

**SYLLABUS**  
**Academic Year 2024/2025**  
**2st Year of Study/ 2nd Semester**

**1. Information about the program**

1.1. Institution	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Study field	Business Administration
1.5. Level	Master
1.6. Study program	Master of Business Administration 242213 Expert accessing European structural and cohesion funds, 242222 Business Information Analyst, 242232 Sustainable Development Expert.

**2. Information about discipline**

2.1. Discipline title		Global Affairs Management				2.2. Course code		BA 223		
2.3. Course coordinator			Asocc. Prof. PhD. Iuga Iulia Cristina							
2.4. Seminar coordinator			Asocc. Prof. PhD.. Iuga Iulia Cristina							
2.5. Study year		II	2.6. Semester		II	2.7. Evaluation type (E/C/VP)		E	2.8. Type of course (C – compulsory, Op – optional F - Facultative))	C

**3. Number of teaching hours per semester**

3.1. Teaching hours per week	3	from wich: 3.2. course	2	3.3. seminar	1
3.4. Total of hours per semester	42	from wich: 3.5. course	28	3.6. seminar/laboratory	14
Distribution of time					Number of hours
Study from course book					22
Suplimentary documentation					12
Preparing for seminars, papers					20
Mentoring					2
Exams					2
Other activities .....					-

Total of hours per individual study	58	
3.8 Total of hours per study plan	42	
3.9 Total of hours per semester	100	
3.10 Number of ECTS credits allocated	4	

**4. Preconditions** (when is the case)

4.1. of curriculum	Other disciplines, ex: ..... n.a.
4.2. of competences	n.a.

**5. Conditions** (when is the case)

5.1. for the course	Courses hall with videoprojectory and blackboard
5.2. for the seminar	Courses hall with videoprojectory and blackboard

## 6. Specific competences

Professional competences	S5. Leadership skills and a strong commitment to own professional development; S8. Understanding the importance of developing business strategies that generate a sustainable and healthy growth; S10. Acquiring theoretical and practical knowledge in the field of business development; S12. Ability to identify, apply and develop a project idea in an organization or in a region
Additional competences	-

## 7. Discipline objectives

7.1 General objective	Developing Master's knowledge on the importance of international commercial transactions in the context of the internationalization and globalization of the world economy and the development of import-export operations in business development.
7.2 Specific objective	Developing Master students' knowledge of the content and structure of the international sales contract functions for a company and the strategies used by the company in international economic transactions. Familiarizing learners with the notion of international commercial transaction and the concept of risk in international affairs Students' knowledge of the stages of the foreign trade operations and of the payment methods used in international exchanges.

## 8. Content

Course	Teaching methods	Obs.
<b>1 Globalization of international relations and international economic relations. Commercial transactions in the context of the internationalization and globalization of the world economy</b> 1.1. International trade in goods and services. Key Features and Indicators. Price formation in international trade 1.2. The essence and forms of international capital movement 1.3. Role and character of foreign direct investment	Lecture Conversation Illustrations	2 hours
<b>1. Globalization of international relations and international economic relations. Commercial transactions in the context of the internationalization and globalization of the world economy</b> 1.4. Evolution of the world currency system 1.5. The international currency market 1.6. The EU 2020 monetary policy strategy	Lecture Conversation Illustrations	2 hours
<b>2. The international commercial transaction concept</b> 2.1. Reference methods for achieving international economic transactions 2.2. International Management - Definition, Functions, Objectives. 2.3. Organizing international business	Lecture Conversation Illustrations	2 hours
<b>2. The international commercial transaction concept</b> 2.4. Strategy for company internationalization 2.5. International affairs decisions 2.6. Negotiation and contracting international affairs. Commercial contracts. Legal regulation. Terms of validity. 2.7. Direct export mechanism	Lecture Conversation Illustrations	2 hours
<b>3. International Goods Sale Agreement</b> 3.1. Fundamental legal aspects of the international sales contract 3.2. The elements of the international sales contract 3.3. International commercial negotiation	Lecture Conversation Illustrations	2 hours
<b>3. International Goods Sale Agreement</b> 3.4. Risk in international transactions 3.5. INCOTERMS	Lecture Conversation Illustrations	2 hours

<b>4. Conducting foreign trade operations</b> 4.1. Preparing the delivery of the export goods 4.2. The international expedition 4.3. Securing goods in international transport 4.4. Clearance	Lecture Conversation Illustrations	2 hours
<b>4. Conducting foreign trade operations</b> 4.5. Contractual liability 4.6. Combined trading operations. 4.7. Special Trade Transactions. 4.8. International and Community legislation on complex transactions;	Lecture Conversation Illustrations	2 hours
<b>5. Payment methods used in international exchanges</b> 5.1. International Settlements. Forms.	Lecture Conversation Illustrations	2 hours
<b>5. Payment methods used in international exchanges</b> 5.2. Payment methods in international economic exchanges.	Lecture Conversation Illustrations	2 hours
<b>6. Risks in international affairs</b> 6.1. Definition and classification of risks 6.2. Macroeconomic risks	Lecture Conversation Illustrations	2 hours
<b>6. Risks in international affairs</b> 6.3. Microeconomic risks 6.4. Risk hedging measures	Lecture Conversation Illustrations	2 hours
<b>7. International economic transactions strategies</b> 7.1. International franchise 7.2. Technology Transfer Operations 7.3. Industrial cooperation operations 7.4. Contract for building industrial facilities	Lecture Conversation Illustrations	2 hours
<b>7. International economic transactions strategies</b> 7.5. Leasing 7.6. Transactions to stock market 7.7. Transactions through international auctions.	Lecture/Conversation Illustrations	2 hours
<b>References</b>		
1. <b>Iuga Iulia Cristina</b> , Neamțu Anisia, SMALL AND MEDIUM-SIZED ENTERPRISES MARKETING DURING DIGITAL TRANSFORMATION, LAP Lambert Academic Publishing, 2022, ISBN: 978-620-4-74737-8 2. <b>Iuga Iulia Cristina</b> , Capitolul nr. 4: The Degree of SMEs Digitalization in the Context of the European Digital United Market - SMEs Level Of Digitalization Analysis (33 pagini), din cartea: IoT, Digital Transformation, and the Future of Global Marketing, IGI global Publishing, 2021, DOI: 10.4018/978-1-7998-7192-7 3. <b>Iuga, I.C.</b> , Wainberg, D. Factors That Influence the Implementation of M-Commerce by Romanian SMEs During the COVID-19 Pandemic. Journal of the Knowledge Economy (2023). <a href="https://doi.org/10.1007/s13132-023-01215-x">https://doi.org/10.1007/s13132-023-01215-x</a> 4. <b>Iuga Iulia</b> , Capitolul nr. 1: The Influence of Determinant Factors on Foreign Direct Investments, (pag. 1-25) din cartea: Opportunities and Challenges for Multinational Enterprises and Foreign Direct Investment in the Belt and Road Initiative, IGI global Publishing, ISBN13: 9781799880219, 2022, 330 pagini, DOI: 10.4018/978-1-7998-8021-9 5. Camelia Oprean-Stan, Ionica Oncioiu, <b>Iulia Cristina Iuga</b> , Sebastian Stan, Impact of Sustainability Reporting and Inadequate Management of ESG Factors on Corporate Performance and Sustainable Growth, Sustainability 2020, 12, 8536; doi:10.3390/su12208536 6. <b>Iulia Cristina Iuga</b> , Syeda Rabab Mudakkar & Larisa Loredana Dragolea (2023) Time of COVID-19: stability analysis of stocks, exchange rates, minerals and metals markets, Economic Research-Ekonomska Istraživanja, 36:1, 1527-1548, DOI: 10.1080/1331677X.2022.2090403 7. Achim M., Hada T., <b>Iuga I.</b> , Politici actuale de finantare a afacerilor, Editura Aeternitas, Aba Iulia, 2011 8. <b>Iuga, Iulia</b> , Danciu, Aniela, Driga, Imola, The Profile of the Foreign Investor in the Romanian Chemical Industry, PROCESSES, Volume: 8, Issue: 3, Article Number: 348, DOI: 10.3390/pr8030348, Published: MAR 2020 9. Mariana Baicu, Managementul afacerilor economice internationale. Negocomunicatia si derularea unei operatiuni de comert international, Editura: Fundatia Romania de Maine, 2007		

10. Aurel Burciu, Tranzactii comerciale internationale, Editura: Polirom, 2010
11. Gheorghe Caraiani, Tranzactii internationale. E-business si tipuri de contracte – curs, Editura: CH Beck, 2008
12. Gheorghe Caraiani, Valeriu Potecea, Cristina Neagoe, Practici de offset in afacerile internationale, Editura: Universitara, 2009
13. Dinu Ana-Maria , Ovidiu-Adrian Rujan, Tranzactii economice internationale, Editura: Editura Pro Universitaria, 2012
14. Mihai-Liviu Man, Tranzactii internationale, Editura: Eftimie Murgu, 2009
15. Dragos-Gabriel Mecu, Evolutia tranzactiilor comerciale internationale si a investitiilor in contextul globalizarii economiei mondiale, Editura: Alfa, 2012
16. Dan Octav Paxino, Politica valutara si managementul riscurilor in tranzactiile internationale, Editura: Economica, 2017

#### Seminar

Price formation in international trade	Examples and study cases	2 hours
International commercial negotiation	Examples and study cases	2 hours
Combined trading operations.	Examples and study cases	2 hours
Special Trade Transactions	Examples and study cases	2 hours
Payment methods in international economic exchanges.	Examples and study cases	2 hours
Leasing transactions. Transactions to stock market	Examples and study cases	2 hours
Transactions through international auctions.	Examples and study cases	2 hours

#### References

1. **Iuga Iulia Cristina**, Neamțu Anisia, SMALL AND MEDIUM-SIZED ENTERPRISES MARKETING DURING DIGITAL TRANSFORMATION, LAP Lambert Academic Publishing, 2022, ISBN: 978-620-4-74737-8
2. **Iuga Iulia Cristina**, Capitolul nr. 4: The Degree of SMEs Digitalization in the Context of the European Digital United Market - SMEs Level Of Digitalization Analysis (33 pagini), din cartea: IoT, Digital Transformation, and the Future of Global Marketing, IGI global Publishing, 2021, DOI: 10.4018/978-1-7998-7192-7
3. **Iuga, I.C.**, Wainberg, D. Factors That Influence the Implementation of M-Commerce by Romanian SMEs During the COVID-19 Pandemic. Journal of the Knowledge Economy (2023). <https://doi.org/10.1007/s13132-023-01215-x>
4. **Iuga Iulia**, Capitolul nr. 1: The Influence of Determinant Factors on Foreign Direct Investments, (pag. 1-25) din cartea: Opportunities and Challenges for Multinational Enterprises and Foreign Direct Investment in the Belt and Road Initiative, IGI global Publishing, ISBN13: 9781799880219, 2022, 330 pagini, DOI: 10.4018/978-1-7998-8021-9
5. Camelia Oprean-Stan, Ionica Oncioiu, **Iulia Cristina Iuga**, Sebastian Stan, Impact of Sustainability Reporting and Inadequate Management of ESG Factors on Corporate Performance and Sustainable Growth, Sustainability 2020, 12, 8536; doi:10.3390/su12208536
6. **Iulia Cristina Iuga**, Syeda Rabab Mudakkar & Larisa Loredana Dragolea (2023) Time of COVID-19: stability analysis of stocks, exchange rates, minerals and metals markets, Economic Research-Ekonomska Istraživanja, 36:1, 1527-1548, DOI: 10.1080/1331677X.2022.2090403
7. Achim M., Hada T., **Iuga I.**, Politici actuale de finantare a afacerilor, Editura Aeternitas, Aba Iulia, 2011
8. **Iuga, Iulia**, Danciu, Aniela, Driga, Imola, The Profile of the Foreign Investor in the Romanian Chemical Industry, PROCESSES, Volume: 8, Issue: 3, Article Number: 348, DOI: 10.3390/pr8030348, Published: MAR 2020
9. Mariana Baicu, Managementul afacerilor economice internationale. Negocomunicatia si derularea unei operatiuni de comert international, Editura: Fundatia Romania de Maine, 2007
10. Aurel Burciu, Tranzactii comerciale internationale, Editura: Polirom, 2010
11. Gheorghe Caraiani, Tranzactii internationale. E-business si tipuri de contracte – curs, Editura: CH Beck, 2008
12. Gheorghe Caraiani, Valeriu Potecea, Cristina Neagoe, Practici de offset in afacerile internationale, Editura: Universitara, 2009
13. Dinu Ana-Maria , Ovidiu-Adrian Rujan, Tranzactii economice internationale, Editura: Editura Pro Universitaria, 2012
14. Mihai-Liviu Man, Tranzactii internationale, Editura: Eftimie Murgu, 2009
15. Dragos-Gabriel Mecu, Evolutia tranzactiilor comerciale internationale si a investitiilor in contextul globalizarii economiei mondiale, Editura: Alfa, 2012
- Dan Octav Paxino, Politica valutara si managementul riscurilor in tranzactiile internationale, Editura: Economica, 2017

**Corroborating the contents of the discipline with the expectations of epistemic community representatives, professional associations and representative employers in the field of the program**

*The content of the discipline is adapted to the needs and importance of international transactions at the companies level. The course contributes to the training of future specialists in the field of international trade and international trade negotiations. Assimilated knowledge and the skills acquired in this course will offer masters the opportunity to identify the real economic problems that they can solve by using methods and tools of scientific investigation.*

#### **Evaluation type**

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percent in the final grade
10.4 Course	- <i>Solving the exam requirements</i>	<i>Final exam</i>	60%
10.5 Seminar	- <i>Finishing the practical activities</i>	<i>Participation in debates</i>	40%
	- <i>Scientific content of the papers</i>		
	- <i>Involvement in classes topic</i>		
10.6 Minimum performance standard: minimum grade 5			
Demonstrating the competences: <i>Scientific documentation on the international business firm organization and / or the preparation and support of a scientific paper.</i>			

Date:  
10.09.2024

Signature of course coordinator:  
Asocc. Prof. PhD. Iuga Iulia Cristina

Signature of seminar coordinator:  
Asocc. Prof. PhD. Iuga Iulia Cristina

Date for Department approval:  
16.09.2024

Signature of the Head of Department:  
Asocc. Prof. PhD. Maican Silvia