

# UBBFSEGA INTERNATIONAL BACHELOR & MASTER PROGRAMS 2021



# Table of Contents

<b><u>EDUCATIONAL OPPORTUNITIES</u></b>	<b><u>3</u></b>	<b>Finance and Banking</b>	<b>13</b>
<b><u>ABOUT THE BABEȘ-BOLYAI UNIVERSITY</u></b>	<b><u>4</u></b>	<b>Management</b>	<b>14</b>
<b><u>ABOUT THE FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION</u></b>	<b><u>5</u></b>	<b><u>INTERNATIONAL MASTER PROGRAMS</u></b>	<b><u>15</u></b>
<b>Financial Information</b>	<b>6</b>	<b>Accounting and Organizations</b>	<b>16</b>
<b>Academic Year Structure</b>	<b>6</b>	<b>International Business Management</b>	<b>17</b>
<b>Admission Procedures</b>	<b>7</b>	<b>Entrepreneurship and Business Administration</b>	<b>18</b>
<b>International Orientation</b>	<b>8</b>	<b>Business Modeling and Distributed Computing</b>	<b>19</b>
<b><u>INTERNATIONAL BACHELOR PROGRAMS</u></b>	<b><u>10</u></b>	<b>Bachelor and Master Subjects List</b>	<b>20</b>
<b>Accounting and Management Information Systems</b>	<b>11</b>	<b><u>ABOUT ROMANIA</u></b>	<b><u>21</u></b>
<b>International Business and Economics</b>	<b>12</b>	<b><u>ABOUT CLUJ-NAPOCA</u></b>	<b><u>22</u></b>

UBBFSEGA  
Events & Facilities





# Educational opportunities

The Faculty of Economics and Business Administration of the Babeş-Bolyai University (UBB-FSEGA) offers Bachelor's and Master's programs in Accounting, Business Computer Science, Economics, Finance, Management, and Marketing, in Romanian, Hungarian, English, German, and French.



Bachelor's programs (6 semesters)	Program language
Accounting and Management Information Systems	Romanian / English / French
Agrifood and Environmental Economics	Romanian
Business Administration	German
Business Computer Science	Romanian / Hungarian
Finance and Banking	Romanian / English / Hungarian
General Economics	Romanian
International Business and Economics	Romanian / English
Management	Romanian / English / Hungarian
Marketing	Romanian / Hungarian
Statistics and Economic Forecasting	Romanian
The Economics of Commerce, Tourism and Services	Romanian

Master's programs (4 semesters)	Program language
Accounting and Organizations	English
Accounting Expertise and Audit	Romanian
Accounting Management, Audit and Control	Romanian
Agribusiness	Romanian
Banking and Capital Markets	Romanian

Master's programs (4 semesters)	Program language
Business Administration in Tourism, Commerce and Services	Romanian
Business Management	Hungarian
Business Modeling and Distributed Computing	English
Corporate Finance-Insurance	Romanian
Corporate Financial Management	Hungarian
Decision Support Systems for Businesses	Romanian
Digital Marketing	Hungarian
Diagnosis and Valuation	Romanian
E-Business	Romanian
Econometrics and Applied Statistics	Romanian
Entrepreneurship and Business Administration	Romanian / English
European Funds Auditing and Financial Management	Romanian
Fiscal Policy	Romanian
Human Resources Management	Romanian
International Business	Romanian
International Business Management	English
International Management	German
Marketing Strategies and Policies	Romanian
Project Management and Valuation	Romanian
Sustainable Regional Development	Romanian

*This brochure focuses on the Bachelor's and Master's programs taught in English.  
Please consult our website for information about the other programs: [www.econ.ubbcluj.ro](http://www.econ.ubbcluj.ro)*



About the

# Babeş-Bolyai University

*“The oldest university in Romania, one of the most prestigious in Europe.”*

**His Royal Highness,  
The Prince of Wales**

Doctor Honoris Causa of Babeş-Bolyai University



*“It’s a terrific honor to be a member of Babeş-Bolyai University. It means a great deal to me!”*

**Eric Maskin**

Professor at Harvard University;  
Nobel laureate in Economics

Doctor Honoris Causa of Babeş-Bolyai University



Babeş-Bolyai University is currently **the largest Romanian university**, hosting around 49.500 students enrolled in Bachelor, Master or PhD programs in the **2020-2021** academic year.

Situated at the confluence of the Eastern and Western cultures, Babeş-Bolyai University is a dynamic higher education institution, with deep roots in Central Europe and strong international academic ties. Its origins date back to 1581, making it the **oldest institution of higher education in Romania**.

Considering its position in the most important university worldwide rankings, **Babeş-Bolyai University is the best higher education institution in Romania**.

Since 1995 a decision was taken to organize a **multicultural university**; thus the three major lines of study were created on linguistic criteria: the Romanian line of study, Hungarian line of study, German line of study. Between 1991-2005 an extensive process of faculties diversification took place, either by their detachment from older structures, either by direct establishment. Babeş-Bolyai is currently operating in a system of 22 faculties.

Academic Ranking  
of World Universities  
(Shanghai Ranking)



CWTS Leiden  
Ranking



Times Higher Education  
World University  
Rankings



US News Best Global  
Universities



QS World University  
Rankings



CWUR World  
University Rankings







About the

# Faculty of Economics and Business Administration

The Faculty of Economics and Business Administration (FSEGA) of the Babeș-Bolyai University (UBB) is the best Romanian higher education institution in Economics and Business.

FSEGA has been part of UBB since 1961, after being established as an independent institution in 1920.

Thus, 2020 was the year in which we celebrated 100 years of Romanian economic education in Transylvania.

Today UBB-FSEGA is the largest faculty of UBB and of any Romanian university, more than 9.300 students being enrolled in its Bachelor, Master or PhD programs in the 2020-2021 academic year.



Studies in English at UBB-FSEGA, set up in the academic year 2006-2007 and developed at both Bachelor's and Master's level, were considered to be an important strategic tool in order to obtain and sustain a competitive advantage on the local, regional and international market. Both levels of study have a curriculum adapted to the most famous and prestigious universities around the world, as well as to the business environment requirements, with a flexible learning process suitable for any potential student. UBB-FSEGA tries to offer students the most practical approaches to the economic environment, in terms of globalization, competitiveness, legislation or business efficiency.

A virtual tour of the UBB-FSEGA campus is available at  
<https://econ.ubbcluj.ro/turvirtual/>



## Financial information

### Admission costs

Admission costs for the 2021-2022 academic year		
Romanian, European Union, Economic European Area or Swiss Confederation citizens		
Bachelor's and Master's Level	Admission processing fee: <b>50 LEI*</b>	Admission registration fee: <b>150 LEI*</b>
Citizens studying on their own in Romania, from outside the European Union, the European Economic Area and the Swiss Confederation		
Bachelor's and Master's Level	Admission processing fee: <b>50 EUR</b>	

### Tuition fees

Tuition fees for the 2021-2022 academic year	
Romanian, European Union, Economic European Area or Swiss Confederation citizens	
Bachelor's Level	<b>2,900 LEI per year*</b>
Master's Level	<b>3,500 LEI per year*</b>
Citizens studying on their own in Romania, from outside the European Union, the European Economic Area and the Swiss Confederation	
Bachelor's Level	<b>300 EUR per month (9 months/year)</b>
Master's Level	

### Accommodation

UBB-FSEGA offers a limited number of shared rooms in student dorms. If students share a room in a student dorm, they pay between **100 and 220 LEI\* per month**. Students can also rent and share an apartment, or rent a small one. If students share an apartment, they can obtain a single bedroom **from 100 EUR upwards per month**.

### Food

A regular menu at the on-campus cafeteria costs about **15 LEI\***. Students can find all kinds of restaurants and snack bars in town. Regular lunch menus are priced from around **25 LEI\*** upwards. In the fast-food outlets, menus are generally more favorably priced.

### Travelling

In Cluj-Napoca, travelling by public transport (trolleys, buses, and trams) is very convenient, cheap, and is encouraged. A single ticket (for one trip within the city) costs **2,5 LEI\***, while a full subscription for a month costs **70 LEI\*** for one transportation line, or **130 LEI\*** for all lines. Students can also use local taxi services, prices varying from **2 to 3 LEI\* per km** (using a taxi, one could get from any part of the city to UBB-FSEGA for **around 25 LEI\***).

\* "LEI" represents the national currency of Romania; 1 LEI = 0.21 EUR (in March 2021)

## Academic Year Structure

The structure of the 2021-2022 academic year for the 1<sup>st</sup> year of study – Bachelor & Master

1 <sup>ST</sup> SEMESTER (23 SEP 2021 – 20 FEB 2022)					
Teaching (12 weeks)	Vacation (2 weeks)	Teaching (2 weeks)	Examinations (3 weeks)	Vacation (1 week)	Reexaminations (1 week)
2 <sup>ST</sup> SEMESTER (21 FEB 2022 – 10 JUL 2022)					
Teaching (9 weeks)	Vacation (1 week)	Teaching (5 weeks)	Examinations (3 weeks)	Vacation (1 week)	Reexaminations (1 week)



# Admission procedures

## EU, EEA or Swiss Confederation citizens

If you are a citizen of the European Union, Economic European Area or the Swiss Confederation, you may participate in the admission process in the same conditions as Romanian citizens.

Before participating in the admission process, you must follow a procedure in order for your previous studies to be recognized in Romania.

Information regarding the recognition of studies procedure:



[http://www.cci.ubbcluj.ro/degree\\_students/eu\\_students.php](http://www.cci.ubbcluj.ro/degree_students/eu_students.php)

After you have completed the procedure, you can register for admission at the faculty, where you need to submit the following documents: application form, motivational essay (for Bachelor programs and for some Master programs), certificate of equivalence of previous studies, and proof of payment for the applicable process fee and registration fee.

For Bachelor programs, candidates' selection is made according to two criteria: the motivational essay which will be graded as accepted/rejected, and, respectively, the average of the candidate's grades according to the certificate of equivalence of previous studies.

For Master programs, the admission process is based on three components: an essay, research project, or thematic interview (25%), depending on the study program; the average grade for the Bachelor studies (50%) and, respectively, the average grade for the Bachelor exam (25%).

Information regarding the admission procedure:



[https://admitere.ubbcluj.ro/en/internationalstudents/#eu\\_citizens](https://admitere.ubbcluj.ro/en/internationalstudents/#eu_citizens)



## Citizens from outside EU, EEA and the Swiss Confederation

The admission procedure involves, as a first step, submitting and registering an application at the university. If complete, the application file is processed by the university in 5-10 working days. The files accepted by the university will be sent to the Ministry of National Education for evaluation. For accepted candidates, the ministry will issue an Acceptance Letter, which will be sent in original to the university in 30-40 working days. Afterwards, the university will inform the candidate about the acceptance and will send the Acceptance Letter to the candidate.

If admitted to study in Romania, after receiving the Acceptance Letter, the candidate must contact the closest Romanian authority and search for information concerning the study visa application. The visa application is a personal approach and the university is not in the position to interfere in the process. In case the visa application includes some documents issued by the university, the candidate must require specifically those documents.

For enrollment at the faculty the student must submit the original study documents and the proof of tuition fees payment for the first academic year. Please be aware that after receiving the Acceptance Letter, each candidate has to confirm that he/she accepts to enroll at Babeş-Bolyai University, by sending an email with the receipt attesting the payment of the tuition fee for the first academic year.

Information regarding the admission procedure:



[http://www.cci.ubbcluj.ro/degree\\_students/non\\_eu\\_students.php](http://www.cci.ubbcluj.ro/degree_students/non_eu_students.php)



# International Orientation

## Partner Universities and Student Mobilities

UBB-FSEGA encourages and enables students to complement their curriculum with relevant international experience. Once you become a student of the UBB-FSEGA you have various international mobility opportunities. UBB-FSEGA has Erasmus or other types of inter-institutional agreements with about 130 universities.

Country	University
Algeria	Université Abdelhamid Ibn Badis Mostaganem Université Abderrahmane Mira de Béjaïa
Austria	University of Graz University of Vienna Vienna University of Economics and Business
Azerbaijan	Azerbaijan State University of Economics Qafqaz University of Baku Baku Business University
Belarus	Belarusian State University of Minsk
Belgium	University of Namur Haute Ecole Libre Mosane
Czech Republic	Škoda Auto University University of Economics, Prague
China	Beijing Institute of Technology Hebei University of Economics and Business Zhejiang University of Science and Technology
Croatia	University of Zagreb
Denmark	Business Academy Aarhus International Business Academy of Kolding University of Southern Denmark
Estonia	Tallinn University of Technology
France	Aix-Marseille Université Université Catholique de Lille Université Catholique de Lyon Université Clermont Auvergne Université d'Angers Université de Bretagne Occidentale Université de Caen Normandie Université de Haute-Alsace Université de Lille, Sciences Humaines et Sociales - Lille 3 Université de Lorraine Université de Poitiers Université Paris 13 Université Paris Est Créteil - Val de Marne Université Paris-Est Marne-la-Vallée Université Paul Sabatier - Toulouse III
Georgia	Caucasus University Georgian Technical University Iliia State University
Germany	Carl von Ossietzky Universität Oldenburg Duale Hochschule Baden-Württemberg Villingen-Schwenningen (DHBW) Fachhochschule Nordhausen Fachhochschule Schmalkalden Hochschule für Angewandte Wissenschaften Würzburg-Schweinfurt Hochschule für Technik, Wirtschaft und Kultur Leipzig Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen Hochschule Merseburg Otto-Von-Guericke-Universität Magdeburg Technische Universität Chemnitz Universität Bremen Universität Kassel Universität Osnabrück Universität Regensburg Universität Rostock Universität Siegen Universität Trier
Greece	University of Ioannina
Hungary	Budapesti Corvinus Egyetem Budapesti Gazdasági Egyetem Kecskeméti Főiskola Pannon Egyetem Pécsi Tudományegyetem Szegedi Tudományegyetem Szent István Egyetem
India	Ambedkar University Jadavpur University, Kolkata

Country	University
Ireland	Letterkenny Institute of Technology
Italy	Università Carlo Cattaneo Università degli Studi della Campania Luigi Vanvitelli Università degli Studi dell'Insubria Università degli Studi di Catania (University of Catania) Università degli Studi di Napoli Federico II Università degli Studi di Napoli 'Parthenope' Università degli Studi di Parma Università degli Studi di Salerno (University of Salerno) Università degli Studi di Verona
Laos	National University of Laos
Latvia	Latvian Christian Academy of Jurmala
Lithuania	Mykolas Romeris University
Marocco	Sidi Mohammed Ben Abdellah University, Fez Université Cadi Ayyad, Marrakech
Moldova	Academia de Studii Economice a Moldovei Universitatea Cooperatist Comercială din Moldova
North Macedonia	University St. Kliment Ohridski of Bitola
Poland	Białystok Technical University Gdansk University of Technology Stanisław Staszic University of Applied Sciences in Piła Warsaw University of Life Sciences Wrocław University of Economics University of Economics in Katowice Cracow University of Economics University of Finance and Management in Białystok
Portugal	Católica Porto Business School Polytechnical Institute of Coimbra Lisbon University Institute Polytechnic Institute of Bragança Universidade de Aveiro
Russia	Ogarev Mordovia State University Perm State University
Slovakia	Slovak University of Agriculture in Nitra J. Selye University
Slovenia	University of Maribor
South Korea	Dongguk University of Seoul Seoul National University
Spain	Universidad Autónoma de Madrid Universidad Complutense de Madrid Universidad de A Coruña Universidad de Córdoba Universidad de Málaga Universidad de Murcia Universidad San Jorge
Thailand	Burapha University of Chonburi
The Netherlands	Zuyd University of Applied Sciences, Heerlen Windesheim University of Applied Sciences, Zwolle
Turkey	Cankiri Karatekin University University of Hitit, Corum Selahaddin Eyyubi University, Diyarbakır Kafkas University, Kars Usak University
Ukraine	Uzhhorod National University Zaporizhzhya National University
UK	Sheffield Hallam University University of Edinburgh University of Hull
USA	Grand Valley State University University of North Carolina at Chapel Hill
Uruguay	Universidad de la República
Vietnam	Hanoi University of Science and Technology



Information about Erasmus mobilities:  
<http://cci.ubbcluj.ro/erasmus/erasmus.php>



## International Week



UBB-FSEGA organizes each year, usually in April, an “International Week”, during which students will attend classes held by invited international lecturers. The event is addressed to both Romanian and international students that study at the UBB-FSEGA at both Bachelor and Master levels. At the end of each course, students take an exam to receive a grade and academic credits for the course. After successful participation in the International Week, students receive a Certificate of Completion and the best ones will have the chance to win prizes. The language of instruction during the International Week is English.

### More information



[www.facebook.com/InternationalWeekFSEGA/](https://www.facebook.com/InternationalWeekFSEGA/)



[www.econ.ubbcluj.ro/fsegainterweek](http://www.econ.ubbcluj.ro/fsegainterweek)

## International Summer School



UBB-FSEGA organizes each year, usually in August, an International Summer School, addressed to business students from all over the world, who will attend classes of four hours each day taught by professors and researchers from the Faculty of Economics and Business Administration, while also benefiting of lectures given by Romanian entrepreneurs.

Not only that the courses offered during the summer school will provide students with valuable knowledge about specific business and economics, but the summer school is also the best opportunity to visit Cluj-Napoca, the capital of Transylvania and learn more about the Romanian culture. On top of that, participants always have the chance to experience the student life in Cluj-Napoca through a variety of cultural and social activities.

### More information



<http://www.econ.ubbcluj.ro/summerschool>

## International accreditations



**CIMA**

Chartered Institute of  
Management Accountants



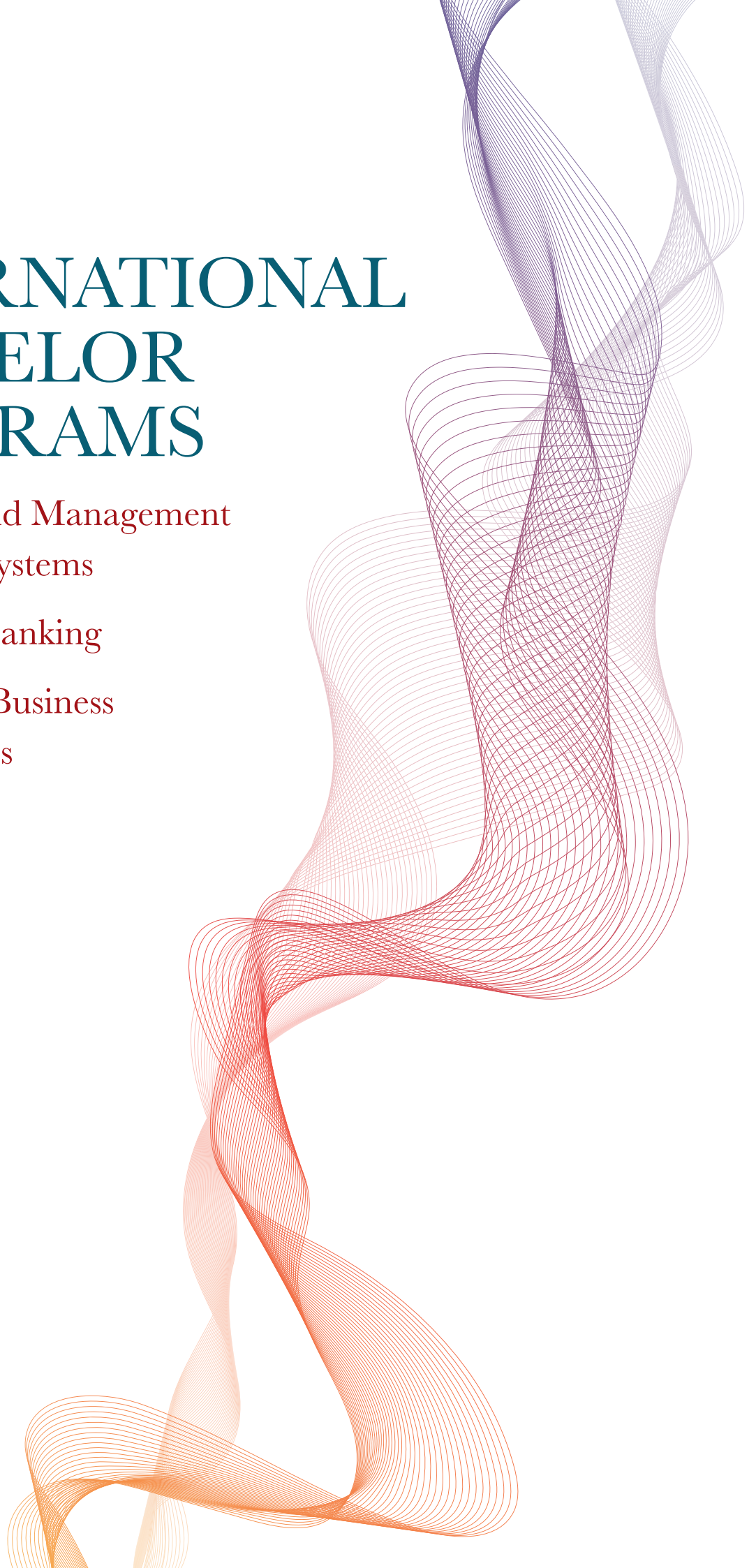
# INTERNATIONAL BACHELOR PROGRAMS

Accounting and Management  
Information Systems

Finance and Banking

International Business  
and Economics

Management





# Accounting and Management Information Systems

Teaching language: English

## Objectives

The program aims to prepare specialists with higher education in accounting and management information systems, both the curriculum and the syllabus being designed to develop students' entrepreneurial spirit, and to ease their integration in the actual business environment after graduation. Internship programs add value to the program by putting to use the theoretical issues learned throughout courses, labs and seminars, all within the context of the economic environment. The program helps students to develop their knowledge, abilities and skills in order to become competent accountants, able to successfully face the challenges of a dynamic business environment.

## Contents and structure

The program has a curriculum that covers topics focusing on accounting and management information systems, structured so as to develop students' abilities to apply accounting regulations for various types of organizations, to measure performance and assess organizations' competitive positions, as well as to contribute to the development of financial-accounting and fiscal strategies and policies within companies. The curriculum also provides students with competencies related to carrying out economic analyses, syntheses, forecasts and evaluations,

handling financial-accounting and management information systems, developing and analyzing financial statements and other financial reports with the purpose of supporting the decision-making process, as well as understanding and undertaking the profession's Code of Ethics and Conduct.

## Career perspectives

The program prepares students to become professional accountants. It covers theoretical and conceptual accounting matters and teaches them the accounting skills necessary to make them employable in a variety of settings. Thus, after graduation, students can aim for positions within private and listed companies, public institutions and non-profit organizations. Potential jobs may include: certified accountant, financial auditor, assessor, fiscal consultant, certified financial analyst, internal auditor, cost-price analyst, management controller, budget consultant, accounting inspector, credit administrator, banking officer, censor, liquidator, financial guard commissar, financial-banking counselor, financial-accounting specialist, counselor in economic management, databases administrator, IT consultant in financial reporting, programmer analyst etc. Moreover, the program provides the starting point for students' accession to professional bodies in the

area such as those representing accountants, auditors and assessors.

## International perspectives

Graduates have the opportunity to obtain the Chartered Institute of Management Accountants (CIMA) certification for professionals in accounting and finance, within the UBB-FSEGA – CIMA program. Obtaining a certification from CIMA offers graduates the opportunity to enjoy a much better job, companies that employ economists holding CIMA certification usually being multinational companies. Moreover, students enrolled in the program can study one semester at prestigious universities outside Romania, within the framework of UBB-FSEGA's various Erasmus inter-institutional agreements, or other inter-institutional agreements allowing students exchange, or international internship programs for students.

## Contact

👁 **Assoc. prof. Cristina ȘTEFĂNESCU, PhD**  
✉ [cristina.palfi@econ.ubbcluj.ro](mailto:cristina.palfi@econ.ubbcluj.ro)



"I have chosen this study program and I don't regret it. The quality of education is high and this way I also get to practice English all the time in class. The job opportunities upon graduation are better than in other fields, either in a company or as a freelancer. Nowadays almost everyone speaks English, but not everyone knows economic terms, which are not taught in high school."

**LARISA ALBU, ROMANIA**

# CURRICULUM

1st Semester (32 credits)	2nd Semester (32 credits)	3rd Semester (30 credits)	4th Semester (30 credits)	5th Semester (30 credits)	6th Semester (30 credits)
Microeconomics	Macroeconomics	Financial Accounting	Managerial Accounting	Controlling	Financial Auditing
European Economics	Financial and Actuarial Mathematics	Corporate Finance	Financial Accounting II	Business Valuation	Development of Management Information Systems
Mathematics Applied to Economics	Basic Accounting	Database Systems and Programming	Applied Accounting	Advanced Accounting	Accounting for Public Institutions
Management	IT for Business	Descriptive Statistics	Financial Control	Accounting for Credit Institutions	Accounting Deontology
Public Finance	Basic Marketing	Business Ethics	Financial Reporting	Financial Analysis	Elaboration of Graduation Thesis
The Fundamentals of Services	Business Law	Modern Languages Applied to Business*	Internship- Financial Accounting	Optional Course 3	Optional Course 5
Modern Languages Applied to Business*	Modern Languages Applied to Business*	Optional Course 1	Applied Specialist Language*	Optional Course 4	Optional Course 6
Physical Education 1	Physical Education 2				

\* French, German, Italian, or Spanish

The courses included in the optional courses packages in semesters 3 to 6 allow students to acquire more of their program's specific skills, to acquire skills specific to other study programs, or to improve their language skills:

Specific Skills	3rd Semester Optional Course 1	4th Semester Optional Course 2	5th Semester Optional Course 3 & 4	6th Semester Optional Course 5 & 6
Accounting and Management Information Systems			Agriculture and Environmental Protection Accounting Associations and Foundations Accounting	Non-banking Financial Institutions Accounting Comparative Accounting Systems
Commerce, Tourism and Services Economics		International Tourism	Trade Marketing	Agri-Tourism
Agri-food and Environmental Economics				Waste Management
General Economics	Economic History Economic Doctrines	Behavioral Economics	Agricultural and Rural Development Policies	
International Business and Economics		Introduction to International Economic and Diplomatic Practice	Regional Economics and Development Policies	International Business and Trade
Finance and Banking	Fiscal Policy	Financial Markets Banking	Budget and Public Treasury	Insurance and Social Protection International Finance
Business Computer Science	Introduction to Computer Programming	Algorithms and Data Structures Integrated Information Systems (EAS/ERP)	Rapid Application Development Internet for Business	Management Information Systems Information for Business
Management	Corporate Management	Human Resources Management	Project Management	Total Quality Management Small and Medium-Sized Enterprises Management
Marketing		Consumer Behavior	Marketing Policies	Promotional Tools and Techniques
Statistics and Economic Forecasting		Mathematical Modeling Inferential Statistics	Basics of Econometrics Economic Forecasting Operational Research	Elements of Game Theory
Language Skills			Business Communication*	Business Communication*
Other Skills	Introduction to Scientific Research Methodology Logics	Politology	Economic Sociology	

\* French, German, Italian, or Spanish

# International Business and Economics

Teaching language: English

## Objectives

The main objectives of the program are to prepare specialists for the economy of the future, and to develop general and professional competences needed for the international labor market, in both emerging and developed economies, for private and public sectors. The program is designed so as to develop students' entrepreneurial spirit, communication skills and team work abilities, as well as to provide them with the academic and business competences required for any international business endeavor.

## Contents and structure

The program offers students an up-to-date curriculum, similar to those offered by top universities in Europe (such as University of Wien, Freie Universität Berlin, Hull University, University of Maastricht, Nottingham Trent University, Bocconi University and others). Topics like microeconomics, macroeconomics, European economics, comparative economic policies, international trade, international investments, multinational corporations, economics and regional development policies, and economic diplomacy represent

the core of the program. The program focuses on students' acquiring appropriate knowledge, analytical skills, as well practical professional experience, internships being available at important international companies such as Bombardier, Emerson, Endava, Office Depot, Evozon and many others, under the guidance of academic and professional advisers.

## Career perspectives

Considering the specific competences obtained within this program, supported by the best academic team in the region, the career opportunities of future graduates are various and attractive, both at national and international level. Potential jobs that are targeted by this program include: business consultant, economist in international trade, expert in investments, customs official, diplomacy consultant, commercial representative, research assistant in international trade, business analyst, customer care assistant, European business consultant and others.

## International perspectives

Graduates' acquired skills and abilities allow them to pursue successful interna-

tional careers, as well as to continue their studies within a master program, either at UBB-FSEGA, or in other European universities. Moreover, students enrolled in the program can study one semester at prestigious universities outside Romania, within the framework of UBB-FSEGA's various Erasmus inter-institutional agreements, or other inter-institutional agreements allowing students exchange, or international internship programs for students.

## Contact

👁 **Assoc. prof. Octavian JULA, PhD**

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"I arrived at the English line, International Business and Economics of the Babeș-Bolyai University, Faculty of Economics and Business Administration with high hopes, and I am glad to be able to say that my expectations were not only met but beyond exceeded again and again. One of the strongest points has to be the constant, personal involvement of all the professors in our pursuit of combining the theoretical facts with the skills necessary to use them effectively"

**MIHAI MANIC, ROMANIA**

## CURRICULUM

1st Semester (32 credits)	2nd Semester (32 credits)	3rd Semester (30 credits)	4th Semester (30 credits)	5th Semester (30 credits)	6th Semester (30 credits)
Microeconomics	Macroeconomics	<b>Financial Accounting</b>	International Business and Trade	Payments and International Funding	International Investments
European Economics	<b>Financial and Actuarial Mathematics</b>	<b>Corporate Finance</b>	International Economics	Comparative Economic Policies	Trade Policy Issues
<b>Mathematics Applied to Economics</b>	<b>Basic Accounting</b>	<b>Database Systems and</b>	Communication Deontology	Regional Economics and	Multinational Corporations
<b>Management</b>	<b>IT for Business</b>	<b>Programming</b>	<b>International Management</b>	Development Policies	Business Communication 2*
<b>Public Finance</b>	<b>Basic Marketing</b>	<b>Descriptive Statistics</b>	<b>Applied Specialist Language*</b>	Global Economy Mechanisms	Elaboration of Graduation Thesis
<b>The Fundamentals of Services</b>	Business Law	<b>Business Ethics</b>	Internship - International Business and Trade	<b>Business Communication 1*</b>	<b>Optional Course 6</b>
<b>Modern Languages Applied to Business*</b>	<b>Modern Languages Applied to Business*</b>	<b>Modern Languages</b>	<b>Optional Course 2</b>	<b>Optional Course 4</b>	<b>Optional Course 7</b>
Physical Education 1	Physical Education 2	<b>Applied to Business*</b>	<b>Optional Course 3</b>	<b>Optional Course 5</b>	
		<b>Optional Course 1</b>			

\* French, German, Italian, or Spanish

The courses included in the optional courses packages in semesters 3 to 6 allow students to acquire more of their program's specific skills, to acquire skills specific to other study programs:

Specific Skills	3rd Semester Optional Course 1	4th Semester Optional Course 2	4th Semester Optional Course 3	5th Semester Optional Course 4	5th Semester Optional Course 5	6th Semester Optional Course 6	6th Semester Optional Course 7
International Business and Economics			Introduction to International Economic and Diplomatic Practice		Legal Framework of International Transactions	Etiquette and Protocol in International Business	Economics and Geopolitics
Accounting and Management Information Systems		Managerial Accounting	Financial Reporting	Advanced Accounting Controlling	Business Valuation	Financial Control and Audit	
Commerce, Tourism and Services Economics		International Tourism		Trade Marketing			Agri-Tourism
Agri-food and Environmental Economics						Waste Management	
General Economics	Economic History Economic Doctrines	Behavioral Economics Industrial Organization Theory		Agricultural and Rural Development Policies	Local Strategic Planning		Urban Economics and Real Estate
Finance and Banking	Fiscal Policy	International Finance	International Insurance	Financial Management	Financial Analysis	Financial Markets	
Business Computer Science	Introduction to Computer Programming		Algorithms and Data Structures		Rapid Application Development		Management Information Systems
Management	Corporate Management			Strategic Management	Project Management Management in Commerce and Tourism	Human Resources Management	Small and Medium-Sized Enterprises Management
Marketing			Consumer Behavior		Marketing Policies	Promotion Tools and Techniques	
Statistics and Economic Forecasting		Inferential Statistics	Demography	Basics of Econometrics	Economic Forecasting	Elements of Game Theory	
Other Skills	Introduction to Scientific Research Methodology Logics	Politicality		Economic Sociology			



# Finance and Banking

Teaching language: English

## Objectives

The main objective of the program is to develop specific skills and competencies for financial professionals, being designed so as to combine theoretical knowledge with practical proficiency in finance, considering the current global development and the challenges to which economies are subjected. The program is focused on developing students' professional competencies in the financial area of expertise such as: applying knowledge, methods, techniques, and instruments in order to perform financial operations and transactions; preparing investment projects, evaluating investment projects, drafting investment budgets; forecasting incomes and expenses at corporate level; identifying and managing risks specific to financial, banking and insurance activities; trading and managing mutual funds, private equity funds, hedge funds and derivative instruments.

## Contents and structure

The structure of the program is designed so as to transform a high-school graduate into a professional during three years of intensive study. In order to guarantee graduates' insertion in the labor market, the program responds to the increasing expectancies of financial, banking and insurance activities, expectancies which are amplified by the need to respect European organizing and functioning principles. The program

has a curriculum that covers topics focusing on acquiring strong knowledge in the field of financial management and planning of corporations, banks and insurance societies, as well as on developing abilities that would allow the graduates to act competently within economic entities, ranging from the management of one's own business to different financial professions in specialized institutions. The financial core curriculum is complemented by optional courses for adjacent economic domains such as accountancy, management, marketing, informatics, statistics and econometrics.

## Career perspectives

Graduates are prepared to activate in financial institutions and companies, being able to work at different levels in corporations, insurance companies, banks, fiscal administrations, brokerage companies. Due to the continuous growth of financial markets the demand for professionals in this area increases day by day. The financial, banking and insurance sector offers countless hiring opportunities and the skills acquired within this study program qualify its graduates and potential specialists in the field. Potential jobs may include: economist, financial manager, financial analyst, assistant analyst, banking expert, financial researcher, broker, financial accountant, actuary, fiscal and banking counselor, insurance inspector, investment analyst, risk control special-

ist, risk administrator, insurance system specialist, research assistant in finance and banking, product manager etc.

## International perspectives

Students acquire knowledge and competences that allow them to pursue successful international careers in finance, insurance or banking, the program's curricula being adapted to the exigency of prestigious universities abroad, responding to international standards, and providing a high quality learning experience. Moreover, students enrolled in the program can study one semester at prestigious universities outside Romania, within the framework of UBB-FSEGA's various Erasmus inter-institutional agreements, or other inter-institutional agreements allowing students exchange, or international internship programs for students.

## Contact

👁 **Assoc. prof. Angela-Maria FILIP, PhD**  
✉ [angela.filip@econ.ubbcluj.ro](mailto:angela.filip@econ.ubbcluj.ro)



"I consider that the specialization of Finance and Banking, English Line offers a great opportunity to students who are passionate about finance and want to pursue a career in this domain. I found the courses extremely useful in acquiring the knowledge about financial concepts and developing the necessary skills which allow putting into practice the theoretical insights."

**DANIELA CHILARI, ROMANIA**

# CURRICULUM

1st Semester (32 credits)	2nd Semester (32 credits)	3rd Semester (30 credits)	4th Semester (30 credits)	5th Semester (30 credits)	6th Semester (30 credits)
Microeconomics	Macroeconomics	<b>Financial Accounting</b>	Banking	Financial Analysis	Portfolio Management
European Economics	Financial and Actuarial Mathematics	Corporate Finance	Monetary Institutions and Mechanisms	Budget and Public Treasury	Behavioral Finance
Mathematics Applied to Economics	<b>Basic Accounting</b>	<b>Database Systems and Programming</b>	Financial Markets	Financial Management	<b>Accounting for Public Institutions</b>
Management	<b>IT for Business</b>	<b>Descriptive Statistics</b>	Insurance	<b>Basics of Econometrics</b>	International Finance
Public Finance	<b>Basic Marketing</b>	<b>Business Ethics</b>	Financing Direct Investments	<b>Optional Course 3</b>	Elaboration of Graduation Thesis
The Fundamentals of Services	Business Law	<b>Modern Languages Applied to Business*</b>	<b>Applied Specialist Language*</b>	<b>Optional Course 4</b>	<b>Optional Course 6</b>
Modern Languages Applied to Business*	<b>Modern Languages Applied to Business*</b>	<b>Modern Languages Applied to Business*</b>	Internship – Insurance, Banking, Corporate Finance	<b>Optional Course 5</b>	<b>Optional Course 7</b>
Physical Education 1	Physical Education 2	<b>Optional Course 1</b>	<b>Optional Course 2</b>		

\* French, German, Italian, or Spanish

The courses included in the optional courses packages in semesters 3 to 6 allow students to acquire more of their program's specific skills, to acquire skills specific to other study programs, or to improve their language skills:

Specific Skills	3rd Semester Optional Course 1	4th Semester Optional Course 2	5th Semester Optional Course 3	5th Semester Optional Course 4	5th Semester Optional Course 5	6th Semester Optional Course 6	6th Semester Optional Course 7
Finance and Banking	Fiscal Policy	Public Debt	Inflation, Deflation and Monetary Systems	Digital Finance	Commodities Exchange	Insurance and Social Protection	Prices and Competition
Accounting and Management Information Systems		<b>Managerial Accounting</b>	<b>Business Valuation</b>	<b>Controlling</b>	<b>Accounting for Credit Institutions</b>	<b>Applied Accounting</b>	<b>Financial Control and Audit</b>
Commerce, Tourism and Services Economics		Agri-Tourism		Trade Marketing		International Tourism	
Agri-food and Environmental Economics							Waste Management
General Economics	Economic History Economic Doctrines	Behavioral Economics	Agricultural and Rural Development Policies				
International Business and Economics		Introduction to International Economic and Diplomatic Practice	Regional Economics and Development Policies			International Business and Trade	
Business Computer Science	Introduction to Computer Programming	Algorithms and Data Structures		Rapid Application Development		Management Information Systems	Internet for Business
Management	Corporate Management	Human Resources Management		Project Management	Strategic Management		Small and Medium-Sized Enterprises Management
Marketing			Marketing Policies			Consumer Behavior	Promotion Tools and Techniques Financial and Banking Marketing
Statistics and Economic Forecasting		Inferential Statistics				Elements of Game Theory	
Language Skills				Business Communication*			Business Communication*
Other Skills	Introduction to Scientific Research Methodology Logics	Politology	Economic Sociology				

\* French, German, Italian, or Spanish

# Management

Teaching language: English

## Objectives

The program offers students various opportunities for developing skills in different areas of activities relevant to the contemporary business environment. It provides both a theoretical and a practical approach to the main business concepts for successful and effective management, familiarizing students with state-of-the-art concepts, methods and techniques from the management field. Students have the chance to develop essential abilities and competencies in managing the challenges faced by companies in the 21st century. Students can develop both general and specific competencies which give them the opportunity to perform in both managerial and non-managerial positions. The Management program is developed according to the main European and North American standards; consequently a graduate may easily continue studies in any national or international university.

## Contents and structure

Considering its structure, the role of the program is threefold. Firstly, it includes a general approach of the economic environment through basic courses, secondly it brings an introductory perspective to management, and thirdly it details some very specific management subjects presenting various and important aspects of operations within companies.

The first three semesters offer a broad and general perspective over the business principles and provide orientation for the last three, dedicated mainly to management topics. The last three semesters include various management courses, all related to different relevant business activities. They offer a more specific approach to management and develop competencies to plan, organize, lead, and control management activities in various economic sectors.

## Career perspectives

The program includes a mandatory internship program which helps students develop a practical view over the business environment, the internship being flexible, while foreign companies based abroad can also be chosen for the internship, if required. The graduates are trained to perform in various jobs, in both managerial and non-managerial positions, in manufacturing or service companies or in public institutions. The program provides students with competencies and abilities needed to succeed on the labor market, possible jobs including: economist, management consultant, project manager, human resource manager, operations manager, quality manager, economic researcher in management, bank manager, logistics planner, customer service representative etc.

## International perspectives

International perspectives are enhanced by the similarities with other curricula in universities around the world in the field of management. Thus, graduates have different opportunities to continue the studies, in management or in other business area. The program gives students opportunities to interact with people from different cultures and to develop better understanding of the global business environment. Also, there is a large number of Erasmus and other exchange programs available, creating opportunities for studying abroad. The length is usually one semester, but there are different choices based on various agreements between UBB-FSEGA and partner universities (including the possibility to obtain a joint degree). Moreover, professors from abroad are frequently invited to give lectures for the program's students.

## Contact

📧 **Assoc. prof. Roxana STEGEREAN, PhD**  
✉ [roxana.stegerean@econ.ubbcluj.ro](mailto:roxana.stegerean@econ.ubbcluj.ro)



"I made a decision to study overseas and I think I chose the right university. FSEGA gave me the opportunity to reach worldwide cases and learning tools through amazing professors. Teaming up international and domestic students is one of the biggest advantages. The Management program provides high level education, which gives us a chance to be competitive on the market."

**TAMAR KERESLIDZE, GEORGIA**

# CURRICULUM

1st Semester (32 credits)	2nd Semester (32 credits)	3rd Semester (30 credits)	4th Semester (30 credits)	5th Semester (30 credits)	6th Semester (30 credits)
Microeconomics	Macroeconomics	<b>Financial Accounting</b>	Production Management	Strategic Management	Human Resources Management
European Economics	Financial and Actuarial Mathematics	Corporate Finance	Comparative Management	Labor Management	Acquisitions Management
Mathematics Applied to Economics	<b>Basic Accounting</b>	<b>Database Systems and Programming</b>	Investment Management	Logistics	Total Quality Management
Management	<b>IT for Business</b>	<b>Descriptive Statistics</b>	Service Management	<b>Marketing Policies</b>	Small and Medium-Sized Enterprises Management
Public Finance	<b>Basic Marketing</b>	Business Ethics	Science of Commodities and Quality Assurance	Operations Management	Elaboration of Graduation Thesis
The Fundamentals of Services	Business Law	Modern Languages Applied to Business*	Internship - Production and Service Management	<b>Optional Course 3</b>	<b>Optional Course 5</b>
Modern Languages Applied to Business*	Business*	<b>Optional Course 1</b>	<b>Applied Specialist Language*</b>	<b>Optional Course 4</b>	<b>Optional Course 6</b>
Physical Education 1	Physical Education 2				

\* French, German, Italian, or Spanish

The courses included in the optional courses packages in semesters 3 to 6 allow students to acquire more of their program's specific skills, to acquire skills specific to other study programs, or to improve their language skills:

Specific Skills	3rd Semester Optional Course 1	4th Semester Optional Course 2	5th Semester Optional Course 3	5th Semester Optional Course 4	6th Semester Optional Course 5	6th Semester Optional Course 6
Management	Corporate Management	International Shipping International Management	Project Management	Management in Commerce and Tourism Business Simulation Career Management Non-Profit Organizations Management	Organizational Human Behavior Managerial Training Methods Public Services Management	
Accounting and Management Information Systems		<b>Managerial Accounting</b>	<b>Controlling</b>	<b>Business Valuation</b>	<b>Financial Reporting</b>	<b>Financial Control and Audit</b>
Commerce, Tourism and Services Economics		Agri-Tourism	Trade Marketing			International Tourism
Agrifood and Environmental Economics					Environmental Management Waste Management	
General Economics	Economic History Economic Doctrines	Behavioral Economics	Agricultural and Rural Development Policies			
International Business and Economics		Introduction to International Economic and Diplomatic Practice	Regional Economics and Development Policies			International Business and Trade
Finance and Banking	Fiscal Policy	Insurance			Financing Direct Investments	Financial Markets
Business Computer Science	Introduction to Computer Programming	Algorithms and Data Structures	Programming and Development Environments			Management Information Systems
Marketing		Consumer Behavior		Services Marketing		Promotional Tools and Techniques
Statistics and Economic Forecasting		Inferential Statistics Demography	Economic Forecasting	Basic Econometrics	Elements of Game Theory	Econometric Modelling
Language Skills				Business Communication*		Business Communication*
Other Skills	Introduction to Scientific Research Methodology Logics	Politicalology	Economic Sociology			

\* French, German, Italian, or Spanish





# INTERNATIONAL MASTER PROGRAMS

Accounting and Organizations

Business Modeling and Distributed  
Computing

Entrepreneurship and Business  
Administration

International Business  
Management

# Accounting and Organizations

Teaching language: English

## Objectives

The program's main mission is to stimulate students' passion for research while offering intensive training meant to facilitate their pursuit of a career in academia or business. We aim to extend knowledge from the national towards the regional and international perspective, considering the similitude with US study programs. The program offers two years of coursework and research training in business and economics taught by top local scholars and invited internationally renowned academics. International collaborations bring strength to the program, making it possible for students to benefit of the best available training and supporting them in making informed future career decisions.

## Contents and structure

The program's curriculum includes core courses as well as elective courses enabling students to tailor their training in accordance to their career objectives. Therefore students can choose between different tracks that allow them to get the best training for a career in academia or business. The *academia oriented tracks* prepare students for their PhD dissertation research, being integrated with three years PhD Programs which are common in Europe as part of five years Graduate Programs. Planned activities are meant to expose students to research methodology courses which will develop their research skills, as well as courses offering them deep knowledge in the field of accounting,

finance and statistics. The *business-oriented track* prepares students to undertake top positions in multinational corporations, auditing firms, consulting firms and financial institutions. Planned activities are meant to enable students to better understand the business environment while also getting in touch with business research and most frequently used empirical and analytical tools.

## Career perspectives

The program allows students to prepare for a career in academia or business. The *academia oriented tracks* are designed to provide students with the best available guidance for their research activities. Through the existent international collaborations, the program on one hand welcomes internationally renowned visiting professors, while on the other is able to place students in well-known PhD Programs in Europe and the US. The *business-oriented track* is designed to develop an advanced level of knowledge in the area of financial reporting, financial analysis and fiscal systems which will facilitate students' access to the status of certified accountant in accordance to CIMA (Chartered Institute of Management Accounting) and ACCA (The Association of Chartered Certified Accountants). Being a CIMA certified Master Program, after graduation students can obtain the CIMA Advanced Diploma in Management Accounting certification.

## International perspectives

Developing the program's curriculum was done with advice from professors associated with the Kenan-Flagler Business School, University of North Carolina at Chapel Hill, London Business School, and ESSEC Business School Paris. Thus, students can benefit of teaching activities and research guidance from internationally renowned academics from top European and American universities. As the program is organized in partnership with an American University, students can therefore benefit of a one semester mobility at the Kenan-Flagler Business School, University of North Carolina at Chapel Hill, as well as of other Erasmus+ student mobility.

## Contact

- 👁 **Assoc. prof. Carmen BONACI, PhD**
- ✉ **carmen.bonaci@econ.ubbcluj.ro**
- ✉ **ao@econ.ubbcluj.ro**



"As my graduation from the Accounting and Organizations Master Program is approaching, I feel thankful and proud to be part of the first generation of this ambitious project. The Master Program is a great opportunity for everyone who wishes to fulfill his/her economic knowledge and broaden his/her perspectives. "

**ANTONIA PUȘCAȘ**

## CURRICULUM

1 <sup>st</sup> Semester (30 credits)	2 <sup>nd</sup> Semester (30 credits)	3 <sup>rd</sup> Semester (30 credits)	4 <sup>th</sup> Semester (30 credits)
Calculus and Optimization	Microeconomics - Price Theory 2	Econometrics	Business Internship
Linear Algebra and Probabilities	Statistical Computing	Business Psychology and Organizational Behavior	Scientific Research for the Elaboration of Dissertation
Microeconomics - Price Theory 1	General Finance	Financial Reporting under IFRS	The Preparation Stage of the Elaboration of Dissertation
General Accounting	Intermediate Macroeconomics		
Research Methodology in the Field of Financial Reporting	Statistics for Economists		
		<b>Elective Course 1</b>	<b>Elective Course 3</b>
		<ul style="list-style-type: none"> <li>Seminar on Accounting Research Methods</li> <li>Seminar on Finance Research Methods</li> <li>Exploiting Organizational Data by Data and Process Mining</li> </ul>	<ul style="list-style-type: none"> <li>Financial Reporting for Group Entities under IFRS</li> <li>Auditing and Control</li> <li>Advanced Corporate Finance</li> </ul>
		<b>Elective Course 2</b>	<b>Elective Course 4</b>
		<ul style="list-style-type: none"> <li>Managerial Accounting - Useful Concepts and Tools for Business</li> <li>Pricing Derivatives and Markets</li> </ul>	<ul style="list-style-type: none"> <li>Financial Statements Analysis</li> <li>Accounting Information Systems Auditing</li> </ul>



# International Business Management

Teaching language: English

## Objectives

The program addresses the current needs of the economic higher education system through a teaching process oriented towards labor market that this highly influenced by changes and new requirements regarding the skills that graduates require. It offers the organizational framework to develop competencies for the identification and exploitation of international business opportunities. The program provides students with the know-how and skills to succeed in today's competitive and globalized business environment. This is achieved by using a balanced mix of theoretical, practical and project-based active learning elements.

## Contents and structure

In the first year of the program, students develop their core knowledge and skills. The courses offered focus on international aspects of marketing, finance, business law as well as aspects related to leadership practices or European policies. During the second year, students are able to customize their studies through increased flexibility and a choice of various elective courses. Students will have to participate in an internship in order to put their learning experience into practice and they will conclude

de their studies with a research-oriented master thesis.

## Career perspectives

During the program, students are trained to apply their solid theoretical, methodological and empirical background in specialized areas of international management. The program's close relationship with business partners guarantees students an early contact with potential employers, while senior directors are often invited to lead discussions on the latest business practices and issues. As a result of the program's international outlook, graduates attract the attention of potential international employers. They could work as: counselors/experts/economists in management, counselors/experts/economists in international economic relations, consultants in management, researchers in management, experts in the field of investments, etc. Graduates will have numerous opportunities in a variety of organizations, such as multinational corporations, consulting firms, small and medium-sized enterprises and research centers. Also, after successful completion, it allows students to pursue an academic career in the context of doctoral studies in Management

## International perspectives

Apart from the internationally-oriented curriculum, students will get the chance to experience foreign cultures and perspectives through exchange programs with more than 100 partner universities worldwide. Significant international opportunities are also offered by working groups formed of international students, lectures given by international visiting professors, as well as by international study tours.

### Contact

👁 **Professor Răzvan NISTOR, PhD**

✉ **razvan.nistor@econ.ubbcluj.ro**



"The master program indeed is 'international' as we have colleagues from various parts of the world, which is awesome, as we interact and learn more about each other as well as our cultures. The course-work content is also all encompassing as it caters to various aspects of managing a business. It is also well broken down, that persons with no prior training in the Social-Sciences would be able to understand. "

**ISIBHAKHOMEN ANNE OGAH**

## CURRICULUM

1 <sup>st</sup> Semester (30 credits)	2 <sup>nd</sup> Semester (30 credits)	3 <sup>rd</sup> Semester (30 credits)	4 <sup>th</sup> Semester (30 credits)
International Marketing	Assets Management	Corporate Governance	European Project Management
International Finance	Controlling	International Strategies	Internship - International Strategy
Quantitative Methods in Economics, Finance and Management	Leadership in Organizations	Business Psychology and Organizational Behavior	Scientific Research for the Elaboration of Dissertation
Topics in Global Markets	International Business Law	<b>Elective Course 1</b>	The Preparation Stage of the Elaboration of Dissertation
Intercultural Business Communication *	European Economic Policies		
		<ul style="list-style-type: none"> <li>Sales Management</li> <li>Management of Environmental Responsibility</li> </ul>	<b>Elective Course 3</b>
		<b>Elective Course 2</b>	
		<ul style="list-style-type: none"> <li>Innovation Management</li> <li>Capital Investments</li> <li>Supply Chain Management</li> <li>Conflict Management and Social Dialogue</li> <li>Business Protocol</li> </ul>	<ul style="list-style-type: none"> <li>E-Business</li> <li>International Financial Reporting Standards</li> <li>Organisations' Knowledge Management</li> <li>Business Management in the Global Context</li> </ul>

\* In French, German, Italian, or Spanish

# Entrepreneurship and Business Administration

Teaching language: English

## Objectives

The program provides the premises for the development of a unique managerial culture through an educational system that offers students the necessary skills for successfully conducting nowadays businesses. With classes taught entirely in English, Entrepreneurship and Business Administration develops a holistic approach of organizational management which revolves around a highly ranked curriculum incorporating theoretical and methodological aspects of business administration as well as practical aspects that define entrepreneurial behavior. After completion of this program, the graduates will have the necessary skills to identify business opportunities and develop business strategies for both start-ups and existing companies, to perform feasibility analysis of new business ideas and develop business plans, to apply concepts and principles of human resource management and knowledge management, to develop marketing strategies to sustain businesses, as well as to implement efficient operations within companies, and to apply strategic and ethical behavior.

## Contents and structure

Students will follow core studies that are made up of both compulsories and elec-

tives. The first year introduces students to the essentials of management, marketing, finance and accounting theories allowing students to gain fundamental knowledge from the challenging courses included in the curriculum. Starting with the second year, students can shape their individual curriculum according to their preferences as they might focus on core electives of their choice. During the last semester students will have to write their Master's thesis and do an internship.

## Career perspectives

The program equips students with the necessary skills to run their own businesses, allowing them to apply for upper management positions, and providing them with practical experience during the Internship program while they are still studying, as well as with a thorough preparation in order to pursue a PhD in Management. Graduates have several options for their career path, such as: entrepreneurs, general managers, project managers, marketing managers, production managers, consultants in management, etc. Graduates are typically employed by multinational corporations, foreign subsidiaries, international consulting agencies, start-ups or non-profit

organizations. Moreover, many graduates of this master program choose to open their own businesses.

## International perspectives

Apart from the internationally-oriented curriculum, students will get the chance to experience foreign cultures and perspectives through exchange programs with more than 100 partner universities worldwide. Significant international opportunities are also offered by working groups formed of international students, lectures given by international visiting professors, as well as by international study tours.

## Contact

📧 **Professor Anca BORZA, PhD**

✉ **anca.borza@econ.ubbcluj.ro**



"During my master studies in Entrepreneurship and Business Administration, I enjoyed the professors' way of dealing with students. Professors and students collaborate together as colleagues. Professors try to flourish students in freedom of thinking, learning, even acting. My advice for prospective students is: learn, think ahead and share."

**SAMAL AIDARBEK**

## CURRICULUM

1 <sup>st</sup> Semester (30 credits)	2 <sup>nd</sup> Semester (30 credits)	3 <sup>rd</sup> Semester (30 credits)	4 <sup>th</sup> Semester (30 credits)
Strategic Marketing	Business Strategies	Innovation Management	Instruments in Operational Management
Organizational Behavior	Accounting for Managers	Entrepreneurship	Internship - Business Strategies and Entrepreneurship
European Project Management	Strategic Human Resources Management	Organisations' Knowledge Management	Scientific Research for the Elaboration of Dissertation
Capital Investments	Business Ethics and Social Responsibility	Conflict Management and Social Dialogue	The Preparation Stage of the Elaboration of Dissertation
Intercultural Business Communication*	Business Management in the Global Context	Supply Chain Management	
		<b>Elective Course 1</b>	<b>Elective Course 2</b>
		<ul style="list-style-type: none"> <li>• Organisational Performance Assessment</li> <li>• Financial Management</li> <li>• Virtual Business</li> <li>• Work Psychology</li> <li>• Sales Management</li> <li>• Information and Decision Support Systems</li> <li>• Change Management</li> <li>• Eco-Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• European Economic Policies</li> <li>• Game Theory with Applications</li> <li>• Leadership in Organizations</li> <li>• International Business Law</li> <li>• Intelligent Computational Methods</li> <li>• Business Negotiation</li> <li>• Risk Management in Business</li> </ul>

\* In French, German, Italian, or Spanish



# Business Modeling and Distributed Computing

Teaching language: English

## Objectives

This master program takes into account the multi-layered nature of the labor market and the different requirements raised by different types of companies working with Business Information Systems – from IT and BP outsourcing, consultancy, start-ups and product developers to private-public partnerships or research projects. Consequently, the master program develops three categories of competences: (a) business analysis and process improvement skills based on Business Process Modeling tools, Enterprise Architecture frameworks and Process Automation platforms; (b) implementations skills for distributed and smart information systems, leveraging Artificial Intelligence tools and Big Data analytics; (c) scientific research competences for those who want to occupy positions in research projects or to pursue a doctoral degree.

## Contents and structure

The curriculum consists of three topical tracks and one research-oriented meta-track. The Business Modeling Track includes topics regarding Business Process Improvement, Enterprise Architecture and Knowledge Management with the help of various modeling tools, languages and automation platforms. The Distributed Computing Track develops skills for working in Cloud, Internet of Things and High Performance Computing environments (students have access to the highest performance computing cluster in a Romanian University). The Artificial Intelligence Track investigates state-of-the-art methods for Machine learning, Big Data analytics, Web mining and Social Networks

analysis. The Research Meta-Track covers best practices for organizing and communicating research, towards writing a dissertation on that provides publishable results.

## Career perspectives

The business analysis and process improvement skills will enable students to work for Business Process Outsourcing providers, in advisory departments for companies that provide consulting on enterprise architecture or business process improvement or in Model-driven Systems development. The implementation skills will enable students to take on positions that employ Artificial Intelligence tools or must manage distributed architectures (Cloud, Data Fabrics, Internet of Things etc.). The scientific research competences will empower students for the type of work that is expected in research projects or PhD programs.

## International perspectives

Each year, selected students have received support for participating in the NEMO (Next-generation Enterprise Modeling) Summer School in Vienna, as well as in relevant international conferences – PoEM, ENASE, ICEIS, CAISE, IE, GECON. Some students have published papers derived from their dissertation theses, showing that they are prepared to follow a PhD program in the field of Information Systems. Professors from international universities (University of Vienna, WU Vienna, Cardiff University, Heriot-Watt University Edinburgh) are occasionally invited to provide lectures in this master program, including curricular contents and didactic tools to enrich our curricular offer. The Romanian

professors also come with their own international experience in research projects and teaching at foreign universities (TU Eindhoven, University of Vienna, Cardiff University, Vrije University Amsterdam, Rotterdam School of Management, STFK UK, Coimbra University). Overall the students develop familiarity with state-of-the-art technologies and become used with English-language contents, presentation styles and research methods conforming international best practices, which supports them in further following studies abroad or in occupying positions where they have to interact with stakeholders in an outsourcing or research context.

## Contact

- 👁 **Prof. Gheorghe-Cosmin SILAGHI, PhD, habil.**
- ✉ [gheorghe.silaghi@econ.ubbcluj.ro](mailto:gheorghe.silaghi@econ.ubbcluj.ro)
- 👁 **Prof. Robert-Andrei BUCHMANN, PhD, habil.**
- ✉ [robert.buchmann@econ.ubbcluj.ro](mailto:robert.buchmann@econ.ubbcluj.ro)



"The Business Modeling and Distributed Computing master program is a great opportunity for students who want to expand their knowledge regarding state-of-the-art technologies and methodologies for Business Informatics. The master's curriculum ranges from Parallel Programming, Artificial Intelligence to the latest concepts and practices in Enterprise Modeling."

**DAN-CLAUDIU NEAGU**

## CURRICULUM

1 <sup>st</sup> Semester (30 credits)	2 <sup>nd</sup> Semester (30 credits)	3 <sup>rd</sup> Semester (30 credits)	4 <sup>th</sup> Semester (30 credits)
Distributed Systems	Methods in Data Science	Cloud and High Performance Computing	Advanced Research Project in Informatics
Business Process Modeling	Intelligent Agents and Algorithmic Game Theory	Internet of Things	Scientific Research for the Elaboration of Dissertation
Research Methodologies and Academic Writing	Big Data and Web Computing	<b>Elective Course 1</b>	The Preparation Stage of the Elaboration of Dissertation
Parallel Programming	Semantic Business Process Management	<ul style="list-style-type: none"> <li>• Design and Implementation of Enterprise Modeling Tools</li> <li>• Advanced Searching and Optimization Techniques</li> </ul>	Internship in Business Modeling
		<b>Elective Course 2</b>	
		<ul style="list-style-type: none"> <li>• Social Media Analysis</li> <li>• Advanced Parallel Algorithms</li> </ul>	

# Bachelor and Master Subjects List

1 <sup>st</sup> semester (Autumn-Winter)		2 <sup>nd</sup> semester (Spring-Summer)	
Accounting for Associations and Foundations	Intercultural Business Communication	Accounting Deontology	General Finance
Accounting for Credit Institutions	International Finance	Accounting for Non-banking Financial Institutions	Human Behavior in Organizations
Accounting for Managers	International Marketing	Accounting for Public Institutions	Human Resource Management
Accounting in Agriculture and Environmental Protection	International Strategies	Accounting Information Systems	Industrial Organization Theory
Advanced Accounting	Introduction to Computer Programming	Auditing	Inferential Statistics
Advanced Parallel Algorithms	Introduction to Scientific Research Methodology	Advanced Corporate Finance	Insurance
Agricultural and Rural Development Policies	Labor Management	Advanced Optimization and Search Techniques	Insurance and Social Security
Basic Econometrics	Legal Framework of International Transactions	Advanced Research Project in Informatics	Integrated Information Systems (EAS/ERP)
Behavioral Finance	Linear Algebra and Probabilities	Agrotourism	Intelligent Agents and Algorithmic Game Theory
Business Communication	Local Strategic Planning	Algorithms and Data Structures	Intermediate Macroeconomics
Business Communication. Competence and Performance	Logics	Applied Accounting	International Business Law
Business Ethics	Logistics	Applied Specialized Language	International Economic Transactions
Business Process Modeling	Management	Assets Management	International Economics
Business Protocol	Management in Commerce and Tourism	Auditing and Control	International Finance
Business Psychology and Organizational Behavior	Managerial Accounting – Useful Concepts and Tools for Business	Banking	International Insurance
Business Simulation	Marketing Policies	Basic Accounting	International Investments
Business Valuation	Mathematics Applied to Economics	Basic Marketing	International Management
Calculus and Optimization	Microeconomics	Behavioral Economics	International Shipping
Capital Investments	Microeconomics – Price Theory 1	Big Data and Web Computing	International Tourism
Career Management	Modern Language Applied to Business	Business Communication	Internet for Business
Change Management	Natural Language Processing	Business Ethics and Social Responsibility	Internship – Insurance, Corporate Finance, Banking
Cloud and High Performance Computing	Non-Profit Organizations Management	Business Internship	Introduction to International Economic and Diplomatic Practice
Commerce Marketing	Operational Research	Business Law	Investment Management
Commodities Exchange	Operations Management	Business Negotiation	IT for Business
Comparative Economic Policies	Organizational Performance Assessment	Business Strategies	Knowledge Management in Organizations
Conflict Management and Social Dialogue	Parallel Programming	Commodities Study and Quality Assurance	Leadership in Organizations
Controlling	Payments and International Funding	Communication Deontology	Macroeconomics
Corporate Finance	Pricing Derivatives and Markets	Comparative Management	Management Accounting
Corporate Governance	Problems of World Economy	Compared Accounting Systems	Management in the Global Context
Corporate Management	Programming and Development Environments	Consumer Behavior	Management Information Systems
Databases and Programs	Project Management	Controlling	Managerial Training Methods
Decision and Process Mining	Public Budget and Treasury	Decision Support Information Systems	Marketing Research
Descriptive Statistics	Public Finance	Demography	Mathematical Modeling
Development Policies	Quantitative Methods Applied to Economic Decisions	Design and Implementation of Enterprise Modeling Tools	Merchandising
Distributed Systems	Quantitative Methods in Economics, Finance and Management	Development of Management Information Systems	Methods in Data Science
Econometrics	Research Methodologies and Academic Writing	E-Business	Microeconomics – Price Theory 2
Economic Doctrines	Research Methodology in the Field of Financial Reporting	Econometric Modelling	Modern Language Applied to Business
Economic Forecasting	Sales Management	Economics and Geopolitics	Monetary Institutions and Mechanisms
Economic History	Semantic Business Process Management	Elements of Games Theory	Multinational Corporations
Economic Sociology	Seminar on Accounting Research Methods	Environmental Management	Operational Management Tools
Economics and Regional Development Policies	Seminar on Finance Research Methods	Etiquette and Protocol in International Business	Politology
Entrepreneurship	Services Marketing	European Economic	Portfolio Management
Environmental Communication	Strategic Management	European Economic Policies	Prices and Competition
Environmental Responsibility Management	Strategic Marketing	European Project Management	Production Management
European Economics	Supply Chain Management	Financial Accounting II	Promotion Tools and Techniques
Exploiting Organizational Data by Data and Process Mining	Taxation	Financial and Actuarial Mathematics	Public Debt
Financial Accounting		Financial and Banking Marketing	Public Services Management
Financial Analysis		Financial Auditing	Purchasing Management
Financial Management		Financial Control	Service Management
Financial Reporting under IFRS		Financial Control and Audit	Small and Medium - Sized Enterprises Management
Financial Standing		Financial Markets	Statistical Computing
Fundamentals of Econometrics		Financial Reporting	Statistics for Economists
Fundamentals of Services		Financial Reporting for Group Entities under IFRS	Sustainable Management in Tourism
General Accounting		Financial Reporting Standards	Total Quality Management
Global Economy Mechanisms		Financial Statements Analysis	Trade Policy Issues
Inflation, Deflation and Monetary Systems		Financing Direct Investments	Urban Economics and Real Estate Market
Innovation Management		Game Theory with Applications	Waste Management



# About Romania

Romania is a sovereign state located at the **crossroads of Central, Eastern, and Southeastern Europe**. It is a semi-presidential republic where executive functions are held by both government and the president.

Romania is now **one of the fastest growing economies** in the European. The largest local companies include Automobile Dacia, Ford Romania, Electrica, Romgaz, RCS & RDS and Banca Transilvania. Romania's main exports are cars, software, clothing and textiles, industrial machinery, electrical and electronic equipment, metallurgic products, raw materials, military equipment, pharmaceuticals, fine chemicals, and agricultural products (fruits, vegetables, and flowers). Trade is mostly centered on the member states of the European Union, with Germany and Italy being the country's largest trading partners.

Some quick facts about Romania:

- Member of Nord Atlantic Treaty Organization (NATO) since 2004
- Member of the European Union (EU) since 2007
- Founding member of the World Trade Organization (WTO)
- Population of almost 20 million inhabitants
- Surface area of more than 238 square kilometers
- Highest economic growth in EU between 2016-2018
- Low unemployment rate: below 5%

Romania is famous for its **beautiful landscapes** and hence, tourism is a significant contributor to the Romanian economy. Romania was included in the Rough Guides' **top 10 countries to visit** in 2016. Among the popular attractions, one could find the Black Sea resorts, the skiing resorts, the castles from Transylvania, painted churches from Moldavia, the wooden churches of Maramureş or the Danube Delta. Transylvania was designated as the **number one region in the world to visit** in 2016 by Lonely Planet.



# About Cluj-Napoca

Cluj-Napoca is the **second largest city in Romania** (after Bucharest – the capital city), with a population of more than 320 thousands, plus tens of thousands of students from other places coming to the city to study each year.

Cluj-Napoca is equally an **economic and cultural center** of Romania.

The city represents the place where the largest banking group in Romania (Banca Transilvania - BT Grup) was founded and where the group is currently headquartered, Cluj-Napoca being an **important financial and banking center** in which all the main actors of the Romanian financial-banking sector are active.

At the same time, Cluj-Napoca **hosts the regional or national headquarters of many multinational companies**: E.ON, MOL, Emerson, De'Longhi, Bosch, Office Depot, Genpact, FrislandCampina, New Yorker etc.

Also, **a large part of the Romanian IT sector** is located in Cluj-Napoca, big companies in the industry being headquartered or having branches in the city: NTT Data, Endava, Softvision, Fortech, Iquest Technologies, Arobs, Accenture etc. Thus, Cluj-Napoca is quickly becoming Romania's tech-nopolis. The city itself was actually awarded a special prize for *excellence in digitalization* by the Romanian Municipalities Association in 2017.

The remarkable urban architecture, the numerous cultural and religious attractions (museums, churches, theaters, cinemas, monuments and historical buildings, etc.), the variety of restaurants, bars and shopping centers, as well as the **great diversity of cultural events** taking place annually in the city or in its proximity (e.g. *Transylvania International Film Festival*, *Untold Festival*, *Electric Castle Festival*, *Jazz in the Park Festival* and many more) make Cluj-Napoca one of the most attractive cities for young people, the city being designated **European Youth Capital** in 2015 and **European City of Sports** in 2018.

A recent study among 41,000 people in 79 European cities by the Office for National UK Statistics has designated Cluj-Napoca as **the friendliest European city**.

Cluj-Napoca is **one of the most important academic centers** in Central, Eastern, and Southeastern Europe, with about **100,000 students** living in the city. **Six public universities** are active in Cluj-Napoca, among which Babeş-Bolyai University being the largest.











## Best Romanian higher education institution in

### Economics Research

Tilburg University's Economics  
Schools Research Ranking



### Economics & Econometrics Business & Management Studies

QS – Quacquarelli Symonds  
World University Ranking



### Business & Economics

THE – Times Higher Education  
World University Ranking



ACCA – Association of Chartered  
Certified Accountants

**CIMA**

CIMA – Chartered Institute of  
Management Accountants Certified

## Babeș-Bolyai University

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## Faculty of Economics and Business Administration

Teodor Mihali Street, no. 58-60, 400591, Cluj-Napoca, România

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