



Study Guide

2024-2025

**International Economic Relations
& Economic Diplomacy
Master Program**



MSc International Economic Relations & Economic Diplomacy

(2 years, full time, taught in ENGLISH)

A Master course is an academically rigorous program during which you explore your subject in depth, reaching a high level of specialized knowledge. You draw on knowledge and skills from your undergraduate study or your professional life to produce work of a high academic standard, informed by current thinking and debate.

A postgraduate qualification is a major achievement and greatly valued by employers. Recent surveys show that higher degree graduates are more likely to obtain jobs at professional or managerial level and less likely to be unemployed. Job prospects are plentiful. The master program aims at delivering graduates who are ready for professional life. The unique combination of an all-around training, in-depth courses, a high academic level, input from practitioners and professional experience, maximizes the chance to find a job and professionally excel.

The Master in International Economic Relations and Diplomacy is intended for persons who wish to develop their **international competences and know-how in international relations and economic diplomacy**. It's a versatile master program that deals with the **various aspects of international economic and political organizations, correlated with the business environment**.

If you wish to become a true specialist in economic diplomacy, if you are ambitious in taking up policy assignments, or if you want to secure your professional chances by establishing the link with international business, this master program will maximize your professional success.

The primary task undertaken by the **Master in International Economic Relations and Diplomacy** is to prepare students to meet the challenges offered by their employment in organizations that are compelled to carry out activities in a business environment which is increasingly internationalized, technological and competitive. The master program aims to address the curriculum not only in theoretical terms, but more importantly to create multiple connections between practice and research. Applied business simulations, scenarios and case studies are to be used, as well as internship programs.

For the evaluation of the students, the School of European Economic Studies applies the methodology of the Romanian-American University, included in the regulations on the professional activity of students and it relies on two criteria: **attendance** and **performance**.

Each academic year is divided into 2 semesters. The curriculum provides minimum 60 transferable study credit points (ECTS), **30 ECTS per semester**. There is **four semesters in two years**. A semester typically has 14 weeks. The 4th semester has 11 weeks + 3 weeks allocated for internships and completion of the

dissertation project.

The curriculum includes **compulsory subjects** and **elective subjects** (starting with the first year of study, 2nd semester). Elective subjects are grouped together in tracks providing the students with additional training, according to the selection made in the first year.

Curriculum

1st Semester 30 ECTS	2nd Semester 30 ECTS	3rd Semester 30 ECTS	4th Semester 30 ECTS
Europe as Economic System	International Business Negotiation	Cross-Cultural Management	Nation Branding and Cultural Diplomacy
Dynamics of Regional Cooperation and Diplomacy	International Economic Organizations	Classical Rhetoric: Means of Persuasion	International etiquette and protocol
International Law	Economic and Political Diplomacy	Internationalization of SMEs	Specialized Internship
Geoeconomics, Influence and Power	Public Relations and Communication Management	International Business Ethics and Leadership	Specialized Scientific Research
International Strategic Marketing	Research Methodology and Ethics	Diplomatic and Consular Law	Dissertation Paper Project Preparation
	One Elective Subject International Sales Strategies/ Global Supply Chain and Operation Management	One Elective Subject International Business Environment/ Integrated Marketing Communication	One Elective Subject Project management/ Doing Business with Asian Countries

CURRICULUM

1st year, 1st semester

Setting the international economic and institutional background

Compulsory subjects

EUROPE AS ECONOMIC SYSTEM (6 ECTS, 3 hours/week)

Specific objectives of the course:

- Understanding the fundamentals of the economic integration theory;
- Improve the ability to analyze European economic policy issues in a coherent and rigorous way;
- Understanding the particularities of the European economic integration process and its political and economic consequences at European, national and global level;
- Gain the knowledge and understanding of the contemporary political-economic realities in Europe.

DYNAMICS OF REGIONAL COOPERATION AND DIPLOMACY (6 ECTS, 3 hours/week)

Specific objectives of the course:

- Understand the political and economic concepts of regionalism, particularly from the perspective of using diplomacy and economic cooperation and integration to deal with traditionally complex regional structures of international relations;
- Understand the dynamics of the growing trend towards regionalism in a comparative perspective, analyzing regional groupings in Europe, East Asia, North America, Latin America, Asia and Africa.

INTERNATIONAL LAW (6 ECTS, 3 hours/week)

Specific objective of the course:

- Understand the main concepts and principles of public international law with specific emphasis on their practical impact on the conduct of international affairs.

GEOECONOMICS, INFLUENCE AND POWER (6 ECTS, 3 hours/week)

Specific objectives of the course:

- Developing abilities for working in international relations;

- Knowing the consequences of political decisions on social-economic environment;
- Emphasizing the role of values, institutions and geography on economic agents' behavior as producers and consumers;
- Creating abilities for solving practical applications specific for Geoeconomics.

INTERNATIONAL STRATEGIC MARKETING (6 ECTS, 3 hours/week)

Specific objectives of the course:

- Understanding the importance and complexity of the segmentation, targeting and positioning concepts and techniques with the sole purpose of rendering a more competitive company;
- Gathering marketing knowledge and mastering the tremendous array of strategies suitable for B2B and B2C markets.

1st year, 2nd semester

Understanding culture and communication differences

Compulsory subjects

INTERNATIONAL BUSINESS NEGOTIATION (6 ECTS, 3 hours/week)

Specific objectives of the course:

- Awareness of the importance of the preparation and organization of international business negotiations, especially through seminar classes that have a strong applied nature,
- Setting and checking of notions regarding strategies, techniques and tactics of negotiation,
- Highlighting the importance of intercultural negotiation in international business,
- Creating and fostering practical skills by reconstructing situations akin to the real, students having the opportunity to put into practice, by simulation, the preparation and planning of business negotiations (the drafting of commercial letters, notions of etiquette and business protocol, drafting specific documents – negotiation mandate, contract draft, negotiation files, negotiation plan and variants, agenda, etc.).

INTERNATIONAL ECONOMIC ORGANIZATIONS (6 ECTS, 3 hours/week)

Specific objectives of the course:

- Understand the concepts of economic growth and development within the context of globalization and the current issues manifesting in the world economy,
- Understand the necessity, role, results and limits of the main of international organizations with economic profile,
- Gain knowledge about the specifics and functioning mechanisms of the main of international organizations with economic profile.

ECONOMIC AND POLITICAL DIPLOMACY (6 ECTS, 4 hours/week)

Specific objectives of the course:

- To gain an in-depth understanding of the evolving nature of economic diplomacy and what it means for states and non-state actors today,
- To be familiar with various key issues in today's global economic affairs and be able to analyze opportunities and constraints faced by developed and developing countries, as well as multilateral institutions.

PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT (5 ECTS, 3 hours/week)

Specific objectives of the course:

- Presentation and explanation of basic concepts, theories, models, methods and specific communication sciences phenomena and public relations,
- To familiarize students with issues of interpersonal communication process, its role for social and personal experience,
- Examining the process of interpersonal communication in terms of its role and functions of organizations.

RESEARCH METHODOLOGY AND ETHICS (3 ECTS, 3 hours/week)

Specific objectives of the course:

- Provision of specialized knowledge regarding the methodology and ethics of scientific research in the economic field, development of creative-innovative capacity in the field of organizational management and development of communication and collaboration skills.

ONE ELECTIVE SUBJECT

2nd year, 1st semester Diplomatic and business approach

Compulsory subjects

CROSS-CULTURAL MANAGEMENT (6 ECTS, 3 hours/week)

Specific objectives of the course:

- Develop students' capacity to elaborate business and strategic plans in accordance with the challenges and requirements of foreign markets,
- Develop contacts and business network worldwide and initiate cross-border cooperation,
- Develop students' capacity to explain and analyze the impact of national culture on organizational cultures.

RHETORIC: MEANS OF PERSUASION (6 ECTS, 3 hours/week)

Specific objectives of the course:

This course is an introduction to the history, theory, practice, and implications of rhetoric, the art and craft of persuasion through:

- Analyzing persuasive texts and speeches,
- Creating persuasive texts and speeches.

INTERNATIONAL BUSINESS ETHICS AND LEADERSHIP (6 ECTS, 3 hours/week)

Specific objectives of the course:

- Learn how leadership traits and theory effect business organizations within a global context,
- Compare and contrast traits of leaders with students own teleology and inspiration,
- Understand alternative approaches to leadership and their implications for ethical decision making,
- Understand the interrelationships between legal issues and compliance environments, business ethics, corporate social responsibility and managerial integrity,
- Gain a deeper sense of how these interrelationships operate as systems to create opportunities

- for businesses to build long-term stewardship of financial, societal, and ethical decision making into their domestic/regional/global strategies and national/multinational operations.

DIPLOMATIC AND CONSULAR LAW (6 ECTS, 3 hours/week)

Specific objectives of the course:

- To provide profound knowledge in the field of the Diplomatic and Consular Law as one of the legal sub-disciplines of public international law,
- To develop the ability to resolve the concrete practical issues by analyzing the relevant treaty provisions and case-law of the International Court of Justice and other international judicial bodies and tribunals.

ONE ELECTIVE SUBJECT

2nd year, 2nd semester
Completion of the program

Compulsory subjects

NATION BRANDING AND CULTURAL DIPLOMACY (5 ECTS, 4 hours/week)

Specific objectives of the course:

- Engaging with the key issues in nation branding and cultural diplomacy past, present, and future,
- Analyzing the policies, institutions, achievements and limits of nation branding and cultural diplomacy,
- Designing real world nation branding and cultural diplomacy events.

INTERNATIONAL ETIQUETTE AND PROTOCOL (4 ECTS, 3 hours/week)

Specific objectives of the course:

- Gain knowledge of the organization and functioning of diplomatic ceremonial and etiquette as well as the historical evolution in this field,
- The student has in-depth knowledge of diplomatic protocol from a legal, customary and cultural perspective,

- The student knows the international environment of this type of professional activity and understands high substantive, formal and personal standards required for the job of a diplomat as well as legal, organizational and customary rules guiding diplomatic service.

SPECIALIZED SCIENTIFIC RESEARCH (8 ECTS, 2 hours/week)

Specific objectives of the course:

- Developing the skills to identify credible sources of data and information.
- Application of quantitative and qualitative collection methods.
- Primary and secondary data analysis, using appropriate technologies
- Making reasoning and developing research hypotheses and questions.
- Learning a technical and logical style of writing research papers.
- Autonomy and responsibility
- Interaction and social communication

SPECIALIZED INTERNSHIP (3 ECTS)

Specific objectives of the course:

- Gaining knowledge about the economic entities in which the future graduates will be able to operate,
- Making some choices on the field in which the future graduates will work as economists,
- Fixing, identifying and deepen the knowledge gained in courses and seminars,
- Developing professional skills, deepen economic analysis, preparation of databases, development of studies,
- Shaping the decision on choosing the theme of bachelor thesis,
- Possible selection of the students from the company or institution management where students perform their internship.

DISSERTATION PAPER PROJECT (5 ECTS)

The main goal of the Dissertation Paper Project is learning the necessary skills to write and defend the graduation paper. Students will choose the scientific paper topic and the scientific coordinator.

ONE ELECTIVE SUBJECT