



COURSE SYLLABUS

1. Information about the program

1.1 Higher Education Institution	Babeş-Bolyai University, Cluj-Napoca
1.2 Faculty	European Studies
1.3 Department	European Studies and Governance
1.4 Field of study	International Relations and European Studies
1.5 Study level	Master
1.6 Program of study/ Qualification	Cultural Diplomacy and International Relations

2. Information about the discipline

2.1 Module	Geo-economics and Geo-culture						
2.2 Course holder	Dr. Mircea Maniu, Associate Professor						
2.3 Seminar holder	Dr. Mircea Maniu, Associate Professor						
2.4 Year of study	2	2.5 Semester	4	2.6. Type of assessment ¹	E	2.7 Type of module ²	OB

3. Total estimated time (teaching hours per semester)

3.1 No. of hours per week	3	3.1 of which for course	2	3.3 of which for seminar	1
3.4 Total no. of hours in the curriculum	42	3.5 of which for course	28	3.6 of which for seminar	14
Time distribution:	conventional hours 7X25=175/14				Hours
Study by using handbook, reader, bibliography and course notes					4
Additional library/specialized online research, field research					2
Preparation of seminars/laboratories, homework, projects, portfolios and essays					3
Tutoring					1
Examinations					1
Other activities:					1
3.7 Total no. of hours for individual study					8
3.8 Total no. of hours per semester					175
3.9 No. of ETCS credit points					7

4. Prerequisites (where applicable)

4.1 of curriculum	•
4.2 of competencies	•

¹ E - exam, ME - multi-term examinations, C - colloquial examination/assessment test

² OB - core module, OP - elective module, F - extracurricular module

5. Conditions (where applicable)

5.1 For the development of the course	•
5.2 For the development of the seminar/laboratory	•

6. Specific skills acquired

Professional skills	<p>Knowledge competencies : This course allows students to grasp the delicate connection between culture, multilayered as it is and the economic life of a certain place. It allows them to understand the role of governance of various systems and institutions in order to get better performance and a superior standard of living. The course presents the most relevant benchmarks of contemporary world economy and how they succeeded to accomplish this level of development.</p> <p>Applicative competencies: It allows students to think, interpret, judge and eventually decide and act in the multi and interdisciplinary way the present international economic outlook requests. It should allow the creation of at least a basic level of managerial abilities concerning the approach of international business.</p> <p>Attitude competencies : This class is formatted as an interactive course. So students' professional competitiveness and abilities to tackle "out of the box" to improvise and successfully deal with in unexpected situations will be constantly under supervision and evaluation.</p>
Interdisciplinary skills	<p>This topic is grounded on both theoretical and empirical sources of knowledge. Such a dual perspective on economic life allows:</p> <ul style="list-style-type: none"> • Creating a proper level of understanding of both micro and macroeconomic issues related to geopolitics and geo-economics • Developing the student's abilities to "grasp" the cultural peculiarities of the global business environment and correlate various aspects of economic life <p>The overall teaching and educational approach focuses on the capacity of the students to understand and communicate between them and with the instructor. Also to tests their capacity to react to the best of their abilities at various economic scenarios.</p>

7. Course objectives (based on list of acquired skills)

7.1 General objective	<ul style="list-style-type: none"> • Students are supposed to be able to conceive professional economic evaluations, of economic and cultural consistence, under various constraints. Risk undertaking is musts of this approach. • Students are supposed to be able to aggregate their knowledge in a historical as well as a comparative framework of governance.
7.2 Specific objectives	Most topics of Geo-economics and geo-culture imply the development of some specific managerial market skills.

8. Contents

8.1 Course (interactive)	Teaching methods	Observations
Space and economy. From geopolitics to geo-economics.	All the classes begin with a 5 minutes assessment of the week's domestic and international political and cultural economic outlook. Students are kindly asked to browse in advance the topics of the following class in order to be able to interact with the teacher. Main points are presented at the beginning and then gradually developed. Class wrap-up consists in the review of the most important issues under scrutiny during that specific class. (Applicable to all classes)	
Space and culture. The realm of economic culture. Materialism and spirituality in the post-industrial world.		
Economic layering: local, regional, national, international, global		
Economic grounds for regionalization. EU pattern. Identities and cultures		
Economic grounds for regionalization. Romanian model. Country branding		
EU and the world. Europe since the industrial revolution sprawl to the present day dissemination of the supra-national model		
USA, NAFTA and the "American patterned" globalization process. Present day challenges facing USA		
The East Asian economic model in the cultural mirror		
China. The Chinese peculiar case on the world stage		
Russia and its geo-economic leverage instruments		
World level institutions and institutionalism. Global challenges		
Evolutions and revolutions. Cultural implications of the present day leap of technology		
Undertaking risks in the contemporary world economy. MNCs organizational culture		
Cultural impetus for the international facets of the Romanian economy		
8.2 Seminar		
Assessment of area knowledge		

European multiculturalism (1)		
European multiculturalism (2)		
Asia		
The Americas		
Globalization of culture		
Class evaluation		
Bibliography		
To be completed!		
Bluestone, Barry, Harrison, Bennet, Growing Prosperity, Houghton Mifflin, Boston, 2000		
Overbeek, Johannes, The Modern World Economy, UPA, New York, London, 1993		
Whitehead, Geoffrey, Economia, Editura Sedona, Timisoara, 1997		
Williamson, John, Milner, Chris, The world economy, Harvester Wheatsleaf, New York, 1991 (to be updated)		

The Economist, la adresa:[http://www.economist.com/];		
Harvard Business Review, la adresa: [http://hbr.org/search/economics/];		
Bloomberg BusinessWeek, la adresa:[http://www.businessweek.com/];		
Forbes, la adresa:[http://www.forbes.com/];		
Inc. Magazine:[http://www.inc.com/];		
Fortune Magazine:[http://money.cnn.com/magazines/fortune/];		

9. The correspondence between the content of the course and the expectations of the academic community, professional associations and representative employers in the field:

- None at this stage

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course		Examination (Written)	75%
		Class involvement	25%
10.6 Minimum standard of performance Grade 5 following written exam			
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Date
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Course holder signature
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Seminar holder signature
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Date of departmental approval
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Head of department signature
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