

UBBFSEGA INTERNATIONAL

BACHELOR & MASTER PROGRAMS – 2023

- Educational opportunities
- International orientation
- Admission procedures

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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.

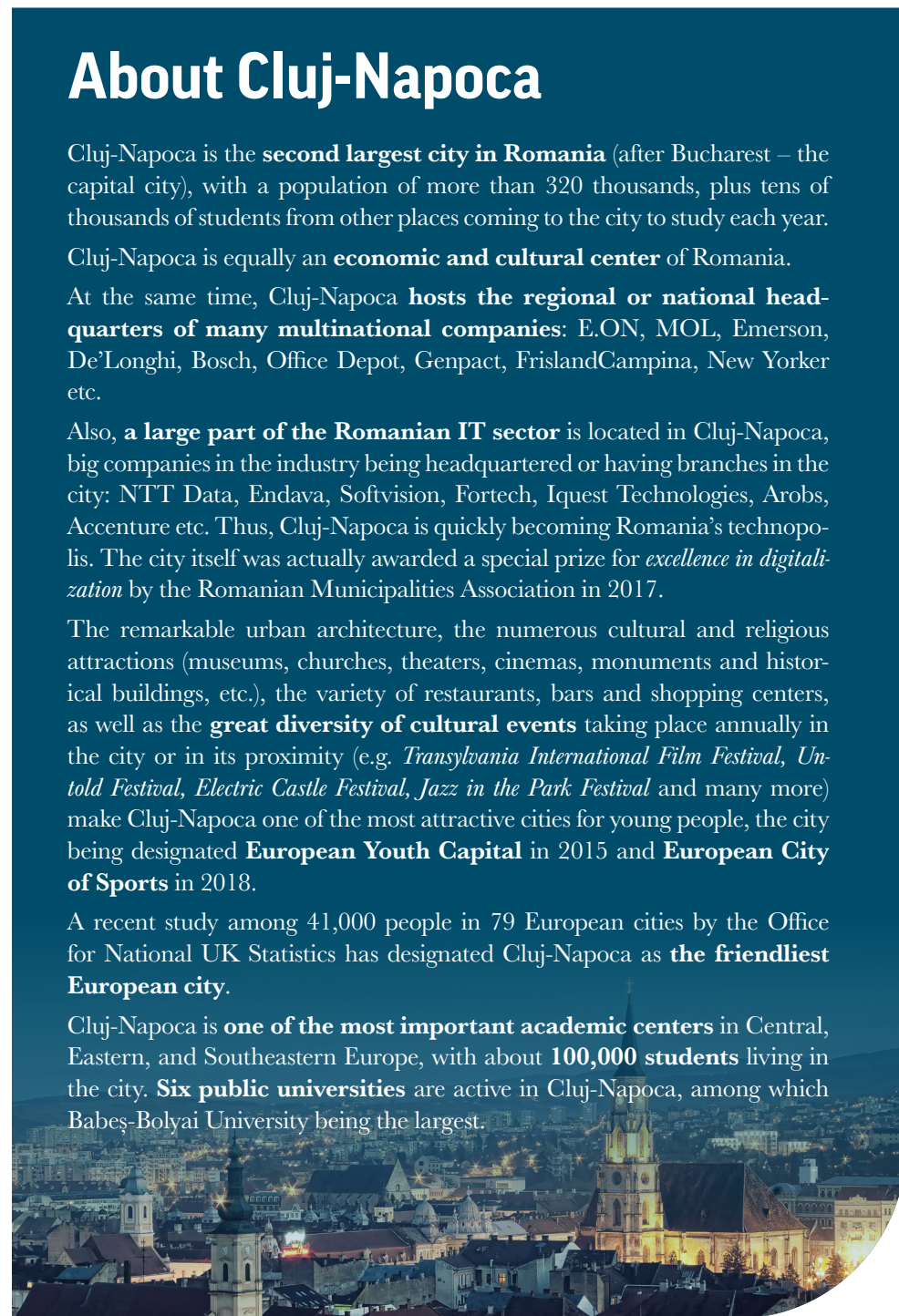
At the same time, Cluj-Napoca **hosts the regional or national headquarters of many multinational companies**: E.ON, MOL, Emerson, De'Longhi, Bosch, Office Depot, Genpact, FrislandCampina, New Yorker etc.

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 technopolis. 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 Babeș-Bolyai University being the largest.



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
Business Administration in Tourism, Commerce and Services	Romanian

Master's programs (4 semesters)	Program language
Business Analytics and Information Management	Romanian
Business and Financial Analytics	Hungarian
Business Management	Hungarian
Business Modeling and Distributed Computing	English
Corporate Finance-Insurance	Romanian
Diagnosis and Valuation	Romanian
Digital Marketing	Hungarian
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, French and German. Please consult our website for information about programs taught in Romanian or Hungarian: www.econ.ubbcluj.ro



About the Babeş-Bolyai University

Babeş-Bolyai University (UBB) is currently **the largest Romanian** university, hosting around 46,800 students enrolled in Bachelor, Master, PhD or other academic programs in the 2022-2023 academic year, within its **22 faculties**. Situated at the confluence of the Eastern and Western cultures, UBB 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, UBB is the best higher education institution in Romania.



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

Charles III, King of the United Kingdom
Doctor Honoris Causa of Babeş-Bolyai University



“It’s a terrific honor to be a member of the 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

About the Faculty of Economics and Business Administration

The Faculty of Economics and Business Administration (FSEGA) has been part of Babeş-Bolyai University (UBB) since 1961, after being established as an independent institution in 1920. Thus, the Romanian economic higher education in Transylvania is older **than 100 years**. Today, UBB-FSEGA is the largest faculty of UBB and of any Romanian university, having in the 2022-2023 academic year about 8.800 students enrolled in its Bachelor, Master or PhD programs, as well as more than **200 permanent teaching staff** and almost **150 associates**.

Best Romanian

higher education institution in

Economics Research

Tilburg University's Economics Schools Research Ranking



Business & Management Studies

QS - Quacquarelli Symonds World University Ranking



Business & Economics

THE - Times Higher Education World University Ranking



Considering its position in the most important university worldwide rankings by subject, FSEGA is the best Romanian higher education institution in Economics and Business.

International Orientation



**EFMD
GLOBAL
MEMBER**

FSEGA is the first faculty in Romania to be a full member of **European Foundation for Management Development (EFMD)**, the largest global network of organizations in the field of management development and business administration.

International accreditations



ACCA – Association of Chartered Certified Accountants



CIMA – Chartered Institute of Management Accountants Certified

International Agreements and Mobilities

FSEGA encourages and enables its students and staff to enrich their international experience, offering various international mobility opportunities. The university has Erasmus or other types of inter-institutional agreements focused on *Economics and Business* with about **130 universities** around the world.

International Week

FSEGA organizes each year an International Week, during which students attend classes held in English by invited international lecturers. At the end of each course, students take an exam to receive a grade and academic transferable credits for the course. More information about this event can be found at: www.econ.ubbcluj.ro/fsegainterweek



Academic Year Structure Bachelor & Master

1 st Semester (October 2, 2023 – February 25, 2024)			2 nd Semester (26 February 2024 – 14 July 2024)		
Teaching (12 weeks)	Vacation (2 weeks)	Teaching (2 weeks)	Teaching (10 weeks)	Vacation (1 week)	Teaching (4 weeks)
Examinations (3 weeks)	Vacation (1 week)	Reexaminations (1 week)	Examinations (3 weeks)	Vacation (1 week)	Reexaminations (1 week)



Financial information

Admission costs for the 2023-2024 academic year

Romanian, European Union, Economic European Area or Swiss Confederation citizens

Bachelor's and Master's Level	Admission processing fee: 100 LEI*	Admission registration fee: 200 LEI*
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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: 50 EUR
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Tuition fees for the 2023-2024 academic year

Romanian, European Union, Economic European Area or Swiss Confederation citizens

Bachelor's Level	3,900 LEI per year*
Master's Level	4,900 LEI per year*

Citizens studying on their own in Romania, from outside the European Union, the European Economic Area and the Swiss Confederation

Bachelor's Level	400 EUR per month (10 months/year)
Master's Level	

* "LEI" represents the national currency of Romania; 1 LEI = 0.2 EUR (in March 2023)

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.

Details about the procedure can be found at:

- **bachelor studies:** <https://cci.ubbcluj.ro/admission-international-students/candidates-from-eu-countries/bachelor-studies/>



- **master studies:** <https://cci.ubbcluj.ro/admission-international-students/candidates-from-eu-countries/master-degree/>



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 applica-

tion 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.

Details about the procedure can be found at:

- **bachelor studies:** <https://cci.ubbcluj.ro/admission-international-students/candidates-from-other-countries/bachelor/>



- **master studies:** <https://cci.ubbcluj.ro/admission-international-students/candidates-from-other-countries/master-degree/>



A virtual tour of FSEGA is available online at <https://econ.ubbcluj.ro/turvirtual/>



Ziele

Die Ziele der Spezialisierung orientieren sich in der Richtung der Ausbildung der Fachspezialisten im betriebswirtschaftlichen Bereich, die international anerkannte Kompetenzen besitzen. Wir möchten unseren Studenten eine wirtschaftswissenschaftliche Ausbildung im Management und Unternehmensführung ermöglichen, die eine fundierte und praxisnahe Lehre erfordert. Dieses Ziel versuchen wir u.a. durch grundlegende und fundierte Kenntnisse der Unternehmensführung und der Informationstechnologie zu erreichen.

Inhalt und Struktur

Neben der Grundausbildung bietet das Studienprogramm die neuesten Aspekte des Wissens im Bereich Management und Controlling im Unternehmen an. Der Lehrplan ist innovativ konzipiert in dem die Studenten eine echte professionelle Beurteilung bezüglich der Anwendung der Kenntnisse in verschiedenen spezifischen Situationen erwerben. Die Vorlesungen und Seminare werden sowohl von einheimischen als auch von Gastprofessoren unterstützt. Die Kooperation mit Universitäten aus dem deutschsprachigen Raum, wie zum Beispiel, Universität Wien, Universität Trier, Universität Siegen, Universität Bern, Hochschule für Wirtschaft und Umwelt Nürtingen – Geislingen, Fachhochschule Schmalkalden, etc. wird nachhaltig entwickelt. Die im Lehrplan enthaltenen Lehrveranstaltungen tragen dazu bei das Wissensspektrum der Absolventen zu erhöhen, vertiefen und erweitern.

Kompetenzen und Fähigkeiten

Die Absolventen des Studienprogramms werden in der Lage sein die Datenerhebung, -verarbeitung und -analyse im Umfeld des Unternehmens zu erkennen. Sie erwerben nützliche Fähigkeiten in der Implementierung von methodologischen Vorschriften, wirtschaftlichen Massnahmen, Politiken und Programme; Durchführung von buchhalterischen Arbeiten, Erstellung von wirtschaftlichen und finanziellen Berichte und Jahresabschlüsse; Verwendung von wirtschaftlichen Datenbanken und Softwareprodukte; Erstellung und Management von Businesspläne und bereichsspezifischen Tätigkeiten, etc. Darüber hinaus können sie Weiterbildungsmöglichkeiten und die effiziente Verwertung von Ressourcen und Ausbildungstechniken für die eigene Karriereentwicklung identifizieren. Transversale Kompetenzen erwerben sie durch die Identifizierung von Rollen und Verantwortungen in einer interdisziplinären Gruppe.

Karrierperspektiven

Die Absolventen dieser Spezialisierung werden bereit sein, ökonomisches Wissen zu besitzen, inklusive Führungsfunktionen im Unternehmen auszuüben. Wichtig ist, dass die Studenten einen Überblick über den Ablauf im Alltag eines Unternehmens erhalten. Für die Studenten der Deutschen Unterrichtslinie besteht häufig die Möglichkeit, bei deutschen Unternehmen in Siebenbürgen zu arbeiten. Unsere Fakultät arbeitet mit dem Deutschsprachigen Wirtschaftsclub Nordtransilvanien (DWNT) und mit zahlreichen Unternehmen aus dem Deutschsprachigen Raum zusammen (Beispiel möglicher Berufe: Expert Unternehmensbewertung, Buchhalter, Qualitätsbeauftragter).

Zuständige Person

☎ Conf. univ. dr. Gabriela BRENDEA

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„So komplex die Unternehmensführung sein kann, so vielfältig sind auch die Fächer, die ich in diesen drei Jahren des Bachelorstudiums studierte. Mit dem Abschluss dieses Studiengangs kann ich bestimmt sagen, dass ich eine umfassende Sicht auf das interne und externe Umfeld einer Organisation entwickelte und bereit bin, die in den meisten auf dem Markt gesuchten Wirtschaftsbereiche erworbenen Fähigkeiten und Fertigkeiten einzusetzen. Die Beteiligung und die Offenheit der Lehrkräfte gaben mir die Anleitung, aber auch die gewünschte Freiheit, mein geliebtes Gebiet durch Fallstudien und interaktive Aktivitäten zu entdecken.“

IULIA MARIA VARADY

C U R R I C U L U M

1. Semester(32 Kreditpunkte)	2. Semester (32 Kreditpunkte)	3. Semester(30 Kreditpunkte)	4. Semester(30 Kreditpunkte)	5. Semester(30 Kreditpunkte)	6. Semester(30 Kreditpunkte)
Mikroökonomie	Makroökonomie	Finanzbuchhaltung	Internationales Management	Finanzanalyse und Controlling	Management der Logistik
Europäische Wirtschaftslehre	Finanz- und Versicherungsmathematik	Unternehmensfinanzierung	Betriebsbuchhaltung	Projektmanagement	Finanzmärkte
Wirtschaftsmathematik	Grundlagen der Buchhaltung	Datenbanken und Programme	Statistische Verarbeitungen am	Grundlagen der Ökonometrie	Internationales Marketing
Management	Wirtschaftsinformatik	Deskriptive Statistik	Computer	Innovationsmanagement	Operations Research
Öffentliche Finanzen	Marketinggrundlagen	Wirtschaftsethik	Weltwirtschaftsgeschichte	Computergestützte	Ausarbeitung der Bachelorarbeit
Qualität und Leistung in der Organisation	Unternehmensführungsrecht	Geschäftssprache *	Personalmanagement	Entscheidungssysteme	Wahlfach 5
Geschäftssprache *	Geschäftssprache *	Wahlfach 1	Angewandte Fachsprache *	Wahlfach 3	Wahlfach 6
Sport	Sport		Praktikum (Unternehmensführung)	Wahlfach 4	
			Wahlfach 2		

* Englisch, Französisch, Italienisch, Spanisch

Die Wahlfächer aus den Semestern 3 bis 6 ermöglichen den Studierenden ihre Kompetenzen und Kenntnisse zu vertiefen beziehungsweise zu erweitern.

3. Semester Wahlfach 1	4. Semester Wahlfach 2	5. Semester Wahlfach 3	5. Semester Wahlfach 4	6. Semester Wahlfach 5	6. Semester Wahlfach 6
Einführung in das wissenschaftliche Arbeiten	Merchandising	E-Commerce Anwendungen	Das Europäische Geschäftsumfeld	Finanzaudit	Netzwerkmanagement
Wirtschaftsgeschichte	Dienstleistungsmanagement	Entrepreneuriale Unternehmenskultur	Bank- und Finanzmanagement	Integrierte Computersysteme (EAS - ERP)	Wirtschaftskommunikation*
Ökonomisches Denken	Algorithmen und Datenstrukturen	Internationales Handelsrecht	Internationale Wirtschaftsbeziehungen	Risk Management	Internetanwendungen
Unternehmensmanagement	Induktive Statistik	Verwaltung von Handels- /Tourismus- /Dienstleistungsunternehmen	Programmierungs und Entwicklungsmedien	Strategisches Management und Geschäftsstrategien	Geschäftsverhandlungen
Steuerpolitik	Jahresabschlüsse	Wirtschaftsprognose		Qualitätskontrolle und Projektmanagement	Vergleichende Wirtschaftspolitiken
Einführung in Programmierung	Internationale Wirtschaft				Management der kleinen und mittleren Unternehmen
Logik	Umweltwirtschaft				

* Englisch / Französisch / Italienisch / Spanisch

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**

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„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
Mathematics Applied to Economics	Basic Accounting	Database Systems and Programming	Applied Accounting	Advanced Accounting	Information Systems
Management	IT for Business	Descriptive Statistics	Financial Control	Accounting for Credit Institutions	Accounting for Public Institutions
Public Finance	Basic Marketing	Business Ethics	Financial Reporting	Financial Analysis	Accounting Deontology
The Fundamentals of Services	Business Law	Modern Languages Applied to	Internship- Financial Accounting	Optional Course 3	Elaboration of Graduation Thesis
Modern Languages Applied to	Modern Languages Applied to	Business*	Applied Specialist Language*	Optional Course 4	Optional Course 5
Business*	Business*	Optional Course 1	Optional Course 2		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:

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
Agrifood 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 Insurance	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	Management Information Systems Internet for Business
Management	Corporate Management	Human Resources Management	Project Management	Small and Medium-Sized Enterprises Management
Marketing		Consumer Behavior	Marketing Policies	Promotionals Tools and Techniques
Statistics and Economic Forecasting	Logics	Inferential Statistics	Basics of Econometrics Economic Forecasting Operational Research	Elements of Game Theory
Transversal Skills	Introduction to Scientific Research Methodology		Business Communication 1*	Business Communication 2*

* 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 competencies 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 competencies 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 international 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.



„I arrived at the English line, International Business and Economics of the Babeş-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

Contact

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C U R R I C U L U M

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

* 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	Controlling	Business Valuation	Financial Control and Audit	
Commerce, Tourism and Services Economics		International Tourism		Trade Marketing			Agri-Tourism
Agrifood and Environmental Economics						Waste Management	
General Economics	Economic History Economic Doctrines	Behavioral Economics		Agricultural and Rural Development Policies			Urban Economics and Real Estate
Finance and Banking	Fiscal Policy	International Finance	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	Human Resources Management	Small and Medium-Sized Enterprises Management
Marketing			Consumer Behavior		Marketing Policies	Promotion Tools and Techniques	
Statistics and Economic Forecasting	Logics	Inferential Statistics	Demography	Basics of Econometrics	Economic Forecasting	Elements of Game Theory	
Transversal Skills	Introduction to Scientific Research Methodology						

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 specialist, 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



„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.”

Contact

👁️ **Assoc. prof. Angela-Maria FILIP, PhD**
✉️ angela.filip@econ.ubbcluj.ro

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	Financial Accounting	Banking	Financial Analysis	Portfolio Management
European Economics	Financial and Actuarial Mathematics	Corporate Finance	Monetary Institutions and	Budget and Public Treasury	Behavioral Finance
Mathematics Applied to Economics	Basic Accounting	Database Systems and Programming	Mechanisms	Financial Management	Accounting for Public Institutions
Management	IT for Business	Descriptive Statistics	Financial Markets	Basics of Econometrics	International Finance
Public Finance	Basic Marketing	Business Ethics	Insurance	Optional Course 3	Elaboration of Graduation Thesis
The Fundamentals of Services	Business Law	Modern Languages Applied to	Financing Direct Investments	Optional Course 4	Optional Course 6
Modern Languages Applied to Business*	Modern Languages Applied to Business*	Business*	Applied Specialist Language*	Optional Course 5	Optional Course 7
Physical Education 1	Physical Education 2	Optional Course 1 V	Internship – Insurance, Banking, Corporate Finance		
			Optional Course 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:

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		Managerial Accounting	Business Valuation	Controlling	Accounting for Credit Institutions	Financial Reporting	Financial Control and Audit
Commerce, Tourism and Services Economics		Agri-Tourism		Trade Marketing		International Tourism	
Agrifood 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
Statistics and Economic Forecasting	Logics	Inferential Statistics				Elements of Game Theory	
Transversal Skills	Introduction to Scientific Research Methodology			Business Communication 1*			Business Communication 2*

* 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. Management graduates are trained to perform various jobs, in both managerial and non-managerial positions, in manufacturing and 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. Irina SALANȚĂ, PhD**

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„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	Financial Accounting	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	Basic Accounting	Database Systems and Programming	Investment Management	Logistics	Total Quality Management
Management	IT for Business	Descriptive Statistics	Service Management	Marketing Policies	Small and Medium-Sized Enterprises
Public Finance	Basic Marketing	Business Ethics	Science of Commodities and Quality	Operations Management	Management
The Fundamentals of Services	Business Law	Modern Languages Applied to	Assurance	Optional Course 3	Elaboration of Graduation Thesis
Modern Languages Applied to	Modern Languages Applied to	Business*	Internship - Production and Service	Optional Course 4	Optional Course 5
Business*	Business*	Optional Course 1	Management		Optional Course 6
Physical Education 1	Physical Education 2		Applied Specialist Language*		
			Optional Course 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:

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 Management	Project Management	Management in Commerce and Tourism Career Management Non-Profit Organizations Management	Organizational Human Behavior Managerial Training Methods Public Services Management	
Accounting and Management Information Systems		Managerial Accounting	Controlling	Business Valuation	Financial Reporting	Financial Control and Audit
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	Logics	Inferential Statistics Demography	Economic Forecasting	Basic Econometrics	Elements of Game Theory	Econometric Modelling
Transversal Skills	Introduction to Scientific Research Methodology			Business Communication 1*		Business Communication 2*

* French, German, Italian, or Spanish

Comptabilité et Informatique de Gestion

Langue d'enseignement: Français

Objectives

La filière française a été créée conformément au programme multiculturel de l'Université Babeş-Bolyai et répond aux attentes de la société roumaine, qui fait partie de l'Union Européenne. Cette filière offre aux étudiants la possibilité de se spécialiser dans un domaine applicatif des sciences économiques, la Comptabilité (et informatique) de gestion de sorte que, à la fin des trois années d'études, ils pourront facilement trouver un emploi dans une entreprise d'orientation française, même plus – ils seront convoités par les employeurs de l'espace francophone. Ces objectifs sont soutenus par les partenariats avec d'importantes universités et institutions francophones, aussi que les intervenants externes de la sphère professionnelle et académique.

Contenu et structure

Le curriculum du programme répond aux exigences des bourses dans l'espace francophone, des programmes de master en sciences de gestion/recherche, et des stages dans les institutions et les entreprises francophones partenaires. Les disciplines fondamentales et de spécialité, les disciplines à choisir et les disciplines facultatives proposées, visent l'achèvement du raisonnement économique en général et professionnel en particulier. Outre la maîtrise des théories et des normes professionnelles, ainsi que des simulations pratiques en comptabilité et informatique, qui assurent l'expertise technique, les étudiants ont la possibilité d'acquérir des connaissances solides de langue française grâce aux cours de spécialité, mais aussi d'améliorer le niveau d'une autre langue moderne (anglais, allemand, italien, espagnol).

Compétences et aptitudes

Grâce au contenu des disciplines prévues et aux méthodes d'évaluation de la performance des étudiants, le programme assure l'acquisition de compétences professionnelles et transversales nominalisées par le Cadre Européen des Qualifications (EQF). La relevance du programme s'avère de même par rapport aux occupations nationales, européennes et internationales spécifiques au domaine. En terme de compétences professionnelles (par exemple le traitement des données pour dresser des états financiers ou l'utilisation de ressources informatiques), les stages/internship et les événements qui réunissent les étudiants et les professeurs de la filière avec les entreprises et institutions francophones installées dans la région, ont un apport considérable. En termes de compétences transversales, il faut évoquer aussi les activités de l'association des étudiants de la filière française (AELF).

Perspectives d'emploi

Les professeurs du programme et les ex-étudiants créent des partenariats entre les universités et les entreprises. Les contacts, les accords et les présentations pour des offres d'embauche/de stage ou autres formes de collaborations avec les sociétés, soutiennent les étudiants à matérialiser leurs études. Les débouchés sur le marché spécifique visent des métiers comme: cadre opérationnel ou supérieur en comptabilité, contrôle, finances; expert-comptable, commissaire aux comptes, auditeur financier; responsable du service comptable, contrôle de gestion, contrôle interne (dans le cadre d'une entreprise ou dans un cabinet individuel qui exerce une profession libérale).

Responsable du programme

👁️ Prof. univ. dr. Adela DEACONU

✉️ adela.deaconu@econ.ubbcluj.ro

Suivez

🌐 econ.ubbcluj.ro/fr/

📘 facebook.com/CIGFrancais/



„L'interactivité des cours de cette filière, tout comme la participation à des programmes Européens, le caractère pratique des travaux dirigés, le support des professeurs et les partenariats de l'université ont contribué à la réalisation de mon projet professionnel.”

ANCA-GABRIELA GAVRILĂ

CONSULTANTE EN REGULATORY ADVISORY CHEZ KPMG LUXEMBOURG

CURRICULUM

Le 1 ^{er} semestre (32 crédits)	Le 2 ^{ème} semestre (32 crédits)	Le 3 ^{ème} semestre (30 crédits)	Le 4 ^{ème} semestre (30 crédits)	Le 5 ^{ème} semestre (30 crédits)	Le 6 ^{ème} semestre (30 crédits)
Microéconomie	Macroéconomie	Comptabilité financière	Comptabilité de gestion	Contrôle de gestion	Audit financier
Economie européenne	Mathématiques financières et	Finances de l'entreprise	Comptabilité financière II	Evaluation des affaires	Projection des systèmes
Mathématiques appliquées à	actuarielles	Bases de données et programmes	Comptabilité appliquée	Comptabilité approfondie	informatiques de gestion
l'économie	Les fondements de la comptabilité	Statistique descriptive	Contrôle financier	Comptabilité des institutions de	Comptabilité des institutions
Management	Informatique économique	Éthique des affaires	Rapports financiers	crédit	publiques
Finances publiques	Les fondements du marketing	Langues modernes appliquées aux	Stage de pratique en comptabilité	Analyse financière	Déontologie comptable
Les fondements des services	Droit des affaires	affaires*	financière	Cours optionnel 3	Élaboration de la thèse de licence
Langues modernes appliquées aux	Langues modernes appliquées aux	Cours optionnel 1	Langage spécialisé appliqué *	Cours optionnel 4	Cours optionnel 5
affaires*	affaires*		Cours optionnel 2		Cours optionnel 6
Education physique 1	Education physique 2				

* Anglais, Allemand, Italien ou Espagnol

Les disciplines optionnelles afférentes aux 3^{ème} - 6^{ème} semestres permettent l'extension des compétences spécifiques au programme d'études, le suivi des trajectoires des compétences spécifiques aux autres programmes d'études:

Compétences spécifiques	Le 3 ^{ème} semestre Cours optionnel 1	Le 4 ^{ème} semestre Cours optionnel 2	Le 5 ^{ème} semestre Cours optionnels 3 & 4	Le 6 ^{ème} semestre Cours optionnels 5 & 6
Comptabilité et Informatique de Gestion			Comptabilité agricole et environnementale Comptabilité des associations et fondations	Comptabilité des institutions financières non bancaires Systèmes comptables comparés
Économie du Commerce, Tourisme et Services		Tourisme international	Marketing commercial	Agrotourisme
Économie générale	Histoire de l'économie Doctrines économiques		Politiques agricoles et développement rural	
Économie et Affaires Internationales			Economie et politiques de développement régional	Transactions économiques internationales
Finances et Banques	Fiscalité	Marchés financiers Services bancaire Assurance	Budget et Trésor public	Assurances et protection sociale Finance internationale
Informatique Économique	Introduction à la programmation informatique	Algorithmes et structures de données Systèmes informatiques intégrés (EAS/ERP)	Développement rapide d'applications	Systèmes d'information de gestion L'utilisation de l'Internet pour les affaires
Management	Gestion d'entreprise	Gestion des ressources humaines	Gestion des projets	Gestion des petites et moyennes entreprises
Marketing		Le comportement du consommateur	Politiques de marketing	Outils et techniques de promotion
Statistique et Prévisions Économiques	Logiques	Statistiques inférentielles	Les fondements de l'économétrie Prévisions économiques	Éléments de la théorie des jeux
Compétences transversales	Introduction à la méthodologie de la recherche scientifique		Communication pour les affaires 1*	Communication pour les affaires 2*

* Anglais, Allemand, Italien ou Espagnol

Internationales Management

Unterrichtssprache: Deutsch

Ziele

Die Hauptziele, die dieses Masterprogramm erreichen will, können wie folgt zusammengefasst werden: Aneignung und Vertiefung der Konzepte, der Theorien und Methodik, die spezifisch für den Fachbereich Internationales Management sind. Zugleich strebt das Masterprogramm die Wissensvertiefung der Studierenden durch DAAD-, ERASMUS – und ROTARY -Stipendien an, jedoch auch die berufliche Vorbereitung dieser in Bezug auf die Entwicklung der notwendigen praktischen Fähigkeiten, in deutschsprachigen Unternehmen.

Inhalt und Struktur

Das Masterprogramm bietet den Kursteilnehmern außerordentliche berufliche Perspektiven für ihre zukünftige Karriere, indem er auf die zunehmende Nachfrage nach jungen Absolventen mit Managementfähigkeiten im Bereich internationaler Unternehmen reagiert. Das Curriculum ist über 4 Semester strukturiert und bietet hochinteressante Pflicht und Wahlfächer. Einige davon sind Internationales Organisationsmanagement, Vertiefte Betriebsbuchführung, Methoden und Techniken des Qualitätsmanagement, Marketingstrategien, Business Process Management, Wirtschaftspolitiken der EU, etc. Auf Master Ebene ein sehr wichtiges und 100% praxisorientiertes Fach ist das Praktikum in einer Multinationalen Unternehmung. Das Masterprogramm bietet auch jährliche Workshops in deutscher Sprache an.

Kompetenzen und Fähigkeiten

Die wesentlichen fachlichen Kompetenzen beziehen sich auf die Evaluierung, Erlernen und Verwertung der Forschungsergebnisse in den wirtschaftlichen Tätigkeiten der internationalen Organisationen; die Identifikation und Durchführung von Tätigkeiten unter der Anwendung von innovativen Managementmethoden und -techniken; Entscheidungsdurchführung im Unternehmen unter Berücksichtigung der Unternehmenswerte, der Finanzstrategien und Personalmanagement, etc.

Karrierperspektiven

Das akademische Angebot dieses Masterprogramms wird in Partnerschaft mit der Universität Wien, Universität Trier der Tu-Chemnitz, der Hochschule für Angewandte Wissenschaften Nürtingen-Geislingen und der Universität Bern ermöglicht. Zugleich haben die Studierenden die Möglichkeit ein ERASMUS – Internship über drei Monate (01.07 – 30.09) bei MHP – a Porsche Company zu erwerben. Mögliche Berufe die unsere Absolventen ausüben sind: Manager von Qualitätsmanagement-Systemen, Verkaufsmanger, Projektmanager, Experte im Management von Investitionstätigkeiten, Berater im Management, Berater/ Experte/ Prüfer/ Gutachter/ Wirtschaftswissenschaftler im Management und Marketing.

Zuständige Person

👁️ Prof. univ. dr. Mihaela DRĂGAN

✉️ mihaela.dragan@econ.ubbcluj.ro



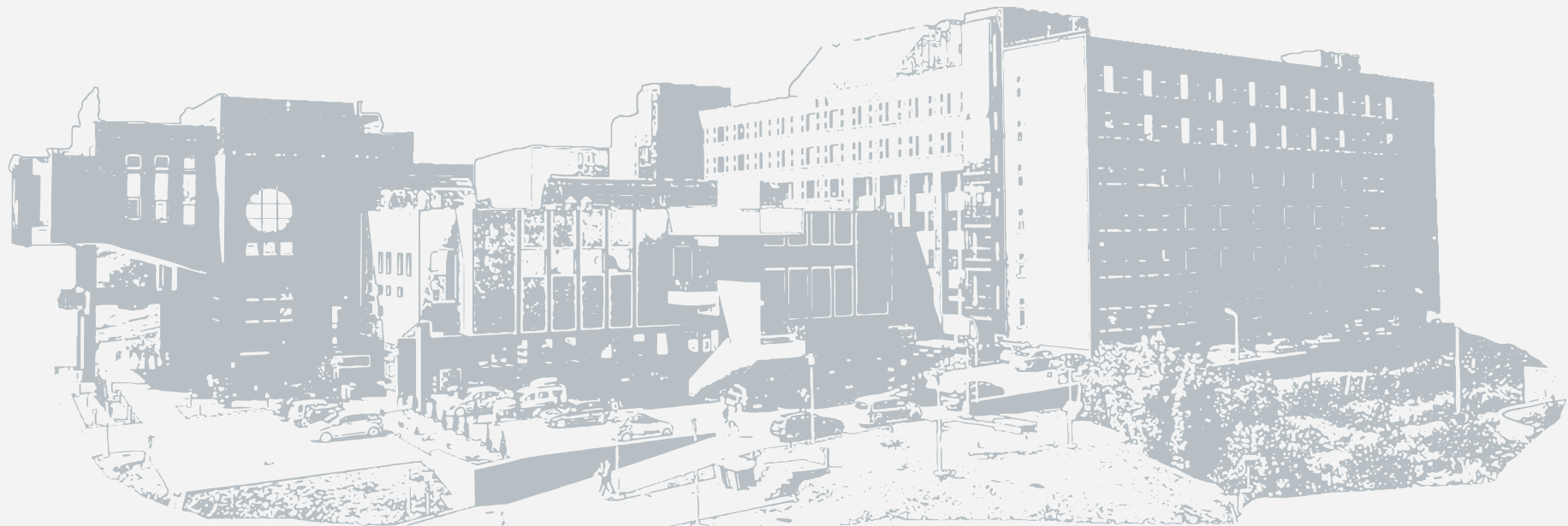
„Das Masterprogramm „Internationales Management,,ist eine einzigartige Gelegenheit das Studentenleben von seiner besten Seite weiterzufördern. Es bietet eine breite Palette an Karrieremöglichkeiten, persönliche und akademische Entwicklung der Studierenden, nicht nur mit Hilfe der proaktiven Kooperation mit viele bekannten Unternehmen aus Klausenburg, sondern auch durch die Zusammenarbeit mit Lehrkräften aus dem deutschsprachigen Raum und Persönlichkeiten des wirtschaftlichen Lebens.“

DIANA-ȘTEFANIA GHENIE

C U R R I C U L U M

Semester 1 (30 credits)	Semester 2 (30 credits)	Semester 3 (30 credits)	Semester 4 (30 credits)	Wahlfach
<p>Internationales Organisationsmanagement</p> <p>Internationale Rechnungslegung</p> <p>Techniken und Instrumente des Qualitäts Managements</p> <p>Marketingstrategien</p> <p>Interkulturelle Wirtschaftskommunikation*</p>	<p>Change Management</p> <p>Business Process Management</p> <p>Strategisches Personalmanagement</p> <p>Moderne Geschäftssprache. Angewandte Kompetenzen*</p> <p>Qualitätsmanagement in Industriellen Projekte</p>	<p>Wirtschaft der internationalen Unternehmen</p> <p>Empirische Forschungsmethoden</p> <p>Management der Logistikkette</p> <p>Geschäftskommunikation. Kompetenzen und Leistung*</p> <p>Wahlfach 1</p>	<p>Wirtschaftspolitiken in der EU</p> <p>Entscheidungsfindung in Planspielen</p> <p>Praktikum (Wirtschaft der internationalen Unternehmen)</p> <p>Forschung und Vorbereitung der Masterarbeit</p> <p>Ausarbeitung der Masterarbeit</p> <p>Wahlfach 2</p>	<p>Wahlfach 1</p> <ul style="list-style-type: none"> • Kulturelle Ökologie • Unternehmensbewertung • Entscheidungsunterstützungssysteme • Handelstechniken • Wirtschaftsethik und soziale Verantwortung • Projekt Management <p>Wahlfach 2</p> <ul style="list-style-type: none"> • Einführung in der Sozialsysteme • Kommunikation in der Öffentlichkeitsarbeit • Internationales Geschäftsumfeld • Theorien und Modelle der Geschäftsführung • Finanzmanagement • Spieltheorie mit Anwendungen

* Englisch, Französisch, Italienisch, Spanisch



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 the 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

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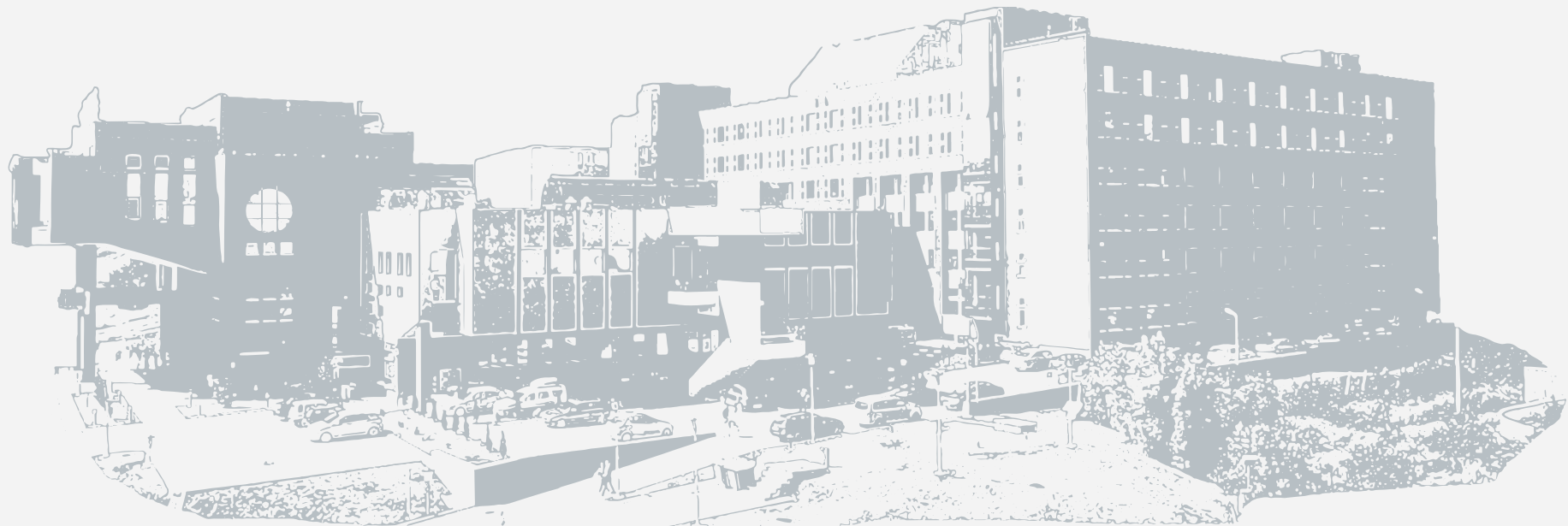


„As my graduation from the Accounting and Organizations Master Program is approaching, I feel thankful and proud to be part of the first generation of this ambitious project. The Master Program is a great opportunity for everyone who wishes to fulfill his/her economic knowledge and broaden his/her perspectives.”

ANTONIA PUȘCAȘ

CURRICULUM

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



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 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.



„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.”

Contact

👁️ Prof. Răzvan NISTOR, PhD

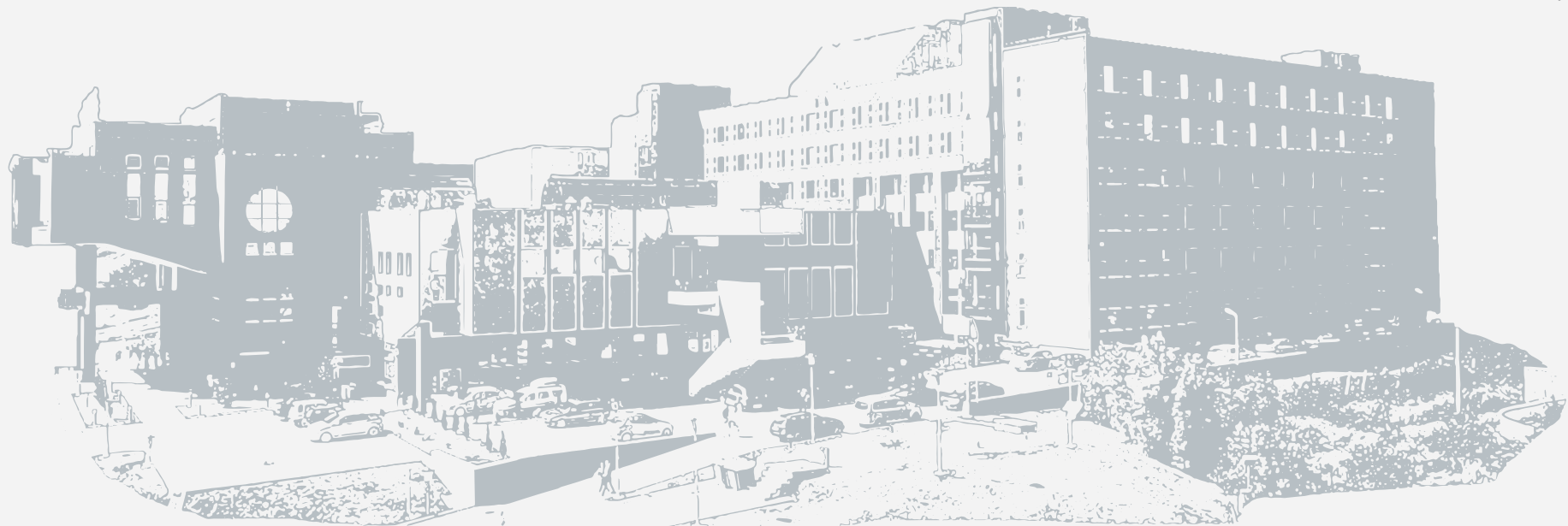
✉️ razvan.nistor@econ.ubbcluj.ro

ISIBHAKHOMEN ANNE OGAH

CURRICULUM

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

* 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 electives. 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

👁️ **Assoc. prof. Roxana STEGEREAN, PhD**

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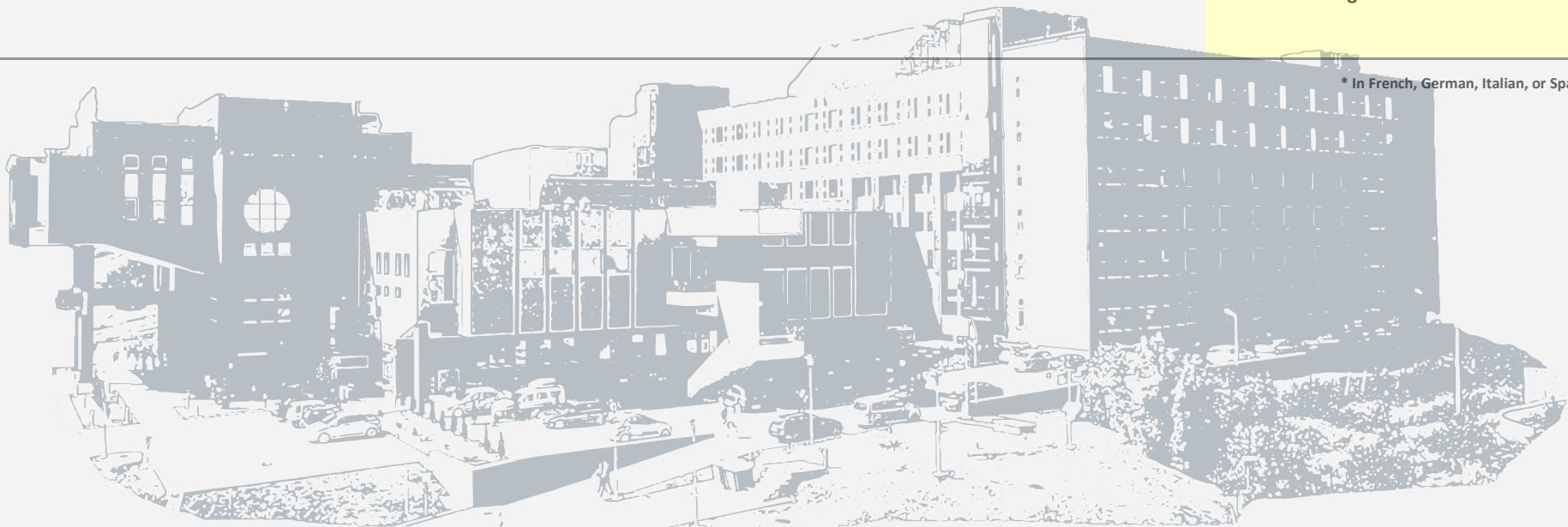
“During my master studies in Entrepreneurship and Business Administration, I enjoyed the professors’ way of dealing with students. Professors and students collaborate together as colleagues. Professors try to flourish students in freedom of thinking, learning, even acting. My advice for prospective students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

SAMAL AIDARBEK

CURRICULUM

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

* 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 that provides publishable results.

Career perspectives

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 that provides publishable results.

International 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.

Contact

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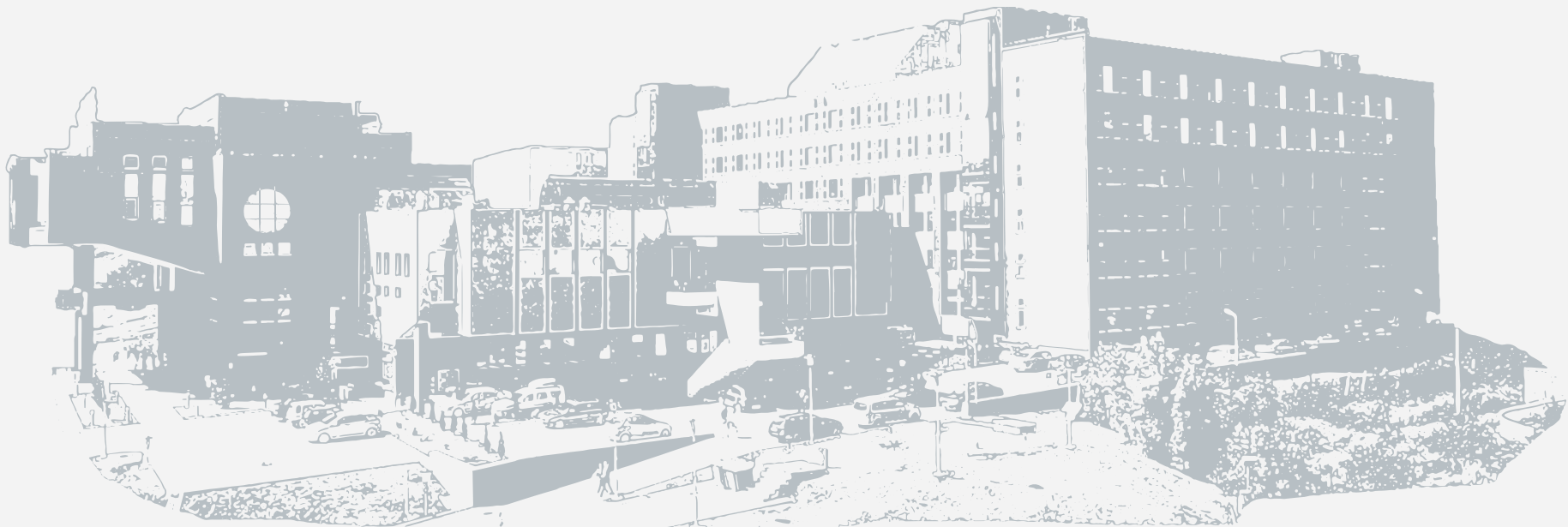


„The Business Modeling and Distributed Computing master program is a great opportunity for students who want to expand their knowledge regarding state-of-the-art technologies and methodologies for Business Informatics. The master’s curriculum ranges from Parallel Programming, Artificial Intelligence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

DAN-CLAUDIU NEAGU

CURRICULUM

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



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.





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