



Universitatea  
BABEȘ-BOLYAI



Facultatea de Științe Economice  
și Gestiunea Afacerilor

Department  
of Management

# MASTER IN ENTREPRENEURSHIP AND BUSINESS MANAGEMENT

MANAGEMENTUL DEZVOLTĂRII AFACERILOR  
(MASTERAT ÎN LIMBA ENGLEZĂ)

## Why should you choose Entrepreneurship and Business Management:

- it offers a valuable qualification for those aiming to become business leaders.
- it represents an opportunity to study in a vibrant and challenging professional environment, in the multicultural city of Cluj-Napoca.
- it is structured to provide essential core knowledge in all the functional areas of business, while developing the technical and interpersonal skills necessary for senior managers today.

## EBM's curriculum is designed to stimulate both managerial and entrepreneurial initiatives:

### COMPULSORY COURSES

1. Strategic Marketing
2. Accounting for managers
3. Change Management
4. Capital Investments
5. Intercultural Business Communication (english/french)
6. Business Strategy
7. Organizational Competence Development
8. Business Ethics and Social Responsibility
9. Leadership in Organizations
10. Langue française appliquée aux affaires/ Foreign language applied to business (english)
11. Operations Management
12. Entrepreneurship
13. Conflicts Management and Social Dialogue
14. Supply Chain Management

### ELECTIVE COURSES

1. Econometrics
2. Quantitative Methods Applicable In Economic Decisions
3. Financial Standing
4. European Economic Policies
5. Games Theory With Applications
6. Decision Support Information Systems

#### CONTACT

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Further details about the admission criteria can be found at:  
[www.econ.ubbcluj.ro](http://www.econ.ubbcluj.ro)