



Information on the entrance exam for master's programs

International Business Management (IBM)

The admission test consists of Interview from the discipline *Management in the global context*, material in English, including:

1. Managerial decision-making
2. External and Internal Organizational Environments and Corporate Culture
3. Ethics, Corporate Responsibility, and Sustainability
4. Strategic Analysis: Understanding a Firm's Competitive Environment
5. The Strategic Management Process: Achieving and Sustaining Competitive Advantage
6. Leadership

Objectives of the Interview-Based Assessment

1. **Clarity and rigor of the case study solution**
The candidate demonstrates the ability to analyze the problem, structure arguments, and formulate viable solutions supported by coherent justifications.
2. **Ability to argue and communicate during the interview**
The candidate presents the solution in a logical, clear, and concise manner, responding appropriately to the two questions from the case study and to additional questions asked by the committee members during the interview.
3. **Critical reflection and relevance to the master's context**
The candidate demonstrates critical thinking, understanding of the practical and theoretical implications of the solution, and reference to bibliographic resources.

Evaluation Criteria

1) Quality of the uploaded document (case study)

- **Relevance and accuracy of solutions:** responses are directly related to the case study requirements, without digressions; data/arguments are correct.
- **Structure and logic:** clear problem statement, explicit method/approach, well-reasoned conclusions.
- **Response to the two questions in the case study:** each question is addressed thoroughly and with nuance, with connections between them when relevant.
- **Quality of writing:** clarity, conciseness, linguistic correctness, presentation according to formatting requirements.

2) Performance during the interview (on-site or Zoom)

- **Clarity of oral presentation:** well-structured ideas, appropriate pace, domain-specific vocabulary.

- **Ability to argue:** justifies choices, answers questions precisely, uses relevant examples/reasoning.
- **Depth and critical thinking:** identifies solution limitations, risks, alternatives, and conditions for application.
- **Interaction and professionalism:** respects time, responds concisely, maintains a professional tone.

Interview Procedure – Required Steps

The admission exam consists of an interview based on a case study, which candidates solve individually and upload during the application period. The case study, available on the admission page, will include two questions that candidates will address during the interview (based on the document uploaded during the application period). The interview will take place either in person or online via Zoom, according to the candidate's preference.

References list:

Lungescu Dan, Support material for admission, (2023), available at <https://drive.google.com/file/d/1kDnyc35ocIx8WZ7E43PAodbIuL3wNpuh/view>

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<https://www.bookfusion.com/books/3258265-principles-of-management> OR

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