

DISCIPLINE RECORD
Academic year 2025/2026**1. Information about the program**

University	Constanta Maritime University
Faculty	Navigation and Maritime Transport
Department	Management in Transport
Domain of study	Engineering and Management
Academic level	Master
Study programme/ qualification	Business Administration in Transport

2. Information about discipline

Course title	Business Environment and International Trade				
Lecture tenured	Assoc. Prof. Ghiorghe BĂTRÎNCA PhD				
Application tenured	Senior Lecturer Grațîela BRÂNZĂ, PhD				
Year of study	V	Semester	I	Type of examination	V
Conditions of discipline	Course category: DF – Fundamental subjects, DS – Specialization subjects, DC – Complementary subjects				DS
	Course type: DOB – compulsory subjects; DOP – elective subjects; DFA – optional subjects				DOB

3. The total time estimated

I a) Number of hours per week	3	Course	2	Seminar	1	Laboratory		Project	
I b) Total hours per semester from the curriculum	42	Course	28	Seminar	14	Laboratory		Project	

II Time distribution for the semester:	ore
II a) Study after manual, course support, bibliography and notes	40
II b) Additional documentation in library, specialized electronic platforms	23
II c) Training seminars / labs, homework, essays, portfolios and essays	20
III Tutorial	
IV Examinations	2
V Other activities:	

Total hours of individual study II (a+b+c)	83
Total hours per semester (Ib+II+III+IV+V)	127
Number of credits	5

4. Prerequisites (if necessary)

Curriculum	• N/A
Expected learning outcomes	•

5. Conditions (if necessary)

Progress of the course	• N/A	
Progress of application	Seminar	•
	Laboratory	•
	Project	•

6. Objectives of discipline (based on the grid of specific skills acquired – no7)

The overall objective of discipline	• Equip the students with tools techniques to understand and develop a international trade business in
The specific objectives of discipline	<ul style="list-style-type: none"> • Identify the central themes inherent in the study of the business environment • Recognize the interactions taking place between an organisation and its environment • Distinguish between international and global contexts • Demonstrate the range and complexity of the influences on organisational activity

- Identify the best markets and techniques for importing and exporting products or services

7. Expected learning outcomes:

No.	Knowledge	Skills	Responsibility and autonomy
1	The student understands techniques for financial risk assessment.	The student analyzes internal organizational processes.	The graduate independently proposes risk mitigation strategies.
2	The student is aware of trends and innovations in the transport sector.	The student conducts qualitative and quantitative market research.	The graduate leads initiatives to improve the quality of transport services.
3	The student analyzes external factors impacting the business environment.	The student performs SWOT and PESTEL analyses.	The graduate recommends innovations in current business practices.
4	The student is knowledgeable about ethical principles in engineering management.	The student communicates technical information clearly to diverse audiences.	The graduate promotes ethical and social responsibility in professional practice.

8. Competences covered by the discipline, according to the diploma supplement

Professional competences	<ul style="list-style-type: none"> • Analyzes external factors affecting companies • Negotiates with stakeholders • Adapts to changing situations • Ensures continuous training for audits • Manage contracts • Plans transport operations
Transversal competences	<ul style="list-style-type: none"> • Create risk reports • Seek innovation in current practices

9. Contents

Course	Nr. hours	Teaching methods	Obs.
The nature of the environment, both external and internal, in which the organisation exists	2	Lecture, power point presentation, case studies	
Application of PESTLE and SWOT to organisational environment on business activities.	2	Lecture, power point presentation, case studies	
Analysing the Immediate Competitive Environment	4	Lecture, power point presentation, case studies	
Analysing the Wider Competitive Environment	4	Lecture, power point presentation, case studies	
How do Political and Social Institutions impact National Economic Development?	2	Lecture, power point presentation, case studies	
GDP, Inflation and Unemployment; Growth and Gaps: Reviewing the Basic Relationships.	2	Lecture, power point presentation, case studies	
Current Accounts and Currencies: International Economics Relationships	2	Lecture, power point presentation, case studies	
Exchange Rates and The Balance of payments	2	Lecture, power point presentation, case studies	
Financing International Trade Transactions	4	Lecture, power point presentation, case studies	
The Role of Transport in International Trade	4	Lecture, power point presentation, case studies	
Bibliography			
<ul style="list-style-type: none"> • Thompson, J. and Martin, F. (2010). Strategic Management: Awareness & Change. 6th ed. Cengage Learning EMEA, p. 86-88, 816 • Rothaermel, F. T. (2012). Strategic Management: Concepts and Cases. McGraw-Hill/Irwin, p. 56-61 • David, F.R. (2009). Strategic Management: Concepts and Cases. 12th ed. FT Prentice Hall, p. 104-114 • Johnson, G, Scholes, K. Whittington, R. (2008). Exploring Corporate Strategy. 8th ed. FT Prentice Hall, p. 55-57 • Wikipedia (2013). PEST analysis. Available at: http://en.wikipedia.org/wiki/PEST_analysis • <u>Business and Competitive Analysis: Effective Application of New and Classic Methods</u> Craig S. Fleisher and Babette E. Bensoussan. 			

- The Secret Language of Competitive Intelligence: How to see through & stay ahead of business disruptions, distortions, rumors & smoke screens Leonard M. Fuld

Selective bibliography

- Thompson, J. and Martin, F. (2010). Strategic Management: Awareness & Change. 6th ed. Cengage Learning EMEA, p. 86-88, 816
- Rothaermel, F. T. (2012). Strategic Management: Concepts and Cases. McGraw-Hill/Irwin, p. 56-61
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- Johnson, G, Scholes, K. Whittington, R. (2008). Exploring Corporate Strategy. 8th ed. FT Prentice Hall, p. 55-57
- Wikipedia (2013). PEST analysis. Available at: http://en.wikipedia.org/wiki/PEST_analysis
- Course notes 2025 available on the platform campus.cmu-edu.eu

Application (Seminar / laboratory / project)	Nr. hours	Teaching methods	Obs.
The nature of the environment, both external and internal, in which the organisation exists	1	Open Dialogue, case studies	
Application of PESTLE and SWOT to organisational environment on business activities.	1	Open Dialogue, case studies	
Analysing the Immediate Competitive Environment	2	Open Dialogue, case studies	
Analysing the Wider Competitive Environment	2	Open Dialogue, case studies	
How do Political and Social Institutions impact National Economic Development?	1	Open Dialogue, case studies	
GDP, Inflation and Unemployment; Growth and Gaps: Reviewing the Basic Relationships.	1	Open Dialogue, case studies	
Current Accounts and Currencies: International Economics Relationship	1	Open Dialogue, case studies	
Exchange Rates and The Balance of payments	1	Open Dialogue, case studies	
Financing International Trade Transactions	2	Open Dialogue, case studies	
The Role of Transport in International Trade	2	Open Dialogue, case studies	

Bibliography

- Thompson, J. and Martin, F. (2010). Strategic Management: Awareness & Change. 6th ed. Cengage Learning EMEA, p. 86-88, 816
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- Johnson, G, Scholes, K. Whittington, R. (2008). Exploring Corporate Strategy. 8th ed. FT Prentice Hall, p. 55-57
- Wikipedia (2013). PEST analysis. Available at: http://en.wikipedia.org/wiki/PEST_analysis
- Seminar notes 2025, available on the platform campus.cmu-edu.eu

Additional Notes

- Students may take photographs or make audio-video recordings in classrooms where teaching activities are conducted **only with the consent of the instructor** and **under the conditions established by the instructor**.
- Upon entering the classroom, students are kindly requested to **switch their mobile phones to silent mode** and **refrain from using them during classes**.
- All materials received by students, either directly or through postings on the platform campus.cmu-edu.eu, are subject to **national and international copyright legislation**. These materials may be used by students **solely for educational purposes**. Any other use or posting on publicly accessible websites without the consent of the copyright holder may be punished in accordance with **Law no. 8/1996 on copyright and related rights** and the **Berne Convention**.

10. The corroboration of contents of discipline with expectations epistemic community representatives, professional associations and representative employers in the corresponding program

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11. Examination

Type of activity	Examination Criteria	Methods of examination	Percentage of final grade
Course	For the pass mark of 5, all subjects must treated to the minimum standards. Higher marks are related to student's individual or team performance .	Written exam with multiple choice and essay questions	60%
Seminar	For the pass mark of 5, all subjects must treated to the minimum standards. Higher marks are related to student's individual or team performance .	Case studies and research papers presented in the class	20%
Laboratory			
Project			

Grading Requirements

Minimum score required: **50 points: 50-54->nota 5; 55-64-> nota 6; 65-74-> nota 7; 75-84-> nota 8; 85-94-> nota 9; 95-100-> nota 10**

Additional Notes

- A **midterm exam** may be organized during the semester.
- If a student participates in **conferences** (student, local, national, or international) or **competitions** (national or international) related to the subject of this course, they may receive **additional points or equivalence for certain assignments, papers, and/or attendance**, depending on the results obtained.
- During written examinations, students are **not allowed to use mobile phones or any other electronic devices, except for simple scientific calculators**.

Minimum performance standards

The graduate should be able to understand the competitive environment that influence their business and they should be able to deal with partners from around the world.

Date of completion	Signature of lecture tenured	Signature of application tenured
25.09.2025	Assoc. Prof. Ghiorghe BĂTRÎNCA PhD	Senior Lecturer GrațIELA BRĂNZĂ, PhD

Date of approval in the department	Signature of Director of Department
26.09.2025	Lector univ.dr. Ana-Cornelia Olteanu

Date of approval in the faculty council	Signature of Dean
29.09.2025	Conf.univ.dr.ing. Nicoleta Acomi