

# PLAN DE ÎNVĂȚĂMÂNT

valabil începând cu anul universitar 2025-2026

## UNIVERSITATEA DIN ORADEA

### FACULTATEA DE ȘTIINȚE ECONOMICE

*Programul de studii universitare de masterat: ADMINISTRAREA AFACERILOR INTERNAȚIONALE / INTERNATIONAL BUSINESS ADMINISTRATION (ÎN LIMBA ENGLEZĂ)*

*Domeniul fundamental: ȘTIINȚE SOCIALE. RAMURA DE ȘTIINȚĂ: ȘTIINȚE ECONOMICE*

*Domeniul de masterat: ECONOMIE ȘI AFACERI INTERNAȚIONALE*

*Domeniul secundar de masterat: ECONOMIE ȘI AFACERI INTERNAȚIONALE*

*Tipul masteratului: Professional*

*Durata studiilor / nr. de credite: 4 semestre/120 credite*

*Forma de învățământ: Învățământ cu frecvență (IF)*

APROBAT PRIN HS 17/22.04.2021



## 1. MISIUNEA PROGRAMULUI DE STUDIU / SPECIALIZĂRII ADMINISTRAREA AFACERILOR INTERNAȚIONALE / INTERNATIONAL BUSINESS ADMINISTRATION (ÎN LIMBA ENGLEZĂ)

The mission of the masters degree program *International Business Administration* (acronym: *IBA*) is the training of specialists able to administer international businesses of the enterprises, able to meet both the expansion needs of multinational companies present in a country, and the requirements of the national and multinational companies concerned with the growth of their business internationally, participate in bilateral, regional and multilateral trade negotiations at authorities level, specialists able to represent a country interests in the regional and multilateral negotiations, possessing the knowledge, skills and abilities needed to gain competitive advantages on both internal and International markets within the organizations in which they work. The fundamental objective assumed by this masters degree program is to provide the best post-graduate academic training in the field of *Economics and International Business*, so that the skills acquired by IBA graduates to meet the requirements of the international labor market as well as the international research and development activities. The masters degree program IBA - through professional and transversal competences provided by the subjects included in the curriculum - is supported by factors of relevance and timeliness in relation to the national qualifications nomenclature, respectively to the labor market needs and goals, and is related to educational, scientific research and professional goals.

## 2. OBIECTIVELE PROGRAMULUI DE STUDIU / SPECIALIZĂRII ADMINISTRAREA AFACERILOR INTERNAȚIONALE / INTERNATIONAL BUSINESS ADMINISTRATION (ÎN LIMBA ENGLEZĂ)

The objectives of the master study program *International Business Administration* consist in providing the master students, in an elevate, appealing, interactive and professional way, with information and knowledge that can ensure acquiring specific professional competences, corresponding and related to the field of *Economics and International Business*, these objectives being found among the objectives established within the managerial and operational plans of the Department of International Business, department that manages this study program at the level of the Faculty of Economic Sciences, University of Oradea, within the field of *Economics and International Business*. The Department of International Business within the Faculty of Economic Sciences establishes its objectives and performs its activities based on the annual *Operational Plan* and the *Managerial Plan* as a four year strategic plan of the faculty. Thus, the master program *International Business Administration* (IBA) focuses clearly on the inter-correlation between the international policies and the business environment, proven by the companies desire to influence the decision making process in the activity of internal and international business administration.

The objectives specific to the master study program *International Business Administration* are:

- to provide advanced knowledge in the field of *Economics and International Business*;
- to develop the students professional and managerial skills, in internal and international context;
- to facilitate professional training of economists in the field of internal and international business;
- to provide theoretical and practical training to master students, at the level of the requirements imposed by the internal and international business environment;
- to ensure master students acquisition of modern concepts and techniques regarding aspects of quantitative economic theory and aspects of management necessary to accurately solve the problems in the field of internal and international business;
- to ensure acquisition of specialized vocabulary and of techniques of negotiation and communication in the international business environment;
- to ensure students acquisition of advanced knowledge in the field of the business and contracting activity of a company, from a national and international perspective, emphasizing the incidence and the facilities derived from the multilateral and regional trade agreements concluded by a country with a view to the regional integration;
- to develop students decisional skills in the field of international business and a thorough understanding of the firms functioning in a competitive international environment, by an optimal combination of disciplines covering the fields of economics, finance, marketing and strategic management;
- to build a bridge to the actual business environment, by: inviting business people to meet the students and share their business experience with them, organizing field visits and study visits to companies and institutions with activity in the field of regional and international business, analyzing authentic case studies provided by the business environment of the European Union or by the community policies;
- to facilitate acquisition of theoretical knowledge and formation of practical skills in accordance with the employers expectancies and requirements, which shall ensure successful integration of the alumni on the labor market.

## 3. COMPETENȚE CARE SE VOR DOBÂNDI DE ABSOLVENȚI LA FINALIZAREA STUDIILOR

### 3.1. PROFESSIONAL COMPETENCES:

- Ability to write and implement strategies for international development of the enterprise in a multicultural environment
- Knowledge, understanding and use of basic theories and methods in the international domain
- Identifying and applying the management principles specific to international business
- Knowledge of the principles of operation of multilateral trade agreements and regional economic integration agreements
- Performing expertises on international business.

### 3.2. TRANSVERSAL COMPETENCES:

- Coordination of professional teams, assuming, delegating and tracking the fulfilment of the responsibilities specific to the economic field
  - Self-assessment of the need for further training, diagnosis and self learning
- Building and assuming economic strategy, in terms of responsibility and autonomy.

## 4. FINALITĂȚI

**Graduation Title:** Master s Degree in International Business Administration **Qualification**

**Title:** International Business Administration

**Qualification Code:**

**Possible jobs for the graduate with Masters Degree, according to Classification of Occupations in Romania ISCO 08 (COR):**

Counsellor/expert/inspector/ referent/ economist in International Economic Relations - 263105; Economist technician - 263108; Competition inspector - 263110; Economic secretary - 263126; Expert/Customs Inspector- 335105; Head of office/ International Relations service - 132414; Customs officer, customs officer for the customs duty, customs officer (university studies) - 335106; Process Improvement specialist - 240102; Expert in applying the legislation in harmony with the field of industry and trade - 242219; Expert in accessing European structural and cohesion funds - 242213; European business counsellor - 242214; Expert in contracting investment activities - 261922; Expert in investment efficiency - 241259; Progress plan expert - 242109; Management economist research assistant - 263113; Marketing economist research assistant - 263121; Economist researcher in International Economic Relations - 263122; Economist research assistant in International Economic Relations - 263123; International consignor - 432331.

**New jobs proposed to be included in COR:**

Foreign trade referent (master studies), contracting and acquisitions agent (master studies), internal/international tourist transport agent (master studies), business tourism agent (master studies), trade agent (master studies).

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2025-2026

începând cu anul I

**PLAN DE ÎNVĂȚĂMÂNT\*\***

Anul de studiu I

Cod	Discipline*	Tip	Sem. I [ore / săptămână]				Total ore / sem.	Felul verif.	Credite	SI [ore / sem.]	Condiționări
			C	S	L	P					
<b>OBLIGATORII IMPUSE</b>											
FSTE-0869	Business Economics	DSI	2	1	-	-	42	Ex	7	133	
FSTE-0870	International Economics	DSI	2	1	-	-	42	Ex	7	133	
FSTE-0871	Management of Sustainable Development	DSI	2	1	-	-	42	Ex	7	133	
FSTE-0873	English Language for Business	DAP	1	1	-	-	28	Cv	5	97	
FSTE-0874	Foreign Language for Business I	DAP	-	1	-	-	14	Cv	4	86	
<b>TOTAL</b>			<b>7</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>168</b>		<b>30</b>	<b>582</b>	

Cod	Discipline*	Tip	Sem. II [ore / săptămână]				Total ore / sem.	Felul verif.	Credite	SI [ore / sem.]	Condiționări
			C	S	L	P					
<b>OBLIGATORII IMPUSE</b>											
FSTE-0876	Management of International Economic Transactions	DAP	2	1	-	-	42	Ex	6	108	
FSTE-0878	Economics of European Integration	DAP	2	1	-	-	42	Ex	6	108	
FSTE-0877	Strategic Management of the Company	DAP	1	2	-	-	42	Ex	6	108	
FSTE-0875	Risk Management	DSI	1	-	-	-	14	Ex	4	86	
FSTE-0879	Business Communication in English Language I	DSI	1	-	-	-	14	Cv	4	86	
FSTE-0880	Business Communication in Foreign Language I.1	DSI	1	-	-	-	14	Cv	3	61	
FSTE-0999	Ethics and integrity in scientific research	DSI	1	-	-	-	14	Cv	1	11	
<b>TOTAL</b>			<b>9</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>182</b>		<b>30</b>	<b>568</b>	

**Legendă:** C - Curs (pentru IFR - Coordonare studiu individual); S - Seminar; L - Lucrări practice (laborator); P - Proiect; SI - Studiu Individual;

DAP - Disciplină de Aprofundare; DSI - Disciplină de Sinteză;

Felul verif. - felul verificării/forma de verificare; Ex. - examen; Cv. - colocviu; Vp. - verificare pe parcurs; Pr. - proiect; A/R- Admis/Respins; Credite - număr credite ECTS; SI - Studiu individual.

Director departament,  
Conf. univ. dr. Nicoleta Georgeta BUGNAR

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**PLAN DE ÎNVĂȚĂMÂNT\*\*  
Anul de studiu II**

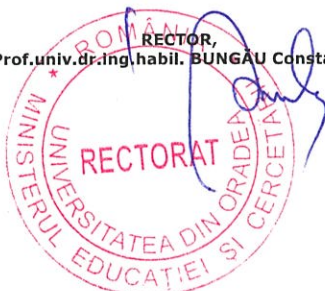
Cod	Discipline*	Tip	Sem. III [ore / săptămână]				Total ore / sem.	Felul verif.	Cre-dite	SI [ore / sem.]	Condi-ționări
			C	S	L	P					
<b>OBLIGATORII IMPUSE</b>											
FSTE-0883	External Trade and Customs Union in EU	DSI	2	1	-	-	42	Ex	6	108	
FSTE-0872	Financial Management	DAP	1	2	-	-	42	Ex	6	108	
FSTE-0884	Competition and Competitiveness	DSI	1	1	-	-	28	Ex	5	97	
FSTE-0882	Negotiation and Contracting in International Commerce	DSI	1	1	-	-	28	Ex	5	97	
FSTE-0886	Business Communication in English Language II	DSI	1	-	-	-	14	Cv	4	86	
FSTE-0887	Business Communication in Foreign Language I.2	DSI	1	-	-	-	14	Cv	4	86	
<b>TOTAL</b>			<b>7</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>168</b>		<b>30</b>	<b>582</b>	

Cod	Discipline*	Tip	Sem. IV [ore / săptămână]				Total ore / sem.	Felul verif.	Cre-dite	SI [ore / sem.]	Condi-ționări
			C	S	L	P					
<b>OBLIGATORII IMPUSE</b>											
FSTE-0888	International Strategies of the Company	DSI	1	1	-	-	18	Ex	7	157	
FSTE-0881	Practice	DSI	-	-	-	-	90	Cv	3	0	
FSTE-0984	Stage for elaboration of dissertation	DSI	-	-	-	-	33	Cv	10	217	
FSTE-0983	Scientific Research	DSI	1	2	-	-	27	Cv	10	223	
<b>TOTAL</b>			<b>2</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>168</b>		<b>30</b>	<b>597</b>	

**Legendă:** C - Curs (pentru IFR - Coordonare studiu individual); S - Seminar; L - Lucrări practice (laborator); P - Proiect; SI - Studiu Individual; DAP - Disciplină de Aprofundare; DSI - Disciplină de Sinteză; Felul verif. - felul verificării/forma de verificare; Ex. - examen; Cv. - colocviu; Vp. - verificare pe parcurs; Pr. - proiect; A/R- Admis/Respins; Credite - numar credite ECTS; SI - Studiu individual.

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**I. CERINȚE PENTRU OBTINEREA DIPLOMEI DE MASTER**

**Număr credite alocate, conform legislației: 120**

- 120 credite pentru disciplinele obligatorii impuse;
- 0 credite pentru disciplinele obligatorii opționale;
- 13 credite la practică incluse în numărul celor alocate disciplinelor obligatorii de la pct.1 și pct.2;
- 10 credite alocate examenului de disertație, constând în prezentarea și susținerea disertației.

**II. STRUCTURA ANULUI UNIVERSITAR (în număr de săptămâni)**

Anul	Activități didactice		Sesiuni de examene					Practică*	Vacanță		
	sem. I	sem. II	Iarnă	Restanțe Iarnă	Vară	Restanțe Vară	Restanțe Toamnă		Iarnă	Primăvară	Vară
Anul I	14	14	3	1	3	1	2	-	3	1	10
Anul II	14	9	3	1	3	1	2	3	3	1	10

Practice is organized based on syllabi drafted by departments and adopted by the Faculty Council Practice takes place in the RDI and documentation laboratories/centres of the faculty and specialised economic entities, based on practice conventions/agreements.

**III. NUMĂRUL ORELOR LA DISCIPLINELE OBLIGATORII (IMPUSE ȘI OPȚIONALE): 686**

ANUL	SEMESTRUL I	SEMESTRUL II
Anul I	12	13
Anul II	12	5

NoDisciplines	Number of hours		Total		RAQAHE/ARACIS Standard [min / max. %]
	Year I	Year II	Hours	%	
1. Compulsory	350	336	686	100	-
2. Elective	-	-	-	-	-
<b>TOTAL</b>	<b>350</b>	<b>336</b>	<b>686</b>	<b>100</b>	<b>100</b>
3. Facultative	-	-	-	-	-

NoDisciplines	Number of hours		Total		RAQAHE/ARACIS Standard [min / max. %]
	Year I	Year II	Hours	%	
1. Advanced	168	42	210	30,61	-
2. Synthesis	182	294	476	69,39	-
<b>TOTAL</b>	<b>350</b>	<b>336</b>	<b>686</b>	<b>100</b>	<b>-</b>

#### **IV. PONDEREA DISCIPLINELOR DIN CATEGORIILE OBLIGATORII (IMPUSE +OPTIONALE) + FACULTATIVE:**

**Total number of hours: 686**

out of which:

- Total number of course hours: 340
- Total number of applications: 346
- Compulsory disciplines (weight in total of disciplines): 100%;
- Advanced disciplines (weight in total of disciplines):  $6/22=27,28\%$ ;
- Synthesis disciplines (weight in total of disciplines):  $16/22=72,72\%$ ;
- Hours allotted to compulsory disciplines: 100%;
- Hours allotted to advanced disciplines:  $210/686=30,61\%$
- Hours allotted to synthesis disciplines (% of total):  $476/686=69,39\%$ .

**Total number of credits: 120**

- Credits pertaining to advanced disciplines out of the total of compulsory credits:  $33/120=27,5\%$ ;
- Credits pertaining to synthesis disciplines out of the total of compulsory credits:  $87/120=72,5\%$ .

**The weight in the Curriculum:**

**Total hours, including facultative disciplines = 686**

- D compulsory / Total =  $686/686= 100\%$
- Hours of lectures/seminar ratio =  $340/346= 1/ 1,02$
- The weight of practice in the Curriculum:  $90/686 = 13,11\%$
- Exams/colloquiums ratio =  $12 \text{ Ex} / 10 \text{ Cv} = 1,2 / 1$ .

#### **V. FLEXIBILITATEA PROCESULUI EDUCAȚIONAL**

The flexibility of the program of studies is ensured by the content of the disciplines in the Curriculum.

#### **VI. EXAMENUL DE FINALIZARE STUDII ( DISERTAȚIE)**

1. Comunicarea temei disertației: semester II;
2. Elaborarea disertației:  $10 \times 25 \text{ ore} = 250 \text{ hours}$ , semester IV;;
3. Susținerea disertației: month July/September..

#### **VII. UN PUNCT DE CREDIT NECESITĂ UN TOTAL DE 25 ORE/SEMESTRU DE ACTIVITATE DIDACTICĂ ȘI INDIVIDUALĂ**



**VIII. DISTRIBUIREA CREDITELOR PE COMPETENȚE (TABELE RNCIS - Grifa 1\*)**

Nr. crt.	Disciplina **	Sem.	Număr credite	Competențe profesionale						Competențe transversale			
				C1	C2	C3	C4	C5	C6	CT1	CT2	CT3	
1.	Business Economics	I	7	1	1	1	1	1	1	X	1	0,5	0,5
2.	International Economics	I	7	1	1	1	1	1	1	X	1	0,5	0,5
3.	Management of Sustainable Development	I	7	1	1	1	1	1	1	X	1	0,5	0,5
4.	English Language for Business	I	5	1	1	1	1	1	1	X	0,5	0,5	
5.	Foreign Language for Business I	I	4	1	1	1				X	0,5	0,5	
6.	Management of International Economic Transactions	II	6	1	1	1	1	0,5		X	0,5	0,5	0,5
7.	Economics of European Integration	II	6	1	1	1	1	0,5		X	0,5	0,5	0,5
8.	Strategic Management of the Company	II	6	1	1	1	1	0,5		X	0,5	0,5	0,5
9.	Risk Management	II	4	1	1	1				X	0,5	0,5	
10.	Business Communication in English Language I	II	4	1	1		0,5			X	0,5	0,5	0,5
11.	Business Communication in Foreign Language I.1	II	3	0,5	0,5		0,5			X	0,5	0,5	0,5
12.	Ethics and integrity in scientific research	II	1									0,5	0,5
13.	External Trade and Customs Union in EU	III	6	0,5	1	1	1	1	1	X	0,5	0,5	0,5
14.	Financial Management	III	6	0,5	1	1	1	1	1		0,5	0,5	0,5
15.	Competition and Competitiveness	III	5	1,5	1	1	1	0,5		X	0,5		
16.	Negotiation and Contracting in International Commerce	III	5		1	1	1	0,5		X	0,5	0,5	0,5
17.	Business Communication in English Language II	III	4		1	1	1			X	0,5	0,5	
18.	Business Communication in Foreign Language I.2	III	4		1	1	1			X	0,5	0,5	
19.	International Strategies of the Company	IV	7	1	1	1	1	1	1	X	1	0,5	0,5
20.	Practice	IV	3		1	1					0,5	0,5	
21.	Stage for elaboration of dissertation	IV	10	2	2	2	2	2	2				
22.	Scientific Research	IV	10	2	2	2	2	2	2				

Legendă: C1 ÷ C5 sau C6 - Competențe profesionale; CT1 ÷ CT3 - Competențe transversale

\* Se va utiliza Grifa 1 (G1) care prezintă variantele: G1L și G1M corepunzătoare ciclurilor de studii de licență și masterat, în conformitate cu Ordinul MECS nr. 5703 / 18.10.2011.

\*\* Se vor trece toate disciplinele din Planul de Învățământ

GRILA 1 - "Descrierea domeniului / programul de studii prin competențe profesionale și competențe transversale"

Professional Competences / Level Descriptors of Professional Competences Structural Elements	C1. Substantiating, communicating and implementing of business decisions in a multicultural environment; trading products and services on international markets	C2. Organizing and financing the activities of the international company; substantiating and implementing managerial decisions after assessing the international business environment	C3. Designing and negotiating strategies for the development and international financing of the company	C4. Implementing strategies for the development, promotion and international finance of the company; conducting market survey in international business environment	C5. Conducting surveys in international business; negotiating international contracts and conducting international surveys to substantiate the company management in an international context
<b>KNOWLEDGE</b>					
<b>1. Thorough knowledge of an area of specialization and in its theoretical, methodological and practical developments specific to the program; appropriate use of specific language in communicating with different professional backgrounds</b>	C1.1 Identifying, describing thoroughly and communicating concepts and theories on decision making in a multicultural business environment; thorough identification and description of the techniques of trading products and services on international markets	C2.1 Identifying, describing thoroughly and communicating the concepts, theories and decisions related to the organization and financing activities of internationally active companies in a multicultural business environment	C3.1 Identifying, describing in detail and communicating the concepts and theories specific to international strategies	C4.1 Identifying, describing thoroughly and communicating the implementation modalities of strategies	C5.1 Identifying, describing thoroughly and communicating the methodology for conducting an expertise in international business; deepening the concepts and theories on international negotiations and business management in international business companies
<b>2. Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field</b>	C1.2 Developing and communicating actual arguments for interpreting real situations in an international context; analysis and interpretation of transactional situations in the international business environment	C2.2 Collection, integrated analysis and thorough interpretation of information on the organization and financing of activities of international companies; developing actual arguments for interpreting real situations in the international business environment	C3.2 Explaining, communicating and shaping international economic phenomena and processes to enunciate strategic alternatives for the development and financing of the company	C4.2 Analysing and interpreting the market survey and the strategies in international business environment; explaining and developing arguments for the implementation of international strategies	C5.2 Collecting, analysing and detailed interpreting of various information in order to explain the managerial processes in the international context; shaping the international economic phenomena and processes
<b>COMPETENCES</b>					
<b>3. Using integrated conceptual and methodological apparatus under conditions of incomplete information, to solve new theoretical and practical problems</b>	C1.3 Managing and using complex data bases resorting to established models and testing them; using the trading techniques in an international context	C2.3 Organizing and financing business activity under changing circumstances; managing and using complex data bases resorting to established models and testing them	C3.3 Identifying strategies applicable to real complex situation in the international context	C4.3 Carrying out market survey in international business environment and implementing strategies using integrated techniques and procedures in the international context	C5.3 Analysing and thorough interpreting of various information in order to explain concepts specific to the field in real situations; using integrated techniques and procedures for international negotiations and coordination of multicultural organizations
<b>4. Meaningful relevant use of assessment criteria and methods to enunciate valuable judgments and foster constructive decisions</b>	C1.4 Enunciating and communicating solutions to complex real business situations using integrated techniques and procedures in the international context; argumentation for using a certain trading technique, taking into account the peculiarities of the business environment	C2.4 Assessing the impact of changes in the international environment in order to adapt the organization of the business to the new context; formulating solutions for complex real business situations using integrated techniques and procedures in the international context	C3.4 Developing a strategic vision in the context of the complex international business environment by using multi-criteria dynamic methods	C4.4 Drafting and substantiating the implementation of a strategy and enunciating alternative solutions in the context of a dynamic business environment	C5.4 Conducting surveys in order to interpret a real situation in the international context; developing a strategic vision based on the complexity of the international business environment
<b>5. Developing professional and / or projects innovatively using a broad range of quantitative and qualitative methods</b>	C1.5 Designing decision systems based on advanced knowledge of scientific concepts on research methodology and developing a project for processing an international transaction	C2.5 Drafting an organizing project appropriate to complex real situations in the international environment; designing a decision-making system for a multinational company	C3.5 Identifying strategies applicable to the international business environment	C4.5 Testing the results of implementing identified strategies so as to validate them	C5.5 Monitoring the expertise designed to interpret real situation in the international context and drafting a management project of a multinational company
<b>Minimum performance standards for</b>	Drafting a substantiation and	Developing and submitting an	Making a corporate	Carrying out a market survey and	Achieving an expertise as simulation of a real situation



<b>competence assessment</b>	implementation project in international business and proper application of trading techniques in a given context	organization chart adjusted to changes in the international market and debating some decisions in international business environment	strategy based on identifying the defining elements of national and international environment	developing an implementation plan for a business strategy in the international market in a real context	in international business and debating the proposal of a management system for the multinational company
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Level Descriptors of the Transversal Competences	Transversal Competences	Minimal Standards of Performance for Competence Evaluation
<b>6. Responsible execution of some complex professional duties, in conditions of autonomy and professional independence.</b>	CT1. Achieving independently or with the group the complex tasks / objectives in developing and implementing international projects under time pressure, in conditions of uncertainty, risk and multiculturalism, and enforcement of norms and professional ethics and values for decision.	Designing a scheme for solving a work problem in real time and taking up its implementation, complying with norms.
<b>7. Assuming managing roles and activities specific to professional teams/groups or to different institutions.</b>	CT2. Planning and organizing human resources within a group / an organization in terms of acceptance of diversity of opinion and culture, and of critical attitudes; their critically-constructive evaluation.	Presenting solutions to a views and / or cultural conflict within the team.
<b>8. Self-assessment of the learning process, diagnosis of the formation need, reflexive of one's own professional activity.</b>	CT3. Assuming the need for continuous training to create prerequisites for career progression and adaptation of one's own professional, managerial and communicational skills to the dynamics of the national and international business environment.	Developing a personal plan for continuous training for professional, managerial and communication competence development.

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