

# BUSINESS ADMINISTRATION



FACULTY OF ECONOMICS AND LAW



## **BUSINESS ADMINISTRATION**

### **DEGREE TYPE UPON GRADUATION:**

Bachelor's degree

### **DURATION:**

3 years (6 semesters)

### **LANGUAGE:**

Romanian

### **ECTS POINTS:**

180

### **PROGRAMME DESCRIPTION**

Business administration involves directing the operations and the management of an organization. The students will learn how to supervise business operations, to draw up a successful business plan, to access non-reimbursable European funds, as well as aspects from other related fields, such as accounting, finance and marketing. The study programme guarantees all the skills required to become successful entrepreneurs or outstanding employees anywhere in the world, from public institutions to multinationals.

During the three-year programme, students have a wide range of opportunities for their personal and professional development such as internships, partnerships with the business environment, lectures given by successful business people, simulated enterprises for students, all aiming at an efficient, updated integration of the academic environment with the business environment. Graduates will be able to hold a wide range of job titles and a successful career.

### **TUITION:**

EU citizens: 3400 RON (approx. € 680)

Non-EU citizens: € 1980

### **ENTRY REQUIREMENTS:**

\_Baccalaureate Diploma

### **REASONS TO CHOOSE THIS PROGRAMME:**

- Acquiring interpersonal and teamwork communication skills.
- Developing the entrepreneurial spirit.
- Becoming successful entrepreneur.

### **CAREER OPPORTUNITIES**

- Tourism
- Services
- Commerce
- Finances
- Marketing



## PROGRAMME DETAILS

I <sup>st</sup> YEAR OF STUDY					
I <sup>st</sup> SEMESTER			II <sup>nd</sup> SEMESTER		
Subjects	ECTS	Type of assessment	Subjects	ECTS	Type of assessment
Microeconomy	5	E	Macroeconomy	5	E
Economic Statistics	5	E	Basis of Accounting	5	E
Applied Mathematics in Economics	5	E	Finances	5	E
Economic Geography	5	E	Economic Informatics	4	E
Regional and Rural Development	4	C	European Economy	5	C
Entrepreneurial Culture	4	C	The Basics of Business Economics	4	C
Foreign Language for Business I	2	C	Foreign Language for Business II*	2	C
Physical Education *	1	V	Physical Education II*	1	V
The Psychology of Education	5	E			

II <sup>nd</sup> YEAR OF STUDY					
I <sup>st</sup> SEMESTER			II <sup>nd</sup> SEMESTER		
Subjects	ECTS	Type of assessment	Subjects	ECTS	Type of assessment
Management	6	E	Business Project Management	5	E
Marketing	6	E	Commercial Communication and Negotiation	5	E
Business Law	3	C	Commercial Techniques	5	E
Consumer Behavior	6	E	Strategic Analysis of the Competitive Business Environment	4	C
Foreign Language for Business III	2	C	Environmental Management	4	C
Physical Education III *	1	V	Specialty Practice	3	C
Optional Course	5	C	Physical Education IV *	1	V
			Foreign Language for Business IV*	2	V

III <sup>rd</sup> YEAR OF STUDY					
I <sup>st</sup> SEMESTER			II <sup>nd</sup> SEMESTER		
Subjects	ECTS	Type of assessment	Subjects	ECTS	Type of assessment
Supplier Relationship Management	5	E	Customer Relationship Management	4	E
Financial and Economic Analysis	3	E	Service Management	4	E
Quality Management in Business	5	E	Human Resources Management	5	E
International Management	5	E	Computer Statistical Processing	4	E
European Business Environment	4	C	Promotional Techniques	4	C
Business Investment Strategies	3	C	Merchandising	3	C
Optional Course	5	C	Optional Course	3	C

\*V= test taken in the last two weeks of the semester (about 10% of the final grade)

\*C= test taken in the last two weeks of the semester (about 30% of the final grade)

\*E= exam taken during the exam period (at least 50% of the final grade)



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