

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	BUCHAREST BUSINESS SCHOOL
1.3. Department	ECONOMIC DEVELOPMENT OF THE COMPANY
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Cycle of studies	MASTER STUDIES
1.6. Education type	FULL-TIME / PART-TIME
1.7. Study programme	INDE Romanian-French MBA
1.8. Language of study	English
1.9. Academic year	2016-2017

## 2. Information on the discipline

2.1. Name	<b>Expand your horizon 3</b>								
2.2. Code									
2.3. Year of study	2	2.4. Semester	1	2.5. Type of assessment	Verif	2.6. Status of the discipline	O	2.7. Number of ECTS credits	5
2.8. Leaders	C(C)								
	S(S)								

## 3. Estimated Total Time

3.1. Number of weeks	14,00		
3.2. Number of hours per week	3,00	of which	
		C(C)	2,00
		S(S)	1,00
3.3. Total hours from curriculum	42,00	of which	
		C(C)	28,00
		S(S)	14,00
3.4. Total hours of study per semester (ECTS*25)	125,00		
3.5. Total hours of individual study	83,00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	10,00		
Additional documentation in the library, on specialized online platforms and in the field	20,00		
Preparation of seminars, labs, assignments, portfolios and essays	20,00		
Tutorials	10,00		
Examinations	3,00		
Other activities	20,00		

## 4. Prerequisites

4.1. of curriculum	NA
4.2. of competences	Open mindedness

## 5. Conditions

for the C(C)	Classrooms disposing of multimedia equipment and internet access
for the S(S)	Classrooms disposing of multimedia equipment and internet access

## 6. Acquired specific competences

PROFESSIONAL	C5	The analysis and evaluation of the business status, the estimation of perspectives, the identification of strengths and weaknesses, of business potential and of possible ways of action
PROFESSIONAL	C7	The analysis and evaluation of the business environment, the estimation of tendencies, identification of threats and business opportunities, forecasting the business environment evolution on short and long term
TRANSVERSE	T3	The analysis and evaluation of the business environment, the estimation of tendencies, identification of threats and business opportunities, forecasting the business environment evolution on short and long term

## 7. Objectives of the discipline

7.1. General objective	Understand and anticipate the major stakes of the business environment, improve curiosity, critical thinking and intellectual autonomy are among the objectives of MBA Program.
7.2. Specific objectives	To expand your horizons and knowledge of other sectors as well as to the “unknown to you” areas about corporate governance, green business, and corporate social responsibility.

## 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Specific conferences program regularly organised by MBA Program Manager, delivered by special guests and the most famous professors of ASE.	Power Point Presentation	Mandatory participation to the conferences
2	Specific live conferences program regularly posted by External Relations Manager and published on the CNAM or IIM websites. Students may go to www.cnam.fr, Culture section, and then Media subsection to select and watch the conferences according to their interests.	Video conferences	Chose minimum one conference in order to write a report on the debated subject.
3	Students may go to “Expand your horizons” Module and read the special reports written specially for them.	Read Business Journals	Selected the best report in order to be publish in the Journal of Business Ideas

### ***Bibliography***

- Articles from Business journals (The Economist, Financial Times, Wall Street Journal etc)

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Debates about corporate governance	Debates	Active participation on the debates
2	Debates about green business	Debates	Active participation on the debates
3	Debates about corporate social responsibility	Debates	Active participation on the debates
4	How to write a very good reports about corporate social responsibility	Executive report realized in pair	Writing a good report

## **Bibliography**

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### **9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme**

The content is identical with the curricula of the MBA program delivered by the partner university (CNAM) and consistent with the curricula of major MBA programs from all over the world.

In order to better adapt the content to labour market requirements, were deployed meetings with business representatives, business analysts and practitioners from the field, former students from both Romania and France.

### **10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Participation at the specific conferences program	Active participation	0,40
10.2. S(S)	Participation at the seminar debates subjects	Class participation	0,20
10.5. Final assessment	Writing a very good report	Final examination	0,40
10.6. Modality of grading	Whole notes 1-10		
10.7. Minimum standard of performance	Students must to participate to the conferences organised specially for them and to write a good report about a specific subject		





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