SYLLABUS

1. Information regarding the program

1.1 Higher education institution	**University of Oradea**
1.2 Faculty	**Faculty of Economic Sciences**
1.3 Department	**Department of Economics and Business**
1.4 Field of study	**Business Administration**
1.5 Cycle of study	**Cycle I - Bachelor**
1.6 Program of study /Degree	**Business Administration / Bachelor's Degree**

2. Information regarding the discipline

2.1 Name of discipline		European business environment					
2.2 Course titleholder		Associate Prof. PhD Adrian Gheorghe FLOREA					
2.3 Seminar titleholdeIr		Associate Prof. PhD Adrian Gheorghe FLOREA					
2.4 Year of study	II	2.5 Semester	I	2.6 Type of assessment	Cv	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	4	out of which: 3.2 course	2	3.3 seminar	2
3.4 Total of hours in the Curriculum	56	out of which: 3.5 course	28	3.6 seminar	28
Distribution of hours:					69
Studying the workbook, course book, bibliography and notes					40 hours
Supplementary documentation in the library, on electronic specialty sites and in the field					20 hours
Preparing seminars/laboratories, themes, projects, portfolios and essays					32 hours
Tutorship					0 hours
Assessment activities					2 hours
Other activities.....					0 hours

3.7 Total hours of individual study	**69**
3.9 Total hours/semester	**125**
3.10 Number of credits	5

4. Pre-requisites (if applicable)

4.1 Curriculum	-
4.2 Skills	-

5. Conditions (if applicable)

5.1. concerning the course activities	Computer with internet access, Classroom equipped with video-projector, access to educational platform https://e.uoradea.ro
5.2. concerning the seminar/laboratory activities	Computer with internet access, Classroom equipped with video-projector, access to educational platform https://e.uoradea.ro

6. Specific skills acquired

Professional competences	C1.1. Description of the paradigms, concepts and economic theories regarding the influence of the external business environment on the firm/organization C2.1 Identification of the concepts and theories associated to the firm/organization C3.2. Explanation and interpretation of the economic and social implication. Associated to the operation and administration of the subdivision of the firm/organization

transversal competences	CT2. Applying the principles, norms and professional ethics values in the personal strategy of rigorous, efficient and responsible work CT3. Identifying the roles and responsibilities in a multi-specialized team and using the relationship techniques and efficient work in the team.

6.2. Learning outcomes

Knowledge	The Student/Graduate acquires advanced knowledge regarding market analysis, the understanding and management of economic and business processes at the organizational level, as well as the functioning of markets. The Student/Graduate acquires advanced knowledge regarding the analysis of the business environment and the market for the development of organizational strategies within the European business context. The Student/Graduate acquires advanced knowledge of communicating economic results at the company level, at the industry level, and at the macroeconomic level.
Competences	The Student/Graduate develops advanced skills and abilities in market analysis, interpretation, and the management of economic processes. The Student/Graduate develops skills in applying methods and techniques for estimating production costs, pricing, competition analysis, and for designing organizational strategies specific to the European business environment. The Student/Graduate develops communication and relationship-building skills with clients and suppliers, both within the internal and external environment of the organization.
Responsibility and autonomy	The Student/Graduate demonstrates the ability to carry out independent analyses of economic situations at the level of companies operating in the European business environment. The Student/Graduate demonstrates the ability to scientifically substantiate and adopt economic decisions, as well as to propose development strategies for companies in the European business environment. The Student/Graduate demonstrates the ability to communicate and build relationships with clients and suppliers, both within the internal and external environment of organizations in the European business environment.

6.3. Objectives of discipline (resulting from the grid of specific skills acquired)

6.3.1. General objective of discipline	▪ Understanding the measuring, analysis and interpretation methods of economic and financial data, the formation and developing of the ability to analyze and synthesize statistical information
6.3.2. Specific objectives	▪ Explaining features of the macroeconomic environment ▪ Explanation and interpretation techniques used for assessment of macroeconomic ▪ Mastering skills using methods and techniques of study of economic phenomena ▪ Evaluation and design of macroeconomic models ▪ To develop a proactive role and tasks of economic policy in developing personal and organizational ▪ Cultivating and promoting a scientific environment centered on values, ethics and social responsibility ▪ Formation of a positive and responsible behavior

7. Contents

7.1 Course (C)	Teaching methods	Observations
7.1.1. Introducing the business environment	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
7.1.2. The political and legal environment	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
7.1.3. The economic environment	Lecture, conversation, examples, explanation,	2 hours

	demonstrations, exercises	
7.1.4. The social and demographic environment	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
7.1.5. The technological environment	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
7.1.6. The competitive environment	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
7.1.7. The sustainable environment	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
7.1.8. The behavior of firms	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
7.1.9. The free movement of goods	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
7.1.10. The free movement of capital	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
7.1.11. Freedom of establishment and freedom to provide services	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
7.1.12. The free movement of workers	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
7.1.13. European System of Financial Supervision (ESFS)	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours
7.1.14. International markets and globalization	Lecture, conversation, examples, explanation, demonstrations, exercises	2 hours

Bibliography

1. Florea, A.-G. (2026). European Business Environment. Course Notes, University of Oradea, Faculty of Economic Sciences.
2. Baldwin, R., & Wyplosz, C. (2022). The Economics of European Integration (7th ed.). McGraw Hill.
3. Barnard, C. (2022). The Substantive Law of the EU: The Four Freedoms (7th ed.). Oxford University Press.
4. Cini, M., & Pérez-Solórzano Borragán, N. (Eds.). (2022). European Union Politics (7th ed.). Oxford University Press.
5. Hill, C. W. L. (2023). International Business: Competing in the Global Marketplace (14th ed.). McGraw Hill.
6. Nugent, N., & Ripoll Servent, A. (2025). The Government and Politics of the European Union (9th ed.). Bloomsbury Academic.
7. European Commission. (2024). The Future of European Competitiveness: A Competitiveness Strategy for Europe. European Commission.
8. European Commission. (2025). The 2025 Annual Single Market and Competitiveness Report. Publications Office of the European Union.
9. European Commission. (2025). A Competitiveness Compass for the EU. Publications Office of the European Union.
10. World Bank. (2025). Global Economic Prospects, June 2025. World Bank.

7.2 Seminar (S)	Teaching methods	Observations
7.2.1. The single market	Lecture, explanation, case studies	4 hours
7.2.2. The concept of economic integration: static and dynamic effects	Lecture, explanation, case studies	4 hours
7.2.3. Regional economic integration worldwide: a global perspective on the EU	Lecture, explanation, case studies	4 hours
7.2.4. The effect of the Treaty of Rome on business	Lecture, explanation, case studies	4 hours
7.2.5. The effect of EU enlargement on business	Lecture, explanation, case studies	4 hours
7.2.6. Infringements of the free movement of goods	Lecture, explanation, case studies	4 hours
7.2.7. How the EU protects fundamental economic freedoms	Lecture, explanation, case studies	4 hours

Bibliography
1. European Commission. (2025). The Single Market and Competitiveness Scoreboard 2025. European Commission.
2. European Commission. (2025). Annual Report on European SMEs 2024/2025. Publications Office of the European Union.
3. European Commission. (2025). The Single Market Strategy: A Simple, Seamless and Strong Single Market. Publications Office of the European Union.
4. European Commission. (2025). European Economic Forecast: Autumn 2025. Publications Office of the European Union.
5. European Commission. (2026). The 2026 Annual Single Market and Competitiveness Report. Publications Office of the European Union.

8. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

- The course content is consistent with what is being studied in other universities in our country and abroad.
- To better adapt the contents of the discipline to market demands there have been meetings with the representatives of several companies in Oradea.

9. The use of generative artificial intelligence tools

The use of generative AI tools is not permitted.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	The assimilation of main notions. Specific language coherence.	Written paper	60%
10.5 Seminar (S)	The capacity to understand the economic concepts.	test	20%
10.6 Laboratory (L)			
10.7 Project (P)	Understanding the European business mechanism.	project uploaded and presented on the educational platform (http://e.uoradea.ro)	20%
10.8 Practical works (P)			
10.9 Minimum performance standard			
▪ Learning the basic concepts ▪ Solve at least 50% questions during the exam session ▪ Participate at least 8 of 14 courses.			

Date	Course titleholder:	Seminar titleholder:
22.09.2026	**Associate Professor,** **Adrian Gheorghe FLOREA, PhD** aflorea@uoradea.ro	**Associate Professor,** **Adrian Gheorghe FLOREA, PhD** aflorea@uoradea.ro

Director of Department,
Professor, Dorin BÂC, PhD

Date of approval in the Department:

24.09.2026

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Dean,
Professor Diana SABĂU-POPA, PhD

Date of approval in The Council of the Faculty of Economic Sciences:
28.09.2025

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