

Educational Programme	INTERNATIONAL BUSINESS ADMINISTRATION AND COMMUNICATION (in Romanian, English, French)
Degree Awarded	Master in International Business Administration and Communication
Standard Length of Studies (Number of ECTS Credits)	2 years – 4 semesters – 120 ECTS
Type of Study	Full-time Distance Learning
Higher Education Institution	Babeş-Bolyai University
Faculty / Department	Faculty of Economics and Business Administration/ Chair of Modern Languages and Business Communication
Contact Person	Associate Professor Delia MARGA, PhD
Phone	+40 264 418652
Fax	+40 264 412570
E-mail	delia.marga@lingua.ubbcluj.ro
Profile of the Degree Programme	Management
Target Group / Addressees	BA Romanian and foreign graduate students.
Entrance Conditions	Bachelor Degree + Certificate of Language Ability + entrance examination (according to the admission regulation)
Further Education Possibilities	The master's programme aims at providing students with the appropriate tools for further doctoral studies.
Description of Study	- <i>Languages of instruction:</i> Romanian, English, French Core courses: Entrepreneurship; Introduction to Argumentation; Introduction to Management Communication; Language and Style in Professional Discourse; E-Business; Advanced Oral Business Communication; Advanced Written Business Communication; European Institutions and Public Policies; Communication in Conflict Management and Negotiation; International Project Management; International Accounting; Communication and Public Relations; Intercultural Business Communication; Discourse Analysis in Advertising, International Marketing. - <i>Partner universities / institutions:</i> Arizona State University, USA
Purposes of the Programme	To develop skills and competences in - international business administration - international business communication
Specialization / Area of Expertise	Students will specialize in: - international business administration - international business communication
Extra Peculiarities	Taught in 3 modern languages (Romanian, English, French), 2 modules (international business administration, international business communication)
Practical Training	2 nd year students (semester 4) are required to complete a practical training module in preparation for their research thesis.

Final Examinations	Research Master Thesis
Gained Abilities and Skills	<p style="text-align: center;">GENERAL SKILLS</p> <ul style="list-style-type: none"> - Drawing up synopses and studies needed for organizational management through diagnosing economic systems and their specific environment, with a view to making economic decisions and devising strategies and economic policies. - Undertaking original research in the field of economics, based on advanced methods leading to the development of scientific knowledge and research methodology. - Applying business administration knowledge and skills to perform systemic analyses and solve problems within predefined contexts. - Undertaking managerial roles and functions and carrying out complex professional tasks responsibly and autonomously. - Systematic and advanced knowledge of quantitative and qualitative modelling methods and their application to economic diagnostics and forecasting. - Acquiring a set of scientific research skills allowing further professional development at doctoral level. - Developing management, leadership and team-working skills. <p style="text-align: center;">SPECIFIC SKILLS</p> <ul style="list-style-type: none"> - The ability to operate with concepts and elaborate strategies for effective communication in the international business environment; - Exploring the main principles at the core of international communication in business, finance, management and marketing; - Identifying the connections among social, cultural, political, legislative and economic factors shaping and influencing the international business environment; - Applying communication strategies necessary and appropriate for efficient and advantageous international business relations; - Identifying and improving communication skills in an international environment with a view to increasing business competitiveness.
Job Placement, Potential Field of Professional Activity	<ul style="list-style-type: none"> - 121029 manager; - 121028 general manager; - 241904 travel activity organiser; - 514904 services provider organiser; - 241909 protocol organiser; - 241910 relations event organiser; - 241911 tradefair and exhibition organiser; - 241217 training organiser/ programme designer /consultant; - 343102 assistant manager secretary; - 343101 administrative secretary; - 114302 humanitarian organisations and assimilated bodies secretary;

	<ul style="list-style-type: none">- 235901 institute/faculty secretary;- 245119 branch office assistant;- 244704 protocol and events manager;- 244701 public relations specialist;- 111059 public institution office manager;- 123302 marketing office manager;- 123901 political, public, humanitarian organization office manager;- 123402 advertising office manager;- 122930 press relations and assimilated office manager;- 111061 senator's office manager;- 122950 office manager and assimilated;- 122617 international relations office/department manager;- 123107 administrative office/department manager;- 111060 ministerial office manager;- 121030 chief of staff;- 349203 hotel front desk manager;
--	--

Date,
01.11.2010

Profile Responsible,
Associate Professor Felicia-Delia MARGA, PhD

Dean,
Professor Dumitru MATIȘ, PhD