

# INTERNATIONAL

2024/2025

# BUSINESS AND ECONOMICS



THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES





# OBJECTIVES OF THE UNDERGRADUATE PROGRAM

## INTERNATIONAL BUSINESS AND ECONOMICS

- **Development of economic skills**
  - Providing students with sound economic knowledge, focusing on the international aspects of the economy and business.
- **Training of experts in the field of international business**
  - Training professionals able to function effectively in the global business environment.
- **Integration of theoretical knowledge with practical experience**
  - Providing internships and practical experience in international companies to ensure the application of theoretical knowledge in a real context.
- **Promoting innovation and critical and creative thinking**
  - Encouraging students to develop innovative solutions and critically analyze global economic issues.

**AN INVESTMENT IN KNOWLEDGE PAYS THE BEST INTEREST.**

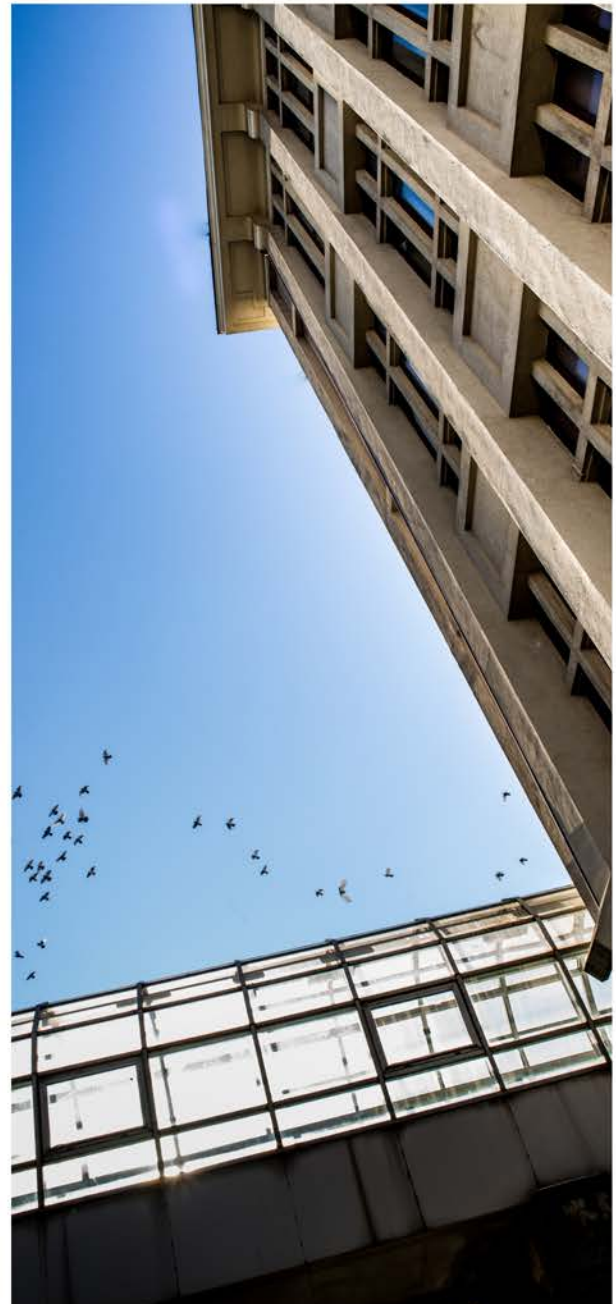
-BENJAMIN FRANKLIN

# INTERNATIONAL BUSINESS AND ECONOMICS

The goal of the EAI-EN program is **to equip students with the necessary skills to successfully integrate into the labor market and excel in the complex and dynamic environment of international business.**

Our graduates have skills that allow them to:

- understand and analyze global economic trends in accordance with the evolution of new information technologies,
- apply economic knowledge in making strategic decisions in international business,
- communicate effectively in a varied multicultural environment and collaborate with partners from various countries and cultures.



# CAREER OPPORTUNITIES

A graduate of the International Business and Economics program can explore a variety of careers in a wide range of professional fields, including:

- International business consultant
- Specialist in international business
- Expert in international trade
- Export/import manager
- Logistics and Supply Chain Specialist
- International Marketing Director
- Financial analyst
- Economic analyst
- International Project Manager
- Specialist in economic development
- Specialist in economic diplomacy.

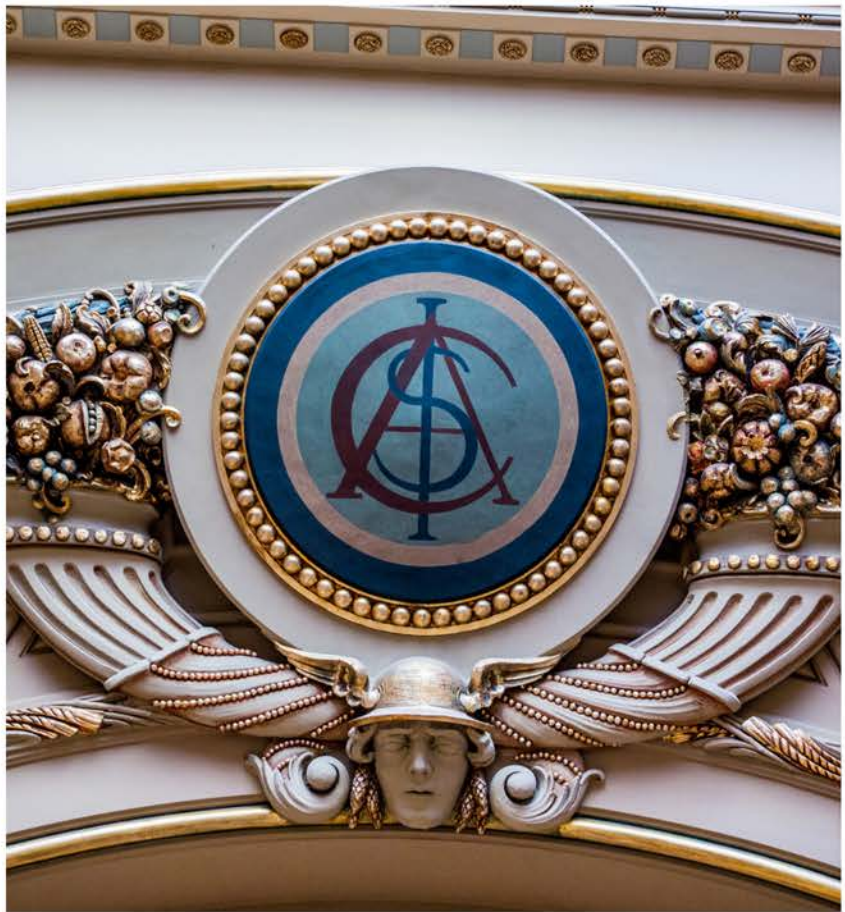
These opportunities allow our alumni to work in a dynamic and multicultural environment, contributing to the success and expansion of organizations globally.

The EAI-EN graduate may successfully participate in:

- international organizations
- multinational companies
- Start-ups
- diplomacy.



# WHY CHOOSE EAI-EN?



## REPUTATION AND QUALITY

The REI (International Business and Economics) Faculty is renowned for its academic excellence-oriented programs supported by both dedicated professors with extensive experience in modern university education, as well as business and diplomatic guests.

## A STRONG ALUMNI COMMUNITY

REI graduates become an integral part of an extensive network of alumni working in various fields of economics and international business.

## MODERN CURRICULA, FIT TO THE NEEDS OF THE GLOBAL BUSINESS ENVIRONMENT

Our courses are designed and updated to meet the demands of the global business environment, preparing students for the challenges and opportunities of the ever-changing international economy.

## CULTURAL DIVERSITY

Our Faculty welcomes international students, coming from different cultural backgrounds. The EAI-EN program is oriented towards the development of intercultural communication skills, offering its students the modern ways of penetrating the global economic environment.

## GLOBAL OPPORTUNITIES

Our graduates have access to career opportunities in international organizations, multinational corporations and government institutions.

Moreover, our students can spend a semester or an academic year in foreign universities through the Erasmus program or benefit from the facilities of the same program to do an internship abroad.



# CURRICULUM

## YEAR 1 - THE BASES OF INTERNATIONAL BUSINESS AND ECONOMICS

- Micro and macroeconomics
- The international business environment
- Global economy
- International negotiation
- Management
- Maths
- Statistics
- Economic informatics
- Accounting
- Physical education and sport
- *Two foreign languages: English, French, German, etc.*

## YEAR 2 - DEVELOPING SKILLS AND COMPETENCIES

- International Trade
- Foreign trade techniques
- European Economic Integration
- Marketing
- Corporate finance
- Business law
- Trade policies
- International financial markets
- International insurance / International transport / Quantitative methods of analysis in international business
- International investments / Comparative economic policies
- *Two foreign languages: English, French, German, etc.*
- **Internship**



## YEAR 3 - SPECIALIZING IN INTERNATIONAL BUSINESS AND ECONOMICS

- International management
- Marketing in International Business
- Corporate finance / Payment and transaction financing techniques
- International Commodity Exchanges / International Capital Markets
- International transactions with services
- Globalization and Global Economic Governance / Entrepreneurship and International Business Development / Sustainable Development
- History of the World Economy
- Comparative Management / World Economic Geography / Ethics and Academic Integrity
- Public relations
- *Two foreign languages: English, French, German, etc.*

**Graduation Paper**



FACULTATEA DE RELATII ECONOMICE INTERNATIONALE



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**[WWW.REI.ASE.RO](http://WWW.REI.ASE.RO)**