

**Romanian-American University**

**School of European Economic Studies**

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*Study Guide*

*Master in International Economic Relations and Diplomacy*

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**Bucharest**

**2017**

# Romanian-American University

## School of European Economic Studies

### **Master in International Economic Relations and Diplomacy**

**Domain: Economics and International Business**

2 years, full time

Taught in ENGLISH

A Master course is an academically rigorous program during which you explore your subject in depth, reaching a high level of specialized knowledge. You draw on knowledge and skills from your undergraduate study or your professional life to produce work of a high academic standard, informed by current thinking and debate.

A postgraduate qualification is a major achievement and greatly valued by employers. Recent surveys show that higher degree graduates are more likely to obtain jobs at professional or managerial level and less likely to be unemployed. Job prospects are plentiful. The master program aims at delivering graduates who are ready for professional life. The unique combination of an all-around training, in-depth courses, a high academic level, input from practitioners and professional experience, maximizes the chance to find a job and professionally excel.

**The Master in International Economic Relations and Diplomacy** is intended for persons who wish to develop their international competences and know-how in international relations and economic diplomacy. It's a versatile master program that deals with the various aspects of international economic and political organizations, correlated with the business environment.

If you wish to become a true specialist in economic diplomacy, if you are ambitious in taking up policy assignments, or if you want to secure your professional chances by establishing the link with international business, this master program will maximize your professional success.

The primary task undertaken by the **Master in International Economic Relations and Diplomacy** is to prepare students to meet the challenges offered by their employment in organizations that are compelled to carry out activities in a business environment which is increasingly internationalized, technological and competitive. The master program aims to address the curriculum not only in theoretical terms, but more importantly to create multiple connections between practice and research. Applied business simulations, scenarios and case studies are to be used, as well as internship programs.

For the evaluation of the students, the School of European Economic Studies applies the methodology of the Romanian-American University, included in the regulations on the professional activity of students and it relies on two criteria: **attendance** and **performance**.

Each academic year is divided into 2 semesters. The curriculum provides minimum 60 transferable study credit points (ECTS), 30 ECTS per semester. There is a total of four semesters in two years. A semester typically has 14 weeks. The 4th semester has 11 weeks + 3 weeks allocated for internship and completion of the dissertation project. The curriculum includes compulsory subjects and elective subjects

(starting with the first year of study, 2nd semester). Elective subjects are grouped together in tracks providing the students with additional training, according to the selection made in the first year.

The **Master in International Economic Relations and Diplomacy** includes the following **compulsory subjects**:

- ✚ Europe as Economic System
- ✚ Dynamics of Regional Cooperation and Diplomacy
- ✚ International Law
- ✚ Geoeconomics, Influence and Power
- ✚ International Strategic Marketing
- ✚ International Business Negotiation
- ✚ International Economic Organizations
- ✚ Economic and Political Diplomacy
- ✚ Public Relations and Communication Management
- ✚ Cross-Cultural Management
- ✚ International etiquette and protocol
- ✚ International Business Ethics and Leadership
- ✚ Diplomatic and Consular Law
- ✚ Nation Branding and Cultural Diplomacy
- ✚ Specialized internship
- ✚ Preparation of Master Thesis
- ✚ Research project
- ✚ Classical Rhetoric: Means of Persuasion

The **Master in International Economic Relations and Diplomacy** includes the following **elective subjects**:

- ✚ Internationalization of SMEs
- ✚ Digital Marketing Management
- ✚ Global Strategic Management
- ✚ Integrated Marketing Communication
- ✚ Project management
- ✚ Measuring Marketing Effectiveness

# CURRICULUM

## 1<sup>st</sup> year, 1<sup>st</sup> semester

### Setting the international economic and institutional background

#### Compulsory subjects

##### 1. Europe as Economic System (6 ECTS, 3 hours/week)

*Specific objectives of the course:*

- Understanding the fundamentals of the economic integration theory;
- Improve the ability to analyze European economic policy issues in a coherent and rigorous way;
- Understanding the particularities of the European economic integration process and its political and economic consequences at European, national and global level;
- Gain the knowledge and understanding of the contemporary political-economic realities in Europe.

##### 2. Dynamics of Regional Cooperation and Diplomacy (6 ECTS, 3 hours/week)

*Specific objectives of the course:*

- Understand the political and economic concepts of regionalism, particularly from the perspective of using diplomacy and economic cooperation and integration to deal with traditionally complex regional structures of international relations;
- Understand the dynamics of the growing trend towards regionalism in a comparative perspective, analyzing regional groupings in Europe, East Asia, North America, Latin America, Asia and Africa.

##### 3. International Law (6 ECTS, 3 hours/week)

*Specific objectives of the course:*

- Understand the main concepts and principles of public international law with specific emphasis on their practical impact on the conduct of international affairs.

##### 4. Geoeconomics, Influence and Power (6 ECTS, 3 hours/week)

*Specific objectives of the course:*

- Developing abilities for working in international relations;
- Knowing the consequences of political decisions on social-economic environment;
- Emphasizing the role of values, institutions and geography on economic agents' behavior as producers and consumers;
- Creating abilities for solving practical applications specific for Geoeconomics.

##### 5. International Strategic Marketing (6 ECTS, 3 hours/week)

*Specific objectives of the course:*

- Understanding the importance and complexity of the segmentation, targeting and positioning concepts and techniques with the sole purpose of rendering a more competitive company;
- Gathering marketing knowledge and mastering the tremendous array of strategies suitable for B2B and B2C markets.

## 1<sup>st</sup> year, 2<sup>nd</sup> semester

### Understanding culture and communication differences

#### Compulsory subjects

##### 1. International Business Negotiation (6 ECTS, 3 hours/week)

*Specific objectives of the course:*

- Awareness of the importance of the preparation and organization of international business negotiations, especially through seminar classes that have a strong applied nature;
- Setting and checking of notions regarding strategies, techniques and tactics of negotiation;
- Highlighting the importance of intercultural negotiation in international business;
- Creating and fostering practical skills by reconstructing situations akin to the real, students having the opportunity to put into practice, by simulation, the preparation and planning of business negotiations (the drafting of commercial letters, notions of etiquette and business protocol, drafting specific documents - negotiation mandate, contract draft, negotiation files, negotiation plan and variants, agenda, etc.).

##### 2. International Economic Organizations (6 ECTS, 3 hours/week)

*Specific objectives of the course:*

- Understand the concepts of economic growth and development within the context of globalization and the current issues manifesting in the world economy;
- Understand the necessity, role, results and limits of the main of international organizations with economic profile;
- Gain knowledge about the specifics and functioning mechanisms of the main of international organizations with economic profile.

##### 3. Economic and Political Diplomacy (6 ECTS, 4 hours/week)

*Specific objectives of the course:*

- To gain an in-depth understanding of the evolving nature of economic diplomacy and what it means for states and non-state actors today;
- To be familiar with various key issues in today's global economic affairs and be able to analyze opportunities and constraints faced by developed and developing countries, as well as multilateral institutions.

##### 4. Public Relations and Communication Management (6 ECTS, 3 hours/week)

*Specific objectives of the course:*

- Presentation and explanation of basic concepts, theories, models, methods and specific communication sciences phenomena and public relations;
- To familiarize students with issues of interpersonal communication process, its role for social and personal experience;
- Examining the process of interpersonal communication in terms of its role and functions of organizations.

## Elective Subjects

### 1. Internationalization of SME's (6 ECTS, 3 hours/week)

*Specific objectives of the course:*

- Develop the students' capacity to elaborate business and strategic plans in accordance with the challenges and requirements of foreign markets;
- To be able to conduct an internationalization analysis and an analysis of a foreign business culture;
- Elaborate some internationalization strategies in accordance with companies' organizational structure and dimensions;
- Gain a critical understanding of contemporary internationalization methods and conceptual frameworks, and learn how to apply these into their professional life;
- Network with a diverse range of professionals through collaborative learning and classroom debate.

### 2. Digital Marketing Management (6 ECTS, 3 hours/week)

*Specific objectives of the course:*

- Design a real time digital marketing program for a brand, in order to develop an understanding of how real-world organizations can address the opportunities and challenges of digital media;
- Use and optimize basic digital media tools adapted to tourism industry;
- Learn how to use and optimize basic digital/social media tools alongside traditional marketing efforts;
- Explain the impact of social media on social communities;
- Use social media to engage the targeted stakeholders in organization message and product;
- Propose the monitoring and evaluation of digital marketing tools performance.

**2<sup>nd</sup> year, 1<sup>st</sup> semester**

**Diplomatic and business approach**

## Compulsory subjects

### 1. Cross-Cultural Management (6 ECTS, 3 hours/week)

*Specific objectives of the course:*

- Develop students' capacity to elaborate business and strategic plans in accordance with the challenges and requirements of foreign markets;
- Develop contacts and business network worldwide and initiate cross-border cooperation;
- Develop students' capacity to explain and analyze the impact of national culture on organizational cultures.

### 2. International etiquette and protocol (6 ECTS, 3 hours/week)

*Specific objectives of the course:*

- Gain knowledge of the organization and functioning of diplomatic ceremonial and etiquette as well as the historical evolution in this field;

- The student has in-depth knowledge of diplomatic protocol from a legal, customary and cultural perspective;
- The student knows the international environment of this type of professional activity and understands high substantive, formal and personal standards required for the job of a diplomat as well as legal, organizational and customary rules guiding diplomatic service.

### **3. International Business Ethics and Leadership (6 ECTS, 3 hours/week)**

*Specific objectives of the course:*

- Learn how leadership traits and theory effect business organizations within a global context;
- Compare and contrast traits of leaders with students own teleology and inspiration;
- Understand alternative approaches to leadership and their implications for ethical decision making;
- Understand the interrelationships between legal issues and compliance environments, business ethics, corporate social responsibility and managerial integrity;
- Gain a deeper sense of how these interrelationships operate as systems to create opportunities for businesses to build long-term stewardship of financial, societal, and ethical decision making into their domestic/regional/global strategies and national/multinational operations.

### **4. Diplomatic and Consular Law (6 ECTS, 3 hours/week)**

*Specific objectives of the course:*

- To provide profound knowledge in the field of the Diplomatic and Consular Law as one of the legal sub-disciplines of public international law;
- To develop the ability to resolve the concrete practical issues by analyzing the relevant treaty provisions and case-law of the International Court of Justice and other international judicial bodies and tribunals.

## **Elective Subjects**

### **1. Global Strategic Management (6 ECTS, 3 hours/week)**

*Specific objectives of the course:*

- Understanding the role of strategic management in entrepreneurial activities;
- Knowledge, understanding and use of specific models and methods of strategic management;
- Creating and developing the capacity to base, develop, implement and control management strategies in specific organizational contexts;
- Formation of strategic thinking and strategic approach to capacity development phenomena evaluated, and developing specific skills and creativity necessary for effective operationalization of strategic management in organizations from different sectors, in a dynamic global environment.

### **2. Integrated Marketing Communication (6 ECTS, 3 hours/week)**

*Specific objectives of the course:*

- Understanding features of the Integrated Marketing Communication process
- Identifying ways in configuring an optimum mix of communication techniques, instruments and channels for a successful plan;

- Comprehending ways in which a unique message could be disseminated through the entire group of available communication techniques for the purpose of building a coherent Integrated Communication plan;
- Understanding ways by which mutual relations with various stakeholders can be built (colleagues/employees; suppliers; intermediaries, shareholders, mass-media) with the help of Integrated Communication tools.

## 2<sup>nd</sup> year, 2<sup>nd</sup> semester

### Completion of the program

#### Compulsory subjects

##### 1. Nation Branding and Cultural Diplomacy (6 ECTS, 4 hours/week)

*Specific objectives of the course:*

- Engaging with the key issues in nation branding and cultural diplomacy past, present, and future;
- Analyzing the policies, institutions, achievements and limits of nation branding and cultural diplomacy;
- Designing real world nation branding and cultural diplomacy events.

##### 2. Specialized internship (3 ECTS, 90 hours/3 weeks)

*Specific objectives of the course:*

- Gaining knowledge about the economic entities in which the future graduates will be able to operate;
- Making some choices on the field in which the future graduates will work as economists;
- Fixing, identifying and deepen the knowledge gained in courses and seminars;
- Developing professional skills, deepen economic analysis, preparation of databases, development of studies;
- Shaping the decision on choosing the theme of bachelor thesis;
- Possible selection of the students from the company or institution management where students perform their internship.

##### 3. Dissertation Paper Project Preparation (5 ECTS, 60 hours/2 weeks)

*Specific objectives of the course:*

- Gaining knowledge about concepts related with international relations and diplomacy;
- Understanding theoretical and applied concepts of international business and diplomacy;
- Understanding the concepts of global operations and management;
- Understanding the challenges of international business environment for companies and public institutions;
- Gaining knowledge about mechanics of international markets and businesses;
- Understanding the nature of scientific knowledge;
- Knowing basics about research ethics and research materials;
- Knowing how to use scientific research methods;



- Knowing how to use RAU library resources.

#### **4. Specialized scientific research (5 ECTS, 2 hours/week)**

*Specific objectives of the course:*

- Understand different scientific research designs and methods;
- Learn how to set up a research study;
- Understand correct ways to refer to and cite from scientific literature;
- Critically assess different research designs;
- Analyze, set as contrast, compare and review scientific literature;
- Discuss own view in relation to the published research.

#### **5. Classical Rhetoric: Means of Persuasion (6 ECTS, 3 hours/week)**

*Specific objectives of the course:*

- This course is an introduction to the history, theory, practice, and implications of rhetoric, the art and craft of persuasion through:
  - Analyzing persuasive texts and speeches
  - Creating persuasive texts and speeches

### **Elective Subjects**

#### **1. Project management (5 ECTS, 4 hours/week)**

*Specific objectives of the course:*

- Presentation of a systemic vision of knowledge management project;
- Understanding the role of project management in entrepreneurial activities;
- Creation and development of managerial skills and logical managerial behaviors, needed for the training and development of competitive SMEs, in the context of knowledge economy.

#### **2. Measuring Marketing Effectiveness (5 ECTS, 3 hours/week)**

*Specific objectives of the course:*

- Comprehending marketing measurement methods
- Understanding the main moments when marketing effectiveness should be assessed