

INTERNATIONAL BUSINESS

Mission of the program

The mission borne by the study program INTERNATIONAL BUSINESS is that of forming specialists in top management positions in companies that carry out activities in an internationalized, technological, and competitive environment, while offering relevant training and experience in the field, aspects which are acknowledged both domestically and internationally. The program targets the development of human resources with competence in economy and international business. The aim is the development, assessment, and implementation of the activities in the economic field, in complex business environments, which is why specialists need to be able to understand the way business mechanisms function in the context of a global market, in knowledge economy and a continuously changing business environment.

Competences acquired by alumni

The acquired skills are according to those required by National Qualifications Framework and aim at providing students with the necessary training to work not only domestically, but also in Europe or in the world. This is why we want to ensure high compatibility of our own curriculum to that belonging to other similar programs in various countries.

Professional competences:

- Carrying out surveys for companies, private and public institutions in the field of international business
- Support in negotiating, contracting, and carrying out transactions for products and/or services on international markets
- Diagnose in international business according to national, community specific, and international regulations
- Management of databases in the field of international business
- Support in the field of international business for public international organizations, local and regional communities (EU institutions, professional associations, chambers of commerce, clusters, etc.)
- Support in identifying and assessing opportunities and risks of international markets in the context of underpinning the strategies for business internationalization
- Using quality and quantity specific tools to interpret the phenomena, processes, stages, and trends of economic activities, while establishing correlations micro- and macro-economically
- The ability to use English in writing and verbally in professional business communication

Curriculum

To ensure quality education, which is student-centered and adjusted according to the domestic and European employment market, the School has continuously reorganized its educational offer. The curricula are regularly upgraded by including new subjects, which are highly important to complete and complex student training.

Subject descriptions are developed according to the standards imposed by Romanian Agency for Quality Assurance in Higher Education (**ARACIS**). Every academic year, the subjects in the curriculum ensure 60 transferable credit points, namely 30 credit points per semester, for all programs. This means that, in the first 3 semesters, irrespective of the study program the students are engaged in, there is a set of essential subjects for all economists. Microeconomics, Macroeconomics, Accounting Bases, Financial Accounting, Public Finances, Economic Computer Science, Statistics, Mathematics Applied in Economics, Management, Law, English, Econometrics, Communication and Public Relations, Bases of Marketing.

In the next 3 semesters, our students go through a series of specialized subjects, which contribute to the completion of their training, such as: International Commercial Law, Management of International Business, International Commerce, Economics of European Accession, Commercial Policy, Sectorial Policies of European Union, Marketing Policies and Strategies, Methods of Payment and International Finance, International Investment, Capital Markets, Risk Management in International Business.

Since we are concerned with the proper combination of theoretical and practical activity, we have included “**Professional Practice**” in the 4th semester, so that 2nd year students undergo practical training for 3 weeks or longer.

Professional Perspectives

The complex training ensured by INTERNATIONAL BUSINESS offers our graduate students the opportunity for top management jobs in domestic and international companies and organizations.

After graduation, **the alumni will be able to take up, according to COR (Romanian Job Framework), positions such as the following:** counselor/expert/inspector/clerk/economist in international economic relations, economic researcher in international economic relations, counselor for European affairs, expert in European Structural and Cohesion Fund Accession, investment contracting expert, customs officer/expert, investment efficiency expert, customs supervisor, customs liability supervisor, (higher education) customs agent, harmonized legislation expert in industry and trade, competition inspector, development agent, purchase analyst/supplier consultant, investment analyst, restoring price/cost analyst, customer service analyst, commercial assistant, economic research assistant in management, economic research assistant in marketing, economic research assistant in international economic relations, assistant (higher education) manager/function representative, planner/synthesis planning specialist; TIR and transit (higher education) specialized clerk, external relations clerk, (higher education) economic secretary, process improvement specialist.