



UNIVERSITATEA „ALEXANDRU IOAN CUZA” din IAȘI

## FACULTATEA de ECONOMIE ȘI ADMINISTRAREA AFACERILOR

### TUTORIAL COURSE FORM

#### 2025-2026 ACADEMIC YEAR

<b>Name of the tutorial course (incoming Erasmus/exchange students)</b>	<b>International business environment</b>
<b>Name of the professor</b>	Raluca Clipa
<b>Email of the professor</b>	riclipa@gmail.com, raluca.clipa@uaic.ro
<b>Office of the professor Consultation days/hours</b>	B383c
<b>Semester(s) in which the tutorial course is available</b>	½
<b>No. of ECTS credits</b>	5
<b>Level of study (bachelor/master/PhD)</b>	bachelor/master
<b>Short description/Contents</b>	Introduction in International business environment Political environment Economic environment Socio-cultural environment Technological environment Legal environment Nature environment Internationalisation of business Changes and challenges regarding international business environment
<b>Assessment/Evaluation</b>	1. Knowledge of the basic notions regarding the assessment of the international business environment – <b>oral evaluation</b> 2. Making and presenting a project about internationalisation process of a company in a foreign country 3. Making and presenting a project about business environment of a country
<b>Bibliography</b>	1. Brooks, I., Weatherstone, J., Wilkinson, G., The International Business Environment – Challenges and Changes, Pearson Prentice Hall, 2011 2. Cavusgil, S. T., Knight, G., Riesenberger, J., International business. The New Realities, Student Value Edition, 4th Edition, Pearson Prentice Hal, New Jersey, 2017



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<b>Observations</b>	