

Tematică și bibliografie

pentru proba scrisă a concursului organizat în vederea ocupării postului de referent de specialitate vacant la Facultatea de Business

Tematica:

1. Criterii de eligibilitate și procesul de aplicare pentru acreditarea AACSB 2020
2. Procedura de acreditare inițială AACSB 2020
3. Procesul de revizuire și dezvoltare continuă AACSB 2020
4. Principiile și standardele de acreditare pentru acreditarea business AACSB 2020
5. Ghidul interpretativ pentru acreditarea business AACSB 2020
6. Promovarea acreditării și a altor programe
7. Conectare cu mediul business
8. Marketing academic
9. Utilizarea social media pentru mediul academic

Bibliografia:

1. Eligibility and process of application for Business accreditation
<https://www.aacsb.edu/accreditation/journey/business/eligibility-and-application>
2. AACSB Initial Accreditation Handbook, 2020 Standards <https://www.aacsb.edu/-/media/aacsb/docs/accreditation/business/initial%20self%20evaluation/initialaccreditationhandbook2020bus.ashx?la=en&hash=704C9A585DEEFCAB291A9B9D6EC4C8CEB9BE0B69>
3. Continuous improvement review process
<https://www.aacsb.edu/accreditation/journey/business/continuous-review>
4. 2020 AACSB Guiding Principles and Standards for Business Accreditation <https://www.aacsb.edu/-/media/aacsb/docs/accreditation/business/standards-and-tables/2020%20aacsb%20business%20accreditation%20standards%20july%202021.ashx?la=en&hash=FFDE475EE45DE3610525117BAD72B9CAF10DDB25>
5. 2020 Interpretative Guidance for AACSB Business Accreditation <https://www.aacsb.edu/-/media/aacsb/docs/accreditation/business/standards-and-tables/2020%20interpretive%20guidance%20july%202021.ashx?la=en&hash=5C058AD3D612F1E46E1BB8D3C0E0DB5D41ED4E8D>
6. Promoting your accreditation <https://www.aacsb.edu/accreditation/resources/promotion>
7. Connecting Businesses and Business Education <https://www.aacsb.edu/-/media/aacsb/publications/brochures/connecting-business-with-business-education.ashx?la=en&hash=A03849F31477878612C37A2CA0164F902CAA1367>
8. Marketing for higher education
https://www.aacsb.edu/insights/search?keyword=marketing&sort=relevance&content_1%24center_0%24phblogs%24sidebar_0%24btnSubmit=Submit
9. Linked in for higher education (Education Homepage, Alumni Tool and Students Job Portal):
<https://university.linkedin.com/>