

PROGRAMME PROFILE

Educational Programme	Management
Degree Awarded	Bachelor of Arts in Management
Standard Length of Studies (Number of ECTS Credits)	3 years – 6 semesters 180 ECTS
Type of Study	Full time
Higher Education Institution	Babeş-Bolyai University Cluj-Napoca, Romania
Faculty / Department	Faculty of European Studies, Department of Management
Contact Person	Associate professor, Mircea Maniu, PhD
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Profile of the Degree Programme	BA in Management
Target Group / Addressees	Students interested in developing skills for a career in business, management & organization.
Admission Conditions	A) Average grade at high school graduation examination (20%); B) High school overall average for one year of study (optional) (40%); C) Average grade of three different high school subjects (40%) or overall high school average in a subject of choice from the field of European Studies.
Further Education Possibilities	MA in Advanced Management, MA Media Society, MA in Sustainable Development Strategy, Business Administration and other business related areas (i.e.: marketing, human resources management, project management, finance, management/financial accounting etc.)
Description of Study	<p>The BA programme in Management is characterized by the interdisciplinary approach (economy, social sciences, applied informatics, applied foreign languages), with a genuine balance between theoretical background and practical tools</p> <p>The methodological approach is focused on providing a strong body of theoretical knowledge and also on developing the skills required on the labour market. Thus, the main teaching methods are: case study method, business simulation, individual tutorship, collaborative learning, independent learning, team/individual research projects, and lectures.</p> <p>Compulsory courses: <i>Microeconomics; Fundamentals of Management; Mathematics Applied to Economics (Operation Research); Fundamentals of Accounting; Modern Language for the Public Sector (1st and 2nd language); Macroeconomics; Mathematics Applied to Economics (Financial Mathematics); Philosophy of European Unification; Financial Accounting; Financial Management; Fundamentals of Information Technology</i></p> <p><i>Economy of European Integration; Human Resources Management; Statistics; Commercial and Civil Law Institutions; Fundamentals of Marketing; IT Applied Systems; International Economy; Marketing Policies</i></p> <p><i>European Union Institutions; Business Negotiation; Strategic</i></p>

	<p><i>Analysis of Competitive European Environment; Cross-cultural Management; SMEs Management; Innovation Management; European Projects Management; Financial Audit</i></p> <p>Elective courses: <i>European History and Civilization; Financial Modeling and Simulation; Monetary and Banking Economics; History of European Economy; Scientific Research Methodology; Business Law; Databases</i></p> <p><i>Financial Economics Analysis; Economic Doctrines; Capital Markets; Globalization and Theories of Economic Growth; Strategic Management</i></p>
Purposes of the Programme	<p>The programme aims to reach the following objectives:</p> <ul style="list-style-type: none"> • To deliver rational, proper and coherent programmes of study which are relevant to the needs of labour market; to assure the professional development of the students and to provide the foundations for a successful professional career ; • To provide a solid knowledge base in the fields studied and to develop the wider process skills of Team Working and Task Management, Communication, Problem Solving; Information Technology and so on. • To ensure the development of an enquiring, open-minded and creative attitude, together with scientific discipline and business awareness. • To gain knowledge and competences in a large variety of management related area. • To develop general skills in management studies, with a special focus on business affairs, finance, accounting, project management and human resources.
Specialization / Area of Expertise	Economics, Business, Management & Organization, Marketing, Finance.
Extra Peculiarities	The programme aims to train the students to operate within the complex managerial domain. Besides the holistic theoretical approach, the teaching staff t in delivers specific tools and techniques to be used in the business context. Nevertheless, the programme offers the opportunity to learn and work in an academic environment characterized by high expectations and performance.
Practical Training	Students go through 3 weeks of practical training in the 2 nd year (semester) and in the 3 rd year (semester 6) of their studies.
Final Examinations	Submitting and defending the graduation paper
Gained Abilities and Skills	<p>General skills in management, marketing, finance, accounting, European business environment, communication (including foreign languages), IT tools.</p> <p>Specific skills : critical and creative thinking, analytical/comparative approach.</p>
Job Placement, Potential Field of Professional Activity	<p>The graduates will be able to operate on a wide range of designated position in the national and international socio-economic environment.</p> <p>In terms of insertion on the labour market, our graduates may be positioned in the following areas:</p> <ul style="list-style-type: none"> • Consultancy in HR, Project Management, Accounting and Auditing (SMEs, MNs, TNs); • Central and local public administration bodies

	<ul style="list-style-type: none">• Regional Development Agencies• NGOs (development programmes and projects) <p>The following job positions may be filled: economist, human resources manager/officer, business/management/project management consultant, finance manager, financial/cost analyst, marketing manager, marketing executive, accountant etc.</p>
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