to apply legal standards in concrete situations. The course is designed on the basis of the current legislation, on Romanian and foreign legal literature as well as on judicial practice.

Communication and Public Relations

3 ECTS, 2 hours course

The discipline presents the basic concepts, theories, models, methods and specific communication sciences phenomena and public relations and has the purpose to familiarize students with issues of interpersonal communication process, its role for social and personal experience. The aim is to develop skills in identifying and understanding the phenomena of communication and to examine the process of interpersonal communication in terms of its role and functions of organizations.

IT for business

5 ECTS, 1 hour course, and 2 hours seminar

The course's main objective is to familiarize students with basic informatics tools used for business management and operations. As a secondary objective the course focuses on several specific software solutions for training and applicative use. It presents and offers explanation about specific office productivity software – based on Microsoft software and educational modules. Presentation of syntax, theory and practice aspects related to basic web design elements and scripts.

Mathematics for economics

5 ECTS, 2 hours course, and 2 hours seminar

The discipline introduces subjects useful for the students majoring in business, not only to understand and interpret mathematics, but also to be able to use this training in subsequent in statistics, quantitative techniques, operations research, and econometrics, for example. The various topics in applied mathematics are presented by first introducing problems through real-life situations of business and then developing the mathematics necessary to handle similar situations.

English and communication techniques 1

3 ECTS, 2 hours seminar

The seminar is designed to equip students with the economic English required for their future work in International Business environment, addressing topics (The Business Environment, Company Structure, Jobs and Responsibilities) that are closely related to other subjects in the students' bachelor programs. In future working life, students will realize that the greatest part of the job is about communicating, where the main goal is to inform, influence and convince. The students will acquire competencies regarding the professional communication in the field of economics and the English grammatical structures, vocabulary and ESP.

1st Year, 2nd Semester**Compulsory Subjects****Macroeconomics**

5 ECTS, 2 hours course, and 1 hour seminar

The students will acquire skills in identifying potential sources of documentation and the practical ability to use both analytical and synthetic information about economic activity and economic system. They will learn the skills necessary to apply knowledge at the workplace in the economic field. Students will acquire knowledge on economic policies and economic planning. They will acquire skills for making documentary studies on the factors that generate and characterize the evolution of the economic system.

Fundamentals of Accounting

5 ECTS, 2 hours course, and 1 hour seminar

Fundamentals of Accounting are meant to provide theoretical and methodological skills in accounting area and gives coherent expression of the main concepts, relationships and techniques for accounting recording, calculating, analyzing and controlling the movement of economic value. The course's main objective is to familiarize students in

solving practical work training for students seeking the skills necessary logic cycle accounts and accounting data processing.

International Economic Relations

5 ECTS, 2 hours course, and 1 hour seminar

The discipline presents the contemporary characteristics and trends in the world economy and the evolution of global economic balance of power among states and groups of states, the role and importance of transnational corporations as global actors, specifics of large economic integration blocks on world economy. The concepts and economic phenomena discussed at the course are further explained on the basis of case studies and interactive participation with students.

Finance

5 ECTS, 2 hours course, and 1 hour seminar

The discipline presents the main theoretical constructs regarding fundamental financial concepts, knowledge about the banking and financial sector, financial policies at both public and corporate level and the ethical, social, and global aspects of financial decision-making. The course offers profound understanding and application through case studies of the knowledge acquired in the course.

International investments

4 ECTS, 2 hours course, and 1 hour seminar

The course aims to provide the conceptual framework necessary for understanding the criteria and motivation on which the international investment decisions are based. The objectives include: presentation of importance and role of FDI flows in the world economy and for the globalization process; structure and trends in global FDI flows; explanation of factors influencing orientation of FDI; impact of FDI on host economies; FDI related policies and the role of incentives; FDI in Romania.

Sustainable development

3 ECTS, 1 hour course, and 2 hours seminar

The course aims to provide the theoretical constructs related to: the concept of sustainable development and its dimensions; the Sustainable Development Goals (SDGs) of the 2030 Agenda; the means of implementing the SDGs at local, national, and global levels, as well as their interdependencies; the main indicators used to measure sustainable development.

English and communication techniques II

3 ECTS, 2 hours seminar

The seminar is designed to equip students with the economic English required for their future work in International Business environment, addressing topics (The Business Environment, Company Structure, Jobs and Responsibilities) that are closely related to other subjects in the students' bachelor programs. In future working life, students will realize that the greatest part of the job is about communicating, where the main goal is to inform, influence and convince. The students will acquire competencies regarding the professional communication in the field of economics and the English grammatical structures, vocabulary and ESP.

Compulsory Subjects

European Economy

5 ECTS, 2 hours course, and 2 hours seminar

The discipline describes the most important steps in the evolution of the European integration and analyzes the fundamentals of the European economic integration. It presents the specific terminology to the regional economic integration. The course presents an analysis of the institutional architecture of the EU and the decision-making process. The subject will analyze the EU policy in the field of enlargement and presents the essential aspects of the common monetary policy.

Fundamentals of marketing

5 ECTS, 2 hours course, and 1 hour seminar

The discipline studies the fundamental marketing concepts at work in today's business environment. The role of marketing in society and business activities and marketing institutions, marketing functions, analysis of marketing environment components with emphasis on consumer behavior and marketing information system. The discipline will analyze the current issues and problems in marketing with emphasis on new theoretical and methodological developments.

Statistics

5 ECTS, 2 hours course, and 1 hour seminar

The purpose of Statistics is to give students, primarily those in the field of business a conceptual introduction to the field of statistics and its many applications into business field. The course is applications oriented and provides good preparation for the study of more advanced statistics and econometrics courses. The students will be able to summarize data in insightful ways using charts, graphs, and summary statistics as well as make inferences from samples, especially about relationships.

Corporate finance

5 ECTS, 2 hours course, and 2 hours seminar

The course „Corporate finance” aims to study the financial aspects- theoretical and practical- necessary to decide the appropriate sources of financing and their efficient allocation to achieve the main objective of the company, respective the increase of its value and thus maximize the wealth of shareholders.

English and commercial correspondence

3 ECTS, 2 hours seminar

This business English course focuses on speaking practice and vocabulary expansion for business professionals and university students with ambitions to work in business or professional fields where contact with colleagues and customers from abroad is expected (intra-organizational communication). Topics and vocabulary are specifically selected to provide English vocabulary and sentence structure that is immediately useful to the student.

French/German/Spanish/ commercial correspondence 1

3 ECTS, 2 hours seminar

The foreign language seminar is designed to equip students with the economic language required for their future work in International Business environment, addressing topics that are closely related to other subjects in the students' bachelor programs. In future working life, students will realize that the greatest part of the job is about communicating, where the main goal is to inform, influence and convince. The students will acquire competencies regarding the professional communication in the field of economics, the French/German/Spanish grammatical structures and vocabulary.

The seminar is for those who want to communicate with some ease using sentence-length discourse in asking and answering simple questions. Students can expect to begin linking sentences together in the present, past and future time frames. In this course you will learn to read and write simple texts well enough to carry out the routine tasks of daily life.

One elective subject at student choice

2nd Year, 2nd Semester

Compulsory Subjects

EU Policies

4 ECTS, 2 hours course, and 2 hours seminar

This course presents the defining moments in the evolution of the European integration, from the perspective of the European Union policies. It realizes a thorough analysis of the process in which the conceptual defining elements and the instruments of the European integration can be applied at the sector level. The course analyses the sectoral implications of the decisions adopted by the national authorities, as well as by the community bodies.

Marketing - policies and strategies

4 ECTS, 2 hours course, and 1 hour seminar

The subject analyses the relation between policies – strategies and marketing tactics and develop marketing mix strategies and objectives relating them to the overall strategic marketing plan. It also aims to emphasize marketing strategy design and implementation, evaluation and control of marketing programs. The purpose is to understand requirements of development and implementing of each marketing mix strategies in an interdependent correlation

Econometrics

5 ECTS, 2 hours course, and 2 hours seminar

The purpose of Econometrics course is to give students, primarily those in the field of business an introduction of basic econometric techniques employed by economists in the analysis of economic relationships. The course is applications-oriented of econometric techniques and the interpretation of estimated results rather than formal theoretical proofs and derivations. The students will be able to build, interpret and evaluate an econometric model.

Investment efficiency

4 ECTS, 2 hours course, and 1 hour seminar

Students will learn theoretical and practical methods and techniques for economic and financial evaluation of investment projects in the market economy. The purpose of the discipline is the formation of a new and logical thinking of the future economists and the development of students' skills in evaluative investments in order to use the methods and models for analyzing investment opportunities and making investment decisions.

Research Methods for Business and Economics

3 ECTS, 1 hour course, and 1 hour seminar

Through the knowledge presented during the course, students will be able to recognize, choose and apply scientific methods and techniques for conducting a study. Students will use models (descriptive or inferential statistics) and techniques (data extraction or machine learning) for the purpose of statistical analysis, as well as ICT tools to analyze data, discover correlations, and forecast trends.

French / German / Spanish commercial correspondence 2

3 ECTS, 2 hours seminar

The seminar is designed to equip students with the economic language required for their future work in International Business environment, addressing topics that are closely related to other subjects in the students' bachelor programs. In future working life, students will realize that the greatest part of the job is about communicating, where the main goal is to inform, influence and convince. The students will acquire competencies regarding the professional communication in the field of economics, the foreign language grammatical structures and vocabulary.

Specialized internship

3 ECTS, total - 90 hours

The purpose of the specialized internship is for students to study the management of the company or institution where the internship is carried out, to know the main types of contracts used in the company's current activity, familiarization with the legislation in the field in which the company operates and/or in the field of international economic relations, understanding the main types of financial operations used in the company's activity, aspects regarding the efficiency of economic activity at a national and/or international level, identification and evaluation of risk factors and their impact on the company, participation in the preparation of business plans and feasibility studies.

One elective subject at student choice

Compulsory Subjects

International business management 1

5 ECTS, 2 hours course, and 2 hours seminar

The discipline is addressed primarily to those who want a career in international economic relations. With a rich interdisciplinary content, International Business Management course approaches the most important aspects of conducting foreign economic activities: forms and organizational structures of international trade, promoting of foreign affairs, the preparation and organization of international negotiations and development of export-import operations (based on preparing goods for export, continuing with the expedition and its external transport, then the operation of insurance on international routes and ending with customs clearance).

International trade

5 ECTS, 2 hours course, and 2 hours seminar

The purpose of the discipline is to introduce the representative features of international trade as the main flux of the world economic circuit, explaining the influencing factors, its dynamics and the geographical dispersion, extremely useful in creating a complex professional profile. The International Trade course offers a brief presentation of the most important theories in this field and their impact on the fundamentals of the international exchange. Also introduces the role of the GATT and World Trade Organization as the main institution(s) in the international trade area.

International financing techniques

5 ECTS, 2 hours course, and 1 hour seminar

The main purpose of the course is concentrated on knowing the methods, means and instruments of payment at national and international level, understanding the foreign exchange market and the international financial markets, better understanding and applying the concepts about the methods, means and instruments of payment at national and international level, the foreign exchange market and the international financial markets mechanism.

Capital markets

4 ECTS, 2 hours course, and 1 hour seminar

This course offers the opportunity to study of international and domestic capital markets, stock exchanges and commodities exchanges and the understanding of the working mechanisms of capital market and its institutions. The course presents the characteristics of the main financial products and instruments and the basic investment techniques and fundamentals of financial analysis.

International transports and logistics operations

4 ECTS, 2 hours course, and 1 hour seminar

The discipline provides the students with information that is related to the international transport activity. It assists in the selection of the most advantageous and adequate transport means. It presents the activities to turn efficient and optimize the decisions related to commodity transport.

Business Communication in English I

3 ECTS, 1 hour course, and 2 hours seminar

This English course is closely tailored to the professional language of International Business, paying particular attention to the specific terminology pertaining to the business world. Presentation and communication skills will be developed throughout the course, and the students should learn to master formal written and oral communication in English. In addition to the business English material, particular focus will be given to developing the students' skills in academic writing, equipping them with necessary competence for their further academic studies. Students will build vocabulary and communication skills in a practical business context (inter-organizational communication, intercultural communication and negotiations). Exercises include oral and written activities such as writing business letters, reports, e-mails, communicating over the telephone and in meetings, making presentations and speeches etc.

One elective subject at student choice

3rd Year, 2nd Semester

Compulsory Subjects

International business management 2

5 ECTS, 2 hours course, and 2 hours seminar

The discipline is addressed primarily to those who want a career in international economic relations. With a rich interdisciplinary content, International Business Management course approaches the most important aspects of conducting foreign economic activities. The discipline purpose is also the development of practical applications, case studies in concluding contracts for export import, the issue of international payments, compound and complex commercial transactions, and the mechanism of the auctions.

Trade policies

5 ECTS, 2 hours course, and 2 hours seminar

This subject offers students the possibility to acquire a series of economic categories, specific to this field of activity, with the instruments used by the decisional authorities in applying the commercial strategies and the main frame and the regulations, which create the fundamentals of connecting an economy to the international specialization processes.

International funding for business

5 ECTS, 2 hours course, and 1 hour seminar

Students acquire advanced knowledge regarding the sources of international business financing and the specific mechanisms for accessing them. The course analyses the relevant sources of information for analyzing business financing alternatives. Through the knowledge acquired, students will be able to design financial strategies that address the needs of companies operating on international economic and monetary markets.

Risk Management in International Business

5 ECTS, 2 hours course, and 1 hour seminar

This course will provide students necessary knowledge to better understand the specific of risk management process, to identify accordingly the risks that are associated to international commercial and financial activities, to analyze

correctly the evolution of risk factors and exposure degree to different factors and to improve their knowledge about different risk management strategies that could use in particular situations by exporters, importers or financial institutions.

Intercultural communication

3 ECTS, 1 hour course, and 2 hours seminar

This English course is closely tailored to the professional language of International Business, paying particular attention to the specific terminology pertaining to the business world. Presentation and communication skills will be developed throughout the course, and the students should learn to master formal written and oral communication in English. In addition to the business English material, particular focus will be given to developing the students' skills in academic writing, equipping them with necessary competence for their further academic studies. Students will build vocabulary and communication skills in a practical business context (inter-organizational communication, intercultural communication and negotiations). Exercises include oral and written activities such as writing business letters, reports, e-mails, communicating over the telephone and in meetings.

Bachelor Project Preparation

3 ECTS, 4 hours project

Students engage in the design or creation of new knowledge by formulating research-related questions, by researching, improving or developing concepts, theories, models, techniques, tools, software or operational methods, and by using scientific methods and techniques. Students apply the fundamental ethical principles and legislation in the field of scientific research, including aspects related to research integrity. During the semester students have to present the documentation methodology and elaborate the bachelor's thesis.

One elective subject at student choice