

BUSINESS ADMINISTRATION

Specific objectives

a. In the field of didactic activity:

- Transmission to the master students of specialized knowledge, specific to the fields covered, deepening and completing the knowledge previously acquired, necessary to obtain a high degree of qualification, so that the graduates are also able to act in decision-making positions;
- Skills and skills training, enabling graduates to apply knowledge and professional business management activities;
- Individual training, general (knowledge, functional-action) and specialist skills according to the master's program, acquiring specialized knowledge in an operational system capable of providing mastering skills to professional skills;
- Creation of master students for teamwork.

b. In the field of research activity:

- Ensure an optimal framework for study and research for master students by offering high-quality academic courses and papers, as well as a rich material and documentation base;
- Attracting master students in the research programs of the Department of Business Administration and Marketing, within the Faculty of Economic Sciences;
- To capitalize on the research results of the master students and the teachers involved, by publishing them in specialized journals and participating in scientific events;
- To capitalize the research results in the socio-economic context and to develop their applicative character.

c. In the field of continuous training:

- Attracting in the educational process practitioners with a recognized competence and experience.

General and specific professional skills:

- S1. Creative application of research and problem-solving techniques in business management;
- S2. Development of studies and economic reports;
- S3. Ability to lead working groups and communicate in the more diverse contexts of business;
- S4. Ability to act independently and creatively in addressing and solving problems, to objectively and constructively assess critical situations, to creatively solve economic problems and to communicate results in a demonstrative way.;
- S5. Leadership skills and a strong commitment to own professional development;
- S6. Establishing systems, capabilities and strategies for developing and diversifying the business environment;
- S7. Establishing the business plan, the strategies, the specific plans and programs, the necessary procedures, as well as identifying and applying corrective measures in order to achieve the expected objectives in the best possible conditions;
- S8. Understanding the importance of developing business strategies that generate a sustainable and healthy growth;
- S9. Understanding new global trends in sustainable development;
- S10. Specializing Master's degree students in business development in order for them to understand, analyze and evaluate the activities involved in a complex process of implementing an economic project.
- S11. Acquiring theoretical and practical knowledge in the field of business development;

- S12. Acquiring theoretical and practical knowledge about the sphere of economic development, the way it is organized, its management and its financing; the experience of developed countries in regional development;
- S13. Knowledge of the main forms of communication, both within the organization and in relation to the environment, with the interest groups with which the organization comes into contact;
- S14. Appropriate use of concepts related to IT management of business projects;
- S15. Knowledge of the wide range of forms of funding and their use for the sustainable development of the business environment;
- S16. Ability to identify, apply and develop a project idea in an organization or in a region;
- S17. Understanding the way business plans and feasibility studies are developed;
- S18. Familiarizing Master's degree students with organizational resources management in accordance with the newest concepts used in the field of business management;
- S19. Deepening the methodology for studies of prefeasibility and feasibility concerning real, legal and efficient business investment, as well as for real-time plans, programs and procedures;
- S20. Elaborating general organization development strategies (marketing and promotion strategies, etc.); developing studies and analysis, as well as technical-economic, organizational and efficiency opportunities for the specific activities of an organization;
- S21. Acquiring knowledge to set up and manage a business; acquiring knowledge for developing the business plan, the financial plan and drawing up the documentation to attract funding sources;
- S22. Specialty knowledge, abilities and skills for adopting various solutions in organizing, managing and financing different activities;
- S23. Developing organizational leadership skills;
- S24. Implementing and managing a communication plan concerning public relations with the organization's main interest groups;
- S25. Ability to learn and analyze the means of communication that will be used in teamwork;
- S26. Ability to understand the importance of partnerships for business development;
- S27. Ability to design the methodology of conducting an online marketing research and to collect, analyze and interpret information;
- S28. Ability to find a source of funding that is appropriate to the organization's purpose and objectives;
- S29. Ability to develop an eligible application for financing, taking into account the requirements imposed in a guide, manual, etc., related to a financing program;
- S30. Ability to set up a project team capable of implementing the required activities in an application for financing;
- S31. Ability to plan, coordinate, implement and verify the required activities in an application for financing;
- S32. Ability to form a consortium or partnership for an economic project;
- S33. Ability to work independently and/or in a team, to identify solutions in order to solve problems related to the implementation of economic projects;
- S34. Higher independent research skills in business management;
- S35. Ability to conduct and execute interdisciplinary research activities in research teams.

Transversal skills

- TS1. Development of logical and cognitive analysis mechanisms necessary for business management;
- TS2. Contextual integration of business management issues into the current dynamics of the economy;

- TS3. Applying the principles, norms and values of professional ethics within your own rigorous, efficient and responsible work strategy;
- TS4. Identifying roles and responsibilities in a multispecialized team and also within economic science research networks, and applying effective relationship and work techniques within the team;
- TS5. Identifying opportunities for continuous learning and efficient use of learning resources and techniques for self development;
- TS6. Ability to work independently and/or in a team, to identify solutions for problem solving and specific business management issues;
- TS7. Ability to efficiently make use of learning resources and techniques for self development;
- TS8. Effective cooperation in professional, interdisciplinary work teams, that are related to the development of projects and programs in the field of educational sciences;
- TS9. Promoting the values associated with achieving quality education, in line with internal education policies and with those developed and popularized on a European level, based on having specific knowledge of the European educational domain and of interculturality;
- TS10. Ability to identify opportunities for continuous training;
- TS11. Developing logical and cognitive analysis mechanisms that are necessary for business management;
- TS12. Ability to work independently and/or in a team, to identify solutions for solving problems and issues related to business management and development.