

|  |   |
|--|---|
| Educational Programme                                  | <b>AGRI-FOOD ECONOMICS</b>  |
| Degree Awarded   | Bachelor in Economics (BEc)   |
| Standard Length of Studies<br>(Number of ECTS Credits) | 3 years - 6 semesters - 180 ECTS  |
| Type of Study  | Full-time<br>Distance Learning  |
| Higher Education Institution                           | Babeş-Bolyai University   |
| Faculty / Department                                   | Faculty of Economics and Business Administration/<br>Department of Management   |
| Contact Person   | Associate Professor Maria Mortan, PhD   |
| Phone  | 0264-418652   |
| Fax  | 0264-412570   |
| E-mail   | maria.mortan@econ.ubbcluj.ro  |
| Profile of the Degree Programme                        | Economics   |
| Target Group / Addressees                              | Romanian students interested in developing skills to help them solve the potential problems regarding the creation and management of the agri-food system   |
| Entrance Conditions                                    | Baccalaureate grade 20% + Average grade of high-school years 80%  |
| Further Education Possibilities                        | Master Studies  |
| Description of Study                                   | <ul style="list-style-type: none"> <li>• Language of instruction: Romanian</li> <li>• Core courses: Comparative Agricultural Technologies, Economics and Agrarian Policy, Environmental Economics, Agricultural Exploitations Management, Commodity Study and Quality Assurance, Agricultural and Rural Development Policies, Project Management, Quality Management of Agri-Food Products, Management of Small and Medium-Sized Enterprises in Rural Areas, Insurance, Agri-Tourism, The Marketing of Agri-Food Products, Environmental Management</li> <li>• Partner universities / institutions: <ol style="list-style-type: none"> <li>1. Agri-food and environment economy; bachelor level; Economic Studies, Bucharest, Faculty of Agri-Food Economy, <a href="http://www.eam.ase.ro">www.eam.ase.ro</a>.</li> <li>2. Agri-food and environment economy, bachelor level; Piteşti University, Faculty of Economics; <a href="http://www.upit.ro">www.upit.ro</a>.</li> <li>3. Agri-Food Economy, bachelor level, Alexandru Ioan Cuza University, Iaşi, Faculty of Economics and Business Management; <a href="http://www.uaic.ro">www.uaic.ro</a>.</li> <li>4. Aziendale Economy, bachelor level; Università degli Studi di Parma, Facoltà di Economia, <a href="http://www.unipr.it">www.unipr.it</a>.</li> </ol> </li> </ul> |
| Purposes of the Programme                              | <ul style="list-style-type: none"> <li>• To prepare specialists in the field of agri-food business and research;</li> <li>• To develop know-how and social responsibility;</li> <li>• To ensure the proper management of agri-food production;</li> <li>• To provide students with the knowledge and</li> </ul>   |

|                                    |  |
|------------------------------------|--|
|                                    | abilities needed in the organizational, technical and economical decision making environment; coordinate decisions and implementation across different compartments and departments of the agri-food organization; provide functional relations between the agri-food company and its environment.   |
| Specialization / Area of Expertise | Students gain knowledge in: Economics, Business and Management   |
| Extra Peculiarities                | -  |
| Practical Training                 | Students go through 3 weeks of practical training in the 2 <sup>nd</sup> year (semester 4) of their studies.   |
| Final Examinations                 | Research thesis  |
| Gained Abilities and Skills        | <p style="text-align: center;"><b>GENERAL ABILITIES</b></p> <ul style="list-style-type: none"> <li>- Knowing, understanding, analysing, adapting and using the concepts, theories, principles and fundamental methods of investigation and survey specific to market economy;</li> <li>- Explaining and interpreting ideas, processes, phenomena, states and tendencies specific to economic activities and elaborating value judgements based on micro- and macroeconomic level arguments;</li> <li>- The ability to find, interpret and apply norms and regulations in the economic and social fields with a view to solving specific sets of issues;</li> <li>- Collecting, processing, analysing and interpreting data and information on specified issues with a view to elaborating argumented diagnoses and syntheses and fundamental decisions;</li> <li>- Oral and written professional communication in at least one foreign language and developing the ability to work efficiently in different cultural environments;</li> <li>- Using technology and modern instruments to process information and manage a database specific to social and economic activities;</li> <li>- The ability to teach secondary school students subjects related to economics, in the case of those graduates who have taken a BEc degree and who have also obtained a teaching module certificate.</li> </ul> <p style="text-align: center;"><b>SPECIFIC ABILITIES</b></p> <ul style="list-style-type: none"> <li>- Knowing, understanding and using the concepts and methods specific to agro-business activities and environment management;</li> <li>- Selecting, processing and analysing data with a view to informing decisions taken by managers in the fields of agri-food and environment;</li> <li>- Drafting environment audit reports, economic and financial analysis reports and rural development projects;</li> <li>- Informing the tactics and strategies of agro-marketing and of agri-food networks;</li> <li>- Drawing up projects in the field of agriculture, agri-</li> </ul> |

|   |   |
|---|---|
|   | food and environment with a view to attracting funding.   |
| Job Placement, Potential Field of Professional Activity | <ul style="list-style-type: none"> <li>• code 122407 Food and non-food department supervisor</li> <li>• code 131515 Food department manager</li> <li>• code 131516 Catering department manager</li> <li>• code 241936 Agri-business advisor</li> <li>• code 242301 Quality assurance expert</li> <li>• code 242302 Quality management systems manager</li> <li>• code 123713 Project manager</li> <li>• code 242303 Quality assurance auditor</li> <li>• code 242320 Food safety</li> <li>• code 242305 Environmental auditor</li> <li>• code 252204 Food quality control researcher</li> <li>• code 252206 Food quality control research assistant</li> <li>• code 258107 Agri-food economics research economist</li> <li>• code 121031 Agri-food company manager</li> </ul> |

**Date,**  
**01.11.2010**

**Dean,**  
**Professor Dumitru MATIȘ, PhD**

**Profile responsible,**  
**Associate Professor Maria MORTAN, PhD**