



COURSE OUTLINE

1. Information about the program

1.1 Higher education institution	“Alexandru Ioan Cuza” University of Iași
1.2 Faculty	Faculty of Economics and Business Administration
1.3 Department	Management, Marketing and Business Administration
1.4 Field of study	Management
1.5 Cycle of study	Master
1.6 Study program / Qualification	Strategic Human Resource Management in Europe

2. Information about the course

2.1 Course title			BUSINESS AND MANAGEMENT FOUNDATIONS IN A EUROPEAN CONTEXT				
2.2 Course coordinator			Professor Liviu-George MAHA, PhD				
2.3 Seminar coordinator							
2.4 Year of study	1	2.5 Semester	1	2.6 Type of evaluation	E	2.7 Course status	C

* C – Compulsory / O – Optional / E – Elective

3. Estimated time allocation (hours per semester and teaching activities)

3.1 Number of hours per week	2	out of which: course	2	seminar/laboratory	0
3.2 Total ore din planul de învățământ	28	out of which: course	28	seminar/laboratory	0
3.3 Time allocation					ore
Study based on course book, course material, bibliography and other					24
Supplementary study in the library, on electronic platforms and on the field					8
Preparing seminars/laboratories, assignments, papers, portfolios and essays					10
Tutorship					3
Examination					2
Other activities.....					
3.4 Total hours of individual study					47
3.5 Total hours per semester					75
3.6 Number of credits					3

4. Prerequisites (if applicable)

4.1 Referring to curriculum	Not necessary
4.2 Referring to competences	Not necessary

5. Conditions (if applicable)

5.1 For the course	Not necessary
5.2 For the seminar / laboratory	Not necessary

**6. Specific competences accumulated**

Professional competences	C1 – Gathering, procesing and analysing information about external environment – firm/organization interaction C5 – Using specific business administration data basis
Transversal competences	CT3 – Identifying opportunities for life long learning and the efficient use of learning resources and techniques in the personal development process

7. Course objectives (based on specific competences accumulated)

7.1. General objective	Upon completion of this course, students will have a solid knowledge of the economic and institutional context within which HR managers in Europe operate, of its possible evolution, as well as of the main implications of the European integration process on the business strategies and economic competitiveness.
7.2. Specific objectives	After successfully finalizing this course, students will be able to: <ul style="list-style-type: none">- understand and use the basic notions in the field;- understand and analyze specific issues concerning the European Labor Market in the European Union context;- understand the institutional framework of the European Union;- understand the specificity of the European business environment and the way it influences the activity of the European companies;- explain which strategies could be adopted by the European firms;- explain the specificity of the marketing activity on the European market;- use the notions aquired in order to make relevant economic decisions, especially in HR area;- theoretically explain the economic integration of Europe;- assess economic disparities within Europe;- evaluate current developments: economic integration vs. political integration, consequences of the financial crisis, EU neighborhood approaches and so on.

8. Content

8.1	Course	Teaching methods	Observations (time)
1.	INTRODUCTION	Interactive course	2 hours
2.	GLOBALIZATION AND REGIONALIZATION IN THE WORLD ECONOMY. STEPS TOWARD ECONOMIC INTEGRATION: FROM THE FREE TRADE AREA TO THE ECONOMIC AND MONETARY UNION (PERSPECTIVES FOR THE POLITICAL UNION).	Interactive course, heuristic conversation, problem solving method	2 hours



3.	LANDMARKS IN THE PROCESSSS OF EUROPEAN ECONOMIC INTEGRATION. EUROPEAN INSTITUTIONS. PERSPECTIVES FOR THE EUROPEAN INTEGRATION PROCESS	Interactive course, heuristic conversation, problem solving method	4 hours
4.	EUROPEAN BUSINESS. EUROPEAN BUSINESS ENVIRONMENT. EUROMARKETING MIX	Interactive course, heuristic conversation, problem solving method	6 hours
5.	EU 28: UNITY IN DIVERSITY. THE EUROPEAN SOCIAL MODEL	Interactive course, heuristic conversation	2 hours
6.	EUROPEAN POLICIES	Interactive course, heuristic conversation, problem solving method	6 hours
7.	THE EUROPEAN INTEGRATION PROCESS AND THE LABOR MARKET: CHARACTERISTICS, EVOLUTION, TRENDS AND ECONOMIC IMPLICATIONS	Interactive course, heuristic conversation, problem solving method	2 hours
8.	LABOUR MIGRATION IN THE EUROPEAN UNION	Interactive course, heuristic conversation, problem solving method	2 hours
9.	ROMANIA AND ITS INTEGRATION IN THE EUROPEAN UNION	Interactive course, heuristic conversation, problem solving method	2 hours

Bibliography:

- R.E. Wyplosz, C. Baldwin - *Economics of European Integration*, McGraw Hill Higher Education; 4th Revised edition, 2012
- F. McDonald, S. Dearden – *European Economic Integration*, FT Prentice Hall, 2005
- Neil Harris – *European Business*, Second Edition, MacMillan Business, London, 1999
- S. Mercado, R. Welford, K. Prescott – *European Business*, Pearson Education, 2001
- T. Hitiris – *European Union Economics*, FT Prentice Hall, 2003
- M.J. Ed Artis, N. Nixson – *The Economics of the European Union*, Third Edition, Oxford University Press, 2001

8.2	Seminar / Laboratory	Teaching methods	Observations (time and bibliography)

Bibliography:**9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program**

On an annual basis, the course content is discussed with the representatives of the business environment, who hire or could hire graduates from this program, while students are required to provide feedback (on-line, anonymous) after each semester about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Allocation to the final grade (%)
10.4 Course	Theoretical and applied knowledge	Papers on relevant topics	40%



		Activity (debates, comments, answers etc.)	20%
		Exam (on-site or on-line)	40%
10.5 Seminar/ Laboratory			
10.6 Minimal standard performance:			
Understanding the economic integration process and its stages; knowing the main stages of the European integration process; being able to use the main concepts related to the integration process; being able to evaluate the impact of the European integration process on the companies and on the labour market. Obtaining 5 points (out of 10) for the final evaluation (exam).			

Date:
24.09.2021

Course coordinator,
Prof. Liviu-George MAHA, PhD

Date of approval in the department:
24.09.2021

Head of departament,
Prof. Andreea IACOBUȚĂ-MIHĂIȚĂ, PhD