

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	P
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	1	Course		Seminar		Laboratory		Project	1
I b) Total hours per semester from the curriculum	14	Course		Seminar		Laboratory		Project	14

II Time distribution for the semester:	ore
II a) Study after manual, course support, bibliography and notes	30
II b) Additional documentation in library, specialized electronic platforms	26
II c) Training seminars / labs, homework, essays, portfolios and essays	30
III Tutorial	
IV Examinations	2
V Other activities:	

Total hours of individual study II (a+b+c)	86
Total hours per semester (Ib+II+III+IV+V)	102
Number of credits	4

4. Prerequisites (if necessary)

Curriculum	• Marketing, Strategic Management, Business Development, Finance, Trade
Expected learning outcomes	• Business Environment and International Trade project typically aims to equip master students with a comprehensive understanding of both the domestic and international business environment, enabling them to navigate and succeed in the complex global market landscape and also, to develop practical skills in international trade operations.

5. Conditions (if necessary)

Progress of the course	•	
Progress of application	Seminar	•
	Laboratory	•
	Project	• Classroom equipped with video projector and projection screen

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

The overall objective of discipline	• The overall objective of Business Environment and International Trade is to understand the fundamentals of business environment, to comprehend the principles of international trade, to develop
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	practical skills in international trade operations and to foster an ethical and sustainable business perspective.
The specific objectives of discipline	<ul style="list-style-type: none"> • Explain key components of the business environment including economic, legal, political, social, and technological factors that affect businesses locally and internationally. • Analyze the impact of digital transformation and innovation in shaping modern business strategies and operations. • Describe the theories and concepts underlying international trade, including comparative advantage, trade barriers, and trade policies. • Understand the mechanisms and functions of foreign exchange markets and factors influencing currency values. • Assess the role of global economic factors like globalization, international economic organizations, trade agreements, and economic integration on business activities across borders. • Develop strategic responses to challenges and opportunities arising from the business environment and international trade. • Demonstrate knowledge of documentation, financing, and logistics involved in international trade transactions. • Assess the importance of business ethics and sustainability in international trade contexts. • Recognize the social and environmental impacts of business decisions in a globalized economy.

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 masters ICT solutions applicable to business problems.	The student advises on strategic business decisions based on data analysis.	The graduate assumes responsibility for implementing ICT innovations.
4	The student comprehends organizational behavior and needs analysis.	The student builds and maintains effective business relationships.	The graduate identifies and reports previously undetected organizational needs.
5	The student knows the principles of financial performance evaluation.	The student accurately interprets complex financial statements.	The graduate manages financial risk with autonomy.
6	The student analyzes external factors impacting the business environment.	The student performs SWOT and PESTEL analyses.	The graduate recommends innovations in current business practices.
7	The student understands quality assurance standards in transport services.	The student ensures compliance with quality and safety metrics.	The graduate is responsible for continuous service quality improvement.
8	The student has knowledge of project management methodologies.	The student applies modern economic and decision-making techniques.	The graduate initiates and manages projects with minimal supervision.
9	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.
10	The student masters techniques for data acquisition and processing.	The student evaluates business performance through financial indicators.	The graduate takes responsibility for continuous professional development.

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

Professional competences	<ul style="list-style-type: none"> • Provides advice on efficiency improvements • Analyzes external factors affecting companies • Negotiates with stakeholders • Adapts to changing situations • Exercises results-oriented leadership towards colleagues • Assesses financial viability • Ensure project management
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	<ul style="list-style-type: none"> • Performs quality control • Ensures continuous training for audits • Focuses on innovation in current practices • Manage contracts • Plans transport operations • Port operations manager
Transversal competences	<ul style="list-style-type: none"> • Create risk reports • Seek innovation in current practices • Propose ICT solutions to business problems

9.Content

Application (Project)	Nr. hours	Teaching methods	Obs.
• Literature Review for project theme	3 h	Interactive discussions	
• Data Collection / Case research	3 h	Interactive discussions	
• Analysis (Quantitative/Qualitative)	5 h	Interactive discussions	
• Results and Recommendations	2 h	Interactive discussions	
• Presentation	1 h	Power Point presentation	
Bibliography			
<ul style="list-style-type: none"> • Anne, Krueger, International Trade, Oxford University Press Inc, 2020 • David, F.R., Strategic Management: Concepts and Cases. 12th edition, FT Prentice Hall, 2009 • Ed, Thompson, Ian, Worthington, Chris, Britton, The Business Environment. A global perspective, 9th edition, Pearson Education Limited, 2023 • Ian, Worthington, Chris, Britton, The Business Environment, 5th edition, Pearson Education Limited, 2006 • Johnson, G, Scholes, K. Whittington, R., Exploring Corporate Strategy, 8th edition, FT Prentice Hall, 2008 • Rothaermel, F. T., Strategic Management: Concepts and Cases, McGraw-Hill/Irwin, 2012 • Thompson, J. and Martin, F., Strategic Management: Awareness & Change, 6th edition, Cengage Learning EMEA, 2010 			
Selective bibliography			
<ul style="list-style-type: none"> • Anne, Krueger, International Trade, Oxford University Press Inc, 2020 • Ed, Thompson, Ian, Worthington, Chris, Britton, The Business Environment. A global perspective, 9th edition, Pearson Education Limited, 2023 • Ian, Worthington, Chris, Britton, The Business Environment, 5th edition, Pearson Education Limited, 2006 • Notes 2025 available on the platform campus.cmu-edu.eu 			
Additional Notes			
<ul style="list-style-type: none"> • 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 <i>campus.cmu-edu.eu</i>, 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

The content of the discipline is adapted to the requirements imposed by the labour market, being agreed by social partners, professional associations and employers in the field of the master's program. The formative contents of the discipline is established in order to satisfy the expectations of the employers in the field and to coordinate with other similar programs within other higher education institutions at national and international level.

11. Examination

Type of activity	Examination Criteria	Methods of examination	Percentage of final grade
Course			
Seminar			

Laboratory			
Project	To pass the exam with minimum score required, the master student has to accomplish minimum standards for all project's stages. Higher scores are related to student's individual performance.	The presentation of the project in the class	100%
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			
<ul style="list-style-type: none"> • 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 master student should be able to present and to explain the main parts of the project.			

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