

# INTERNSHIP GUIDE

## INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP

The internship can take place in specialized units, within the period established in compliance with the structure of the academic year, or during the semester in respect with the total number of necessary hours, the evaluation of the internship being performed during a colloquium and graded from 10 to 1. The grade from the internship colloquium is part of the terms and conditions of passing into the next academic year and is considered in the calculation of the overall average.

### Objectives

The specialist in the field of international business needs to acquire both fundamental-theoretical and practical-applicative knowledge, which would allow him/her to hold significant competences in the various areas of the processes pertaining to international business. To this aim, the concepts, methods, instruments and mechanisms studied in a conceptual-theoretical manner must be found and detailed in practice/internships.

Master students of the second year of study in the specialization “**International Business and Entrepreneurship**” will be able to choose, for the internship, any **economic entity** (private units and public institutions) from any field of activity that allows the approach of the syllabus and of the elements enumerated below, under the section “**Content**”. This internship facilitates for the master studies student the finalization of the dissertation paper.

The internship activity of master students has in view the following objectives regarding the knowledge of:

- complex methods and techniques used in setting the basis for, as well as in the elaboration and evaluation of strategies for the internationalization of business
- specific managerial, economic-social and accounting instruments used in the process of choosing the company international strategy

# Content

The internship focuses on matters regarding the establishment of business at organizations with international scope, master students studying the manner in which the operationalization of theoretical knowledge acquired takes place in economic and managerial practice.

Documentation on issues pertaining to the major area covers mainly the following aspects:

- methods for the strategic planning of international business, ways to mobilize existing resources and attract new resources
- finding solutions to the complex problems that characterize the international business management under conditions of uncertainty and incomplete information
- increasing the capacity of selection and interpretation of essential information in a database relating to actual conditions of the market and enhancing effective communication skills in the domestic and international business environment
  - developing a business plan and identifying the appropriate business strategy
  - quantitative methods for the substantiation of decision-making
  - methodology for the strategic diagnosis of the company's internal environment
  - use of productive potential, establishing internal budgets and opportunities for their capitalization
- strategic analysis of the competitive environment
- using promotion and negotiation techniques
- specific policies and strategies for the international business management and marketing
- the level and structure of expenditures, establishing the budgets
- specific performance indicators used in risk management
- cost of capital and its evaluation
- rates of financial balance
- substantiation, development, implementation and evaluation of the effectiveness of economic strategy at organizational level

## The Obligations of Master Students

1. To acquire knowledge regarding all tasks that will be achieved during the internship period - the students' working activities will take place in the following stages:

- a) collection of information about the activity, organization and information system of the researched economic entity;
- b) choosing the theme to be explored in accordance with the section "Content" and carrying out documentation on this, by going through the literature and the related legislation;
- c) collection of information, documents and development of the practical case which focuses on the analyzed company;
- d) drawing up the internship file

2. Draw up an **individual paper/internship project** considering the casework studied in the internship entity.
3. To record the performed daily activities in **an internship journal** during the internship.

## Evaluating and Conducting the Internship Colloquium:

When participating in the internship colloquium, the presented internship file (portfolio) must be typed and must include:

1. **An assessment** bearing the signature and stamp of the internship unit, showing the number of hours worked, punctuality, discipline, the extent to which practical knowledge has been acquired and the qualification proposed;
2. **The individual paper (the internship project)** which has to be written during the internship period, including annexes: documents collected during the internship at the economic entity.
3. **The internship Journal** (daily activities performed within the internship unit).

*The internship-research/documentation placement and the preparation of the dissertation will be concluded with a colloquium grade which will be further considered when calculating the general average grade of the study year.*

*Submission of the internship journal and participation in the internship colloquium will take place simultaneously at a date announced by the School's management board.*

**DEAN,**

**Associate Professor  
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