

TBS

TRANSYLVANIA
BUSINESS SCHOOL

UNIVERSITATEA BABEȘ-BOLYAI



FACULTATEA DE BUSINESS



DEAN'S MESSAGE



UNIVERSITATEA BABEŞ-BOLYAI
FACULTY OF BUSINESS

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Transylvania Business School is the first higher education institution that offers degrees in business in Romania and was founded in 1994 with the support of the Nottingham Trent University, Athens University of Economics and Business and Technical University of Lisbon.

In more than 20 years the Transylvania Business School has proven to be one of the most dynamic faculties in Romania culminating in 2010 with the title of the Faculty of the Year.

The Business School has already confirmed its utility for more than 18,000 young people who were launched in the business world.

Transylvania Business School offers its students' knowledge and skills necessary for a successful career in business and the ability of self-improvement. This is possible through two bachelor programs "Business Administration" (in Romanian and English) and "Business Administration in the Hospitality Industry," and through four masters programs "Business Administration", "Hotel Management", "International Business Administration" and "Business Administration in International Tourism and Hospitality".

Economic and social life demonstrates that the specializations offered by our faculty are very well received. Alumni and even our students are among those who find a job easily. For these reasons we are entitled to believe that business orientation in general and business administration in particular, is a profession for the future.

Dean,
Assoc. Prof. dr.
Ioan Alin NISTOR



About the Faculty

Activities of the Faculty of Business

Transylvania Business School, established in 1994 through a European TEMPUS programme in collaboration with prestigious European universities, such as The Nottingham Trent University, Athens University of Economics and Business, Technical University of Lisbon and the "Babeş-Bolyai" University, provides conditions for students to develop their career in a competitive, innovative and European environment.

The basic idea of the Business School is the need for adapting the programme to the practical demands of the business environment. Our faculty is one of the few in the country, if not the only one to constantly filter its teaching plans with the help of business partners, having personalities from the business world as partners.

Through our curriculum we encourage students to have initiative, we try to develop the entrepreneurial spirit, values that are necessary after students complete their university education and have to make a living. Our graduates will be able to:

- realistically analyse the situations they are dealing with;
- take the best and most useful decisions, and take responsibility;
- adapt to changes and to the unknown;
- find creative and innovative solutions;

- have an ethical business conduct.
- Through our projects and through the training offered to students we are trying to create a competitive and creative environment, in which every student will be motivated to test his/her capabilities, to want to become better, in a word, to be in a competition with himself/herself. The values our faculty promotes are:

Tradition
Creativity
Innovation
Excellence in education

These values are promoted through the projects that the Business School conducts, projects aimed at the following aspects:

competition
team spirit
academic development
entrepreneurial spirit
social and community involvement
promoting diversity
ethics

What makes us different?

Innovation in learning design

All of our degrees – from our undergraduate business degrees to our postgraduate courses (Hotel Management, International Business Administration, Business Administration) and professional development programmes – are designed with a unique, varied and innovative learning approach that's proven to deliver self-reliant business people who can compete in the fast-changing world of business and international business.

Powerful connections

Our excellent track record in learning and development has helped us place Transylvania Business School as a regional strong business school with connection in the local and international business environment. This is why many leading global enterprises try to select their future employees directly through us and also want to meet our students.

It's also why business schools from all around the world choose to enter into partnerships and mutual degree programs with us.

Focusing on the issue

The business environment has changed, the world has changed. We, have understood these changes with the help of our Advisory Board and have created practice-oriented programmes which will help you get integrated into the market.

Mixing the best of two worlds

All of our professors have an outstanding professional record being recognised internationally in their fields, but we also focus on selecting professors with a background in the business environment. We also strive on offering our students courses with experienced managers from national and multinational companies that are located in Transilvania. We've built our faculty around these principles and we're passionate about them, because over the years we've proven that they deliver graduates that are ready for the current business environment.





Alumni impressions

Some thoughts from our former students.



– Amelia CREȚU - TBS Business Administration Alumni
(**Google AdWords** Romania)

At Transylvania Business School Babeș-Bolyai University you find yourself part of an environment that promotes critical and articulate thinking and encourages debates on contemporary business issues. If I would have to choose, I believe that the most important thing that students learn while attending this Faculty is forming their own pattern of thinking and evaluation, putting things into perspective, in an analytical manner, thus making the Cluj Business School a "one-stop shop" for tomorrow's entrepreneur.

I can honestly say that choosing to attend the Business School has turned out to be one of my best decisions. I feel that I've learned a lot: I learned the basics of the hotel business, I learned what a hotel really means. The theoretical knowledge I've gained in my years of study at this Faculty form a great foundation for a future career in this domain. I was taught how to search for the information I need, how to analyze a problem and, most importantly, how to choose the best, most efficient solution. Another big plus is, in my opinion, the possibility to gain some experience and perspective as an active participant of the Business Students' Association.



– Camelia SILVEȘAN
TBS - Business Administration in Hospitality
Services Alumni (**Capitolina** - Hotel Manager)



Erasmus is a unique experience. Erasmus is an opportunity for all students who want to have a lifetime experience and learn other cultures. It is the perfect opportunity to learn a new language and also to see how you are able to adapt yourself in another country.

A tip from us: if you have the opportunity to apply for an Erasmus scholarship, do not hesitate to do so.

VASILE Larisa & **GORAN** Corina



Hi everyone, I spent an awesome two weeks in Facultatea de Business with SMART-biz project. We took courses from high level professors and we had a chance to meet business people from Romania. Thank you for your great hospitality, I will NOT forget this international experience.

*Haldun Misirli, Dokuz Eylul University,
Turkish exchange student*



I am proud to be an alumna of Faculty of Business. Not only that I have received a good education from one of the most prestigious business schools in Romania, but also my time there was filled with life changing experiences I will never forget. The Faculty of Business gave me the opportunity to learn in a safe and comfortable environment, in small classes taught by teachers who were passionate about their field of studies. The education I have received at Faculty of Business built a strong foundation for my current business career and I could not be happier about it.

*Daniela Pacurar,
Currently: Strategic Planner, Emerson Electric, St. Louis, USA*

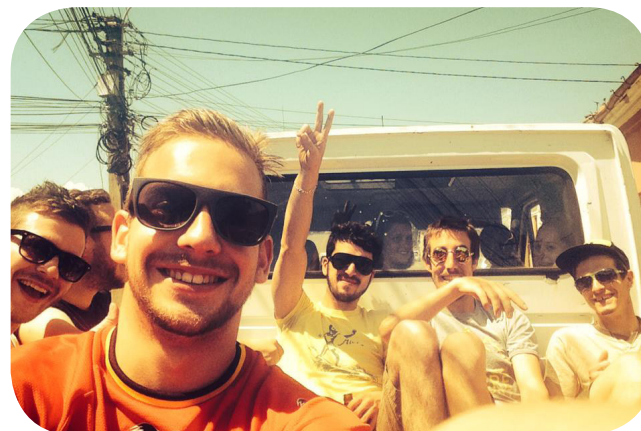
As Erasmus Student in Cluj-Napoca during the Spring Semester, The Faculty of Business was the best choice concerning my studies in International Trade.

The courses were quite interesting and are involving every piece of activity you can meet while running a business or working in the business sector.

Another great point of the faculty is that there's lot of practical work, which is the best way to improve yourself and to master the skills you are the best made for!

Last but not least, the proximity between students is as close as the proximity between teachers and students. In case of problems or misunderstandings, they will always be open to meet you in their offices to speak and discuss about it.

I don't regret my choice and wish I can apply for the Master classes there as soon as possible!



Laurent Daelmans, EPHEC Brussels, Belgium





International Partners

Student Exchange Programs

Our current European partners are:



Austria:

- Management Center Innsbruck
- Fachhochschule Vorarlberg



Belgium:

- EPHEC University College, Brussels
- Haute Ecole de la Province de Liege



Czech Republic

- Pardubice University
- Czech University of Life Science, Prague



Denmark:

- Business Academy Aarhus
- International Business Academy, Kolding
- University College of Northern, Aalborg



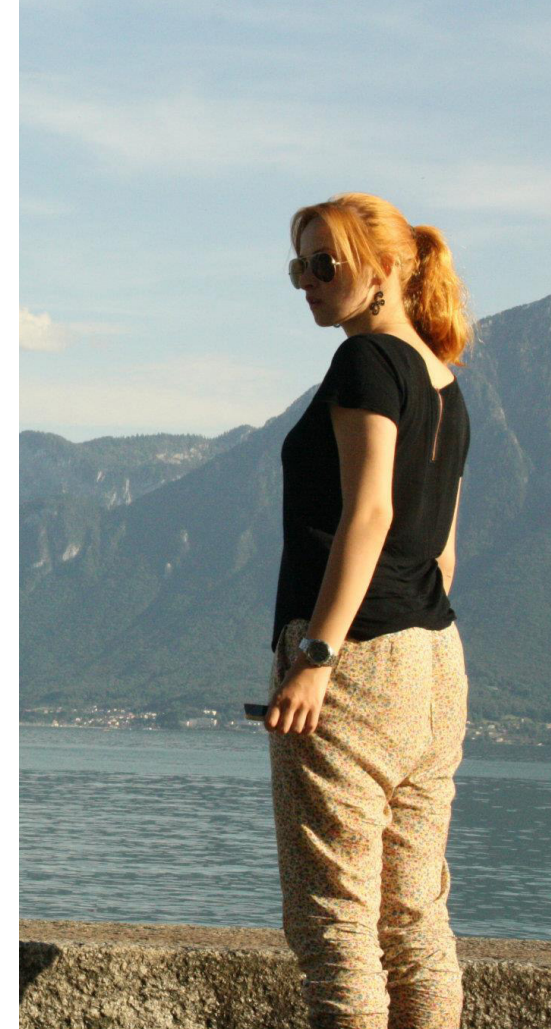
France:

- Ecole de Management de Normandie
- Burgundy School of Business, Group ESC Dijon
- Universite Paul Sabatier Toulouse III
- Universite de la Rochelle
- ITIN Ecole Superior d'informatiques reseaux et systemes d'information, Cergy Pontoise



Germany:

- Westfallische Wilhelms Universitat Munster
- Universitat Ulm





- Europa Universitat Viadrina
- Aachen University of Applied Science
- Dortmund University of Applied Science
- Nordhausen University of Applied Science

Greece:

- Athens University of Economics and Business
- Technological and Educational Institute of Athens



Hungary:

- King Sigismund Business School, Budapest
- Szent István University, Budapest
- University of Szeged, Szeged



Italy:

- Università degli Studi di Salerno



Lithuania:

- Siaulai University, Siaulai



Netherlands:

- Christian University Ede
- Fontys University of Applied Science
- Amsterdam University of Applied Science



Norway:

- University College of Southeast Norway
- Lillehammer University College



Poland:

- Kozminski University
- Cracow University of Economics
- Katowice University of Economics
- Jagiellonian University, Krakow
- Wroclaw University of Economics, Wroclaw
- Bielsko-Biala School of Finance and Law



Portugal:

- Portuguese Catholic University, Porto
- Polytechnical Institute of Porto,



Spain:

- CETT Barcelona, University of Barcelona
- Autonom University Barcelona
- University of Coruna
- ESIC Business and Marketing School, Madrid
- Miguel Hernandez University of Elche, Valencia



Switzerland:

- Hochschule für Technik und Wirtschaft, Chur
- University of Bern



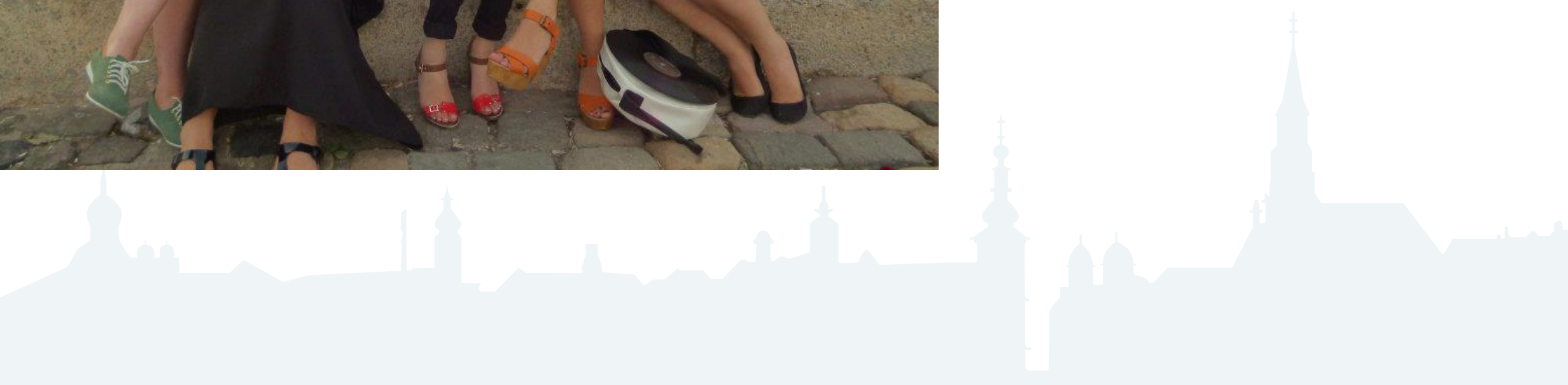
Turkey:

- Dokuz Eylül University
- Izmir University of Economics
- Akdeniz University



United Kingdom:

- University of Hull
- Worcester University



Our current non-European partners are:



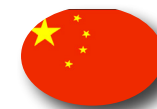
Azerbaijan:

- Azerbaijan University of Economics



Ecuador:

- Escuela Superior Politécnica de Chimborazo, Riobamba



China

- Beijing Institute of Technology,

Korea

- Hankuk University of Foreign Studies, Seoul
- Dongguk University, Seoul
- Hanyang University, Seoul



India:

- Jadavpur University, Calcutta
- Ambedkar University, New Delhi



Thailand:

- Burapha University, Saen Sook Sub-district
- Webster University, Bangkok



Japan:

- University of Kobe

United States of America:

- Columbus State University, Columbus,
- Grand Valley State University, Allendale
- North Dakota State University, Fargo



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ACADEMIC DEVELOPMENT

This type of project includes different professional circles coordinated by the Faculty's teachers and communication sessions or conferences organised annually by the Faculty.

Conferences and Communication Sessions

Every year, the Faculty staff tries to organise scientific manifestations, because university training means research as well. Students are therefore encouraged to take part in the following international scientific happenings:

Entrepreneurship in the Hospitality Industry

This conference takes place every two years and is dedicated to experienced researchers, but also to young researchers from Europe. The aim of the conference is to provide an opportunity for presenting, exchanging information and discussing research outcomes and sharing experiences among academics,

researchers and practitioners, consultants, industry experts, PhD students and any other categories interested in hospitality and tourism development all over the world. Academic research, post-doctoral research, PhD research, best practices, projects, relevant case studies and work-in-progress/posters are welcomed approaches.

Small and Medium Enterprises in European Economies and All Over the World

The conference takes place every two years (the sixth edition took place in 2013) and brings together experienced researchers and young researchers from several European countries.

This conference offers the possibility of finding common solutions for developing the European SMEs sector, especially in countries with emerging economies. 30 researchers from 9 countries attended the 2013 conference.



Business Carrousel

Every year, the students from Transylvania Business School take part in the Business Carrousel. The programme run in partnership with Christian University in Ede, the Netherlands, brings together students from both universities and aims to develop their analytical skills. Within one week students are supposed to create a presentation about

the international business environment. Students will have to interview business people from Romania, the Netherlands but not only and to answer specific questions related to day-to-day business.

The programme develops aims at developing the soft skills of students: working in a multicultural environment, team work, communication, presentation skills, etc.



Jean Monnet Module: Managing the EU – Taxation, Economics and Governance

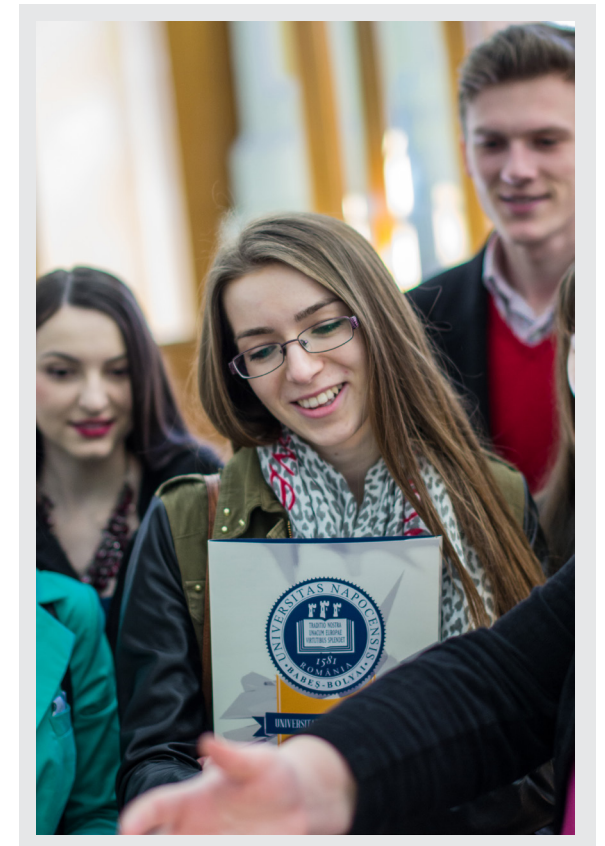
The aim of this module is to increase the specific knowledge in the field of European integration with a focus on the relation between EU policies and economics and taxation to students studying non-EU related topics such as business studies. The proposed topic has a multi-disciplinary focus as it contains information from law, economics, politics and finance. It has a specific feature, namely it is the first time that such a project is implemented at the Faculty of Business. Thus, this project could be a cornerstone in the inclusion of courses related to the European Union's Economics in business studies, as the influence of the EU on the economy has grown over the years. Most of the programs that focus on business studies / business administration / international business include just courses that are related to business and maybe sometimes related to communication.

Activities in the module:

- Teaching activities of the courses: European and International Taxation and Modeling the new Europe
- Round table debate concerning the Trends in EU Taxation and Tax Policy (September – October 2016)
- Workshop on The future of EMU: better cooperation in Tax Policy (April-May 2017)
- Conference with the topic Tax Incentives and Harmful Competition within the EU (May- November 2016)

Module Leader: Assist. Prof. dr. Dragos Păun

Member of Teaching Staff: Assist. Prof. dr. Adrian Corpădean



DEVELOPING THE ENTREPRENEURIAL SPIRIT

Developing the entrepreneurial spirit is not realised only through the teaching activity, but also through projects



meant to practically test the students' knowledge. After all, the feature that distinguishes Transylvania Business School from other faculties in this field is the orientation of the teaching process towards practice.

Thus, the school has several projects of practice, as follows:

The Centre of Entrepreneurial Development for Students

This centre was created in 2010 thanks to a partnership with the Dinu Patriciu Foundation and Tetarom S.A. The purpose of founding this centre is to give "Babeş-Bolyai" University students the chance of building their own company. This centre has developed a business incubator for students within the Tetarom I Industrial Park. A business plan competition will decide the winners who can use that space to lead their businesses. The centre benefits from strong support from the business environment. Among the supporters we can mention are PricewaterhouseCoo-



pers, Transilvania Bank, the League of Romanian Entrepreneurs, Cluj International Club, CSI Romania, the Territorial Office for Small and Medium Enterprises and Cooperation Cluj-Napoca.

Professional and personal development program.

Days of Cluj Hospitality

The programme targets third year students of Business Administration in Hospitality Services specialization and aims rapprochement between academia and business environment. The programme takes place twice a year, in October (subjects from the first semester) and March-April (subjects from the second semester). In the planned activities, 16-20 students are divided into teams, each carrying out a project on an announced topic.

Objectives:

- professional development of students from Business Administration in Hospitality Services through the cohesion concepts of study-creativity-implementation-competences;
- direct contact with entrepreneurs and individuals involved in the development and promotion of tourism;
- enhancing the topics discussed in specialized courses;
- create personal experiences and motivate students to initiate own businesses

- creation of social networks on student-teacher- business environment pillars.

Hospitality International Summer School

Hospitality International Summer School is an intensive practical program, which is addressed mainly to undergraduates, postgraduates and, last but not least, to all those interested in developing a career in the hospitality industry.

The program is organized by the Faculty of Business, Babes-Bolyai University, Cluj-Napoca, in partnership with the Romanian-American University, Bucharest and "Stefan cel Mare" University, Suceava.

The main objective of the program is the development of practical skills and competencies required for specialists in the hospitality industry. The program aims to create the opportunity to get in contact with professionals in the hospitality industry. "Hospitality International Summer School" includes lectures, study visits, cultural and social activities.



„P.R.A.C.T.I.C.A. I.N.CE.PE. – (Courses Programme for Students with the Purpose of Finding a Job or Starting a Business)

In this project, coordinated by lecturer Mihaela Tutunea, PhD, students take part in training in simulated enterprises, both offline and online. The purpose is to develop their entrepreneurial spirit, thus gaining a key professional level accomplishing themselves professionally: knowing the structure of the enterprise, its internal and external relations, working in a team, mastering conversation/negotiation techniques, preparing work documentation, knowing/respecting procedures, leadership abilities, personal work initiatives, taking decisions and realising activities individually, creative thinking, applying theoretical knowledge into practice, accuracy, perseverance, etc.

The project determines a shift from the relation teacher-student to superior-subordinate. We can also talk about a change in the students' perception of practical activities, because what greatly motivates them is the activities

carried out, the responsibility of getting things done, similar to that in real enterprises, and the direct relation with their colleagues in other simulated enterprises.

European Business Skills Emerging Markets Winter School

The EBS Winter School is a modular part of the minor European Business Skills. This one week Winter School is open to students from other programmes at the Amsterdam University of Applied Sciences (AUAS) and its partner universities.

The key focus in this Winter School are Europe's emerging markets. Selected lecturers and students from the Amsterdam University of Applied Sciences, the Netherlands and students from the Babeş-Bolyai University in Romania welcome international students to participate.



INTERREG IVC – SMART+ Promotion of RTD&SME Innovation MINI-Programme:

SMART + is a program funded by the European Regional Development Fund (ERDF) which aims to initiate and de-

velop regional networks of SMEs that seek to identify and transfer of technical or technological innovations in the context of restructuring and globalization processes. The European regions involved in this program are: Aragón (Spain), Małopolska (Poland), Western



Macedonia (Greece), Saxony (Germany), Cluj (Romania) and South-eastern Bulgaria.

Following the call for projects, the Faculty of Business participates in two subprojects, SME Go Global Network, coordinated by Associate Professor Adina Negrușă aims to develop at the

SMEs level in Cluj a network to promote Innovation applied by SMEs in bio-business. In this way we promote research and development, innovation and technology transfer at both the local and interregional level through bond that was created through this project between 3 European regions: Malopol-

ska, Aragon and Macedonia. Faculty of Business takes a dual role of investigating and identifying the best practices of innovation applied by SMEs in Cluj and promoting technology transfer and facilitating the exchange of information on technological innovation by launching a network of SMEs active in the bio-business.

The second project is Innovative Responsible Tourism and Territories, coordinated Lecturer dr. Valentin Toader, and is aimed at promoting entrepreneurship and innovation among SMEs active in tourism or related to tourism. By forming a network of SMEs in Cluj and three other European regions: Aragon, Macedonia and South-eastern Bulgaria, Cluj entrepreneurs will benefit from the exchange of information on the application of innovation and business development activities in the field of tourism so as to achieve a better fruition of the tourism' potential and economic area. Through its team, the Transylvania Business School will take an active role in promoting the most appropriate forms of tourism and training local entrepreneurs to inno-

vate and implement new techniques in their business or develop their business through innovation of tourism products.

Economic and Managerial Simulation

During the seminars of the general management course, first year students are involved in decision making simulations. During seminars conducted in the last two weeks of the semester, students are divided into teams and form virtual companies. The process is realized with the help of TABLES - a program provided by Junior Achievement Romania to simulate various economic situations in the markets (each market is a group seminar) - which enables students to control companies. In the process the students have to assess the situations arising in the market, to anticipate the actions of competitors and adopt optimal decisions in specific business conditions.



European Virtual Venture Seminar

In collaboration with ITIN Cergy Paris, students are offered unique opportunity to experience work and study in intercultural and international teams in the international seminar, held via video conferencing and using Moodle platform. Students are placed in a position to create a virtual company in

order to make and market a new product. Romanian and French students created mixed teams. They participated in seminars, held via videoconference and develop business plans for.



DEVELOPING TEAM SPIRIT AND COMPETITION

The development of the theoretical and practical training of students would be incomplete without some extracurricular activities. It is known that these activities lead to developing team spirit, to building lasting friendships and to stimulating ethical behaviour.

Moreover, the sports and entertainment aspects of student life shouldn't be left out. Thus, Transylvania Business

School tries to combine the above offering an alternative to the daily work environment of students.

Sports Competitions

Football and basketball competitions, already part of the School's tradition, attract each year more and more teams, made up both of students and teachers. We are trying to strengthen the team spirit, dedication and competitiveness between students. In the academic year 2009-2010 over 100 students and 10 teachers took part in sports competitions in our Faculty. The one responsible for sports competitions is Assoc. Prof. Dragoş Păun, PhD.



Days of the Faculty of Business

Busy 4 Business Week, the project developed by the Business Students' Association has an important role in the relation student-teacher-communi-

ty. The project consists of a series of events that take place during the Days of the School, at the end of March, such as: a series of conferences, team games (bowling, darts, treasure hunting), open doors days. High school students, students and teachers take part in these activities.



