

MBM

MASTER IN BUSINESS MANAGEMENT



MBM

Master in Business Management

This program with English-based courses welcomes both domestic and international master students. The business subjects and internships offer the students the necessary skills to succeed in today's business environment.

our leading program
for **creating business
professionals**



Through this Master program, I found exactly the mix I was looking for: dedicated professors with a hands-on approach, extracurricular projects, a wide professional network, and the opportunity to study in a multicultural environment.

Nancy Panța,
Co-founder Hug the Mug

[structure]

Managerial Economics
Global Economic Policy and Governance
Intercultural Managerial Communication

optional [Negotiation and Public Relations
English for Business Communication

1

Marketing Management
Knowledge Management
Managerial Finance

optional [Mergers and Acquisitions
International Projects Management

2

Brand Strategies
Competitive Strategies
E-Business Management
Specialty Practice

optional [Business Taxation
Sales Force and Logistics

3

Strategy and Strategic Management
International Standards for Financial
Reporting (IFRS / IAS)
Business Simulations
Technology and Operations Management
Research Seminar
Ethics and Academic Integrity
Elaboration of the Dissertation Thesis

4

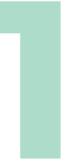


Managerial Economics

This course introduces a set of economic concepts and frameworks that can be applied to many of the major concerns of business management. Managerial economics is a branch of economics that applies microeconomics analysis to business decision. The course aims to provide students with a better understanding of the economic theory and analytical tools for decision making.

Objectives:

- To apply modern principles and methods of microeconomics to real-world business problems in different context and eventually better deal with problems of practical relevance to managers
- To develop students' capacity to analyze the economic environment in which business entities operate and understand how managerial decisions can vary under different constrains



TEACHER RESPONSIBLE

CRISTINA TĂNĂSESCU
Assoc. Prof. Ph.D.

EVALUATION

Group project
Final exam

DISCIPLINE TYPE

Mandatory
8 ECTS



This course aims at providing students with a deep understanding of core economic policy challenges in the contemporary global economy and to equip them with theoretical and empirical skills necessary to evaluate and design policy solutions to such challenges. The course offers an overview of both ongoing theoretical and empirical debates about the global economy and the clash between national and global economic policies.

Objectives:

- To understand and differentiate between competing theoretical approaches to economic policy-making
- To analyze and critically discuss core economic policy issues in the contemporary global economy, their history and current challenges
- To understand core issues in the design, implementation and evaluation of economic policies, at national and global level



TEACHER RESPONSIBLE

IOANA NEGRU
Assoc. Prof. Ph.D.

EVALUATION

Individual project
Final exam

DISCIPLINE TYPE

Mandatory
8 ECTS

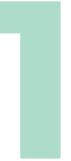


Intercultural Managerial Communication MBM

This course aims to provide an understanding of how cultural differences across and within nations can affect different business opportunities. It is important to develop intercultural awareness in order to overcome and reduce the chance for misunderstanding. The course offers insights into this interdisciplinary field, linked to international business, political science, cultural studies, and psychology.

Objectives:

- Understanding the relationship between communication and culture and the way business is conducted
- Recognizing communication barriers and ways to overcome them
- Understanding the differences between cultures and getting a better understanding of our own culture
- Improving communication skills, teamwork, critical thinking and tolerance



TEACHER RESPONSIBLE

LIA BALTADOR
Assoc. Prof. Ph.D.

EVALUATION

Homeworks
Group project
Final exam

DISCIPLINE TYPE

Mandatory
7 ECTS

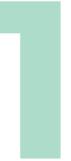


Negotiation and Public Relations

This discipline is based on the development of abilities to negotiate independently, creatively and proactively in solving managerial problems or communication problems at any level, and of abilities to identify, detect, assess and interpret a certain situation in the field of business management and resolve problems through negotiation strategies.

Objectives:

- The profound understanding of the negotiation process and the communication process within a PR department
- Presenting the importance of the negotiation process within public and private companies
- Operating with the methods, techniques and fundamental algorithms within this field



TEACHER RESPONSIBLE

SORIN TERCHILĂ
Ph.D.

EVALUATION

Group project
Final exam

DISCIPLINE TYPE

Optional
7 ECTS



The capacity to communicate effectively has become an essential skill for the 21st century business person, providing a decisive edge in today's dynamic workplace. This course enables students to develop effective communication strategies and build confidence in their speaking and writing for a variety of business settings. Approximately half of the course will be devoted to classes that introduce students to oral presentations, meetings, negotiations, and everyday conversations. The rest of the course will focus on techniques and practical exercises for writing clear, powerful, and persuasive business documents (emails, memos, letters, reports, proposals).

Objectives:

Students will learn how to:

- Write clearly organized and effective business documents
- Develop and deliver clearly organized and effective presentations
- Adapt their communication style to different audiences

TEACHER RESPONSIBLE

ARINA GREAVU
Lect Ph.D.

EVALUATION

Written exam
Final project
Class participation

DISCIPLINE TYPE

Optional
7 ECTS



Marketing Management

2

The starting point of every marketing activity is to identify the clients' needs and desires, through a well-structured marketing research. This information, along with other aspects of a company's marketing environment, guides the marketing manager's decision of choosing the proper market segments and brand positioning. Thus, this course aims to provide useful marketing plans and programs that help companies develop long-lasting relationships with targeted customers.

Objectives:

- Understand and apply concepts specific to the marketing management process
- Understand and conduct proper marketing research useful for a company's success
- Develop critical and creative thinking abilities as a marketing manager

TEACHER RESPONSIBLE

MIHAI ŢICHINDELEAN
Lect. Ph.D.

EVALUATION

Group project
Final exam

DISCIPLINE TYPE

Mandatory
8 ECTS



Knowledge Management

This course studies the knowledge management practices of contemporary global organizations. The growing recognition that knowledge is a distinct production factor has led to a new field of study: knowledge management (KM). This course is concerned with the question: "How can we manage knowledge and how can we use knowledge to gain a competitive advantage?".

Objectives:

- Understand Knowledge Management (KM) concepts and tools
- Understand KM processes (acquisition, selection, generation, internalisation, externalisation)
- Identify how KM can be used effectively within specific environments
- Understand the facilitating role that information technology can play in knowledge management

2

TEACHER RESPONSIBLE

RAMONA TODERICIU
Assoc. Prof. Ph.D.

EVALUATION

Team projects
Final written exam

DISCIPLINE TYPE

Mandatory
8 ECTS



Managerial Finance

The course combines theory and practical applications concerning financial decisions. For master students it is fundamental to understand the specific financial decisions that a manager should take to increase the company's value. The course is designed to cover different financial decisions, namely investment and financing decisions and the dividend policy of the company.

Objectives:

- Apply the concept of time value of money in financial decisions
- Evaluate the performance of a company using financial ratios
- Evaluate investment projects
- Decide on the best financing scenario

2

TEACHER RESPONSIBLE

LIVIA ILIE
Prof. Ph.D.

EVALUATION

Group project
Final exam

DISCIPLINE TYPE

Mandatory
7 ECTS



Mergers and Acquisitions

The course requires basic knowledge of finance and accounting. The course will present in a gradual approach the general notions about M&A, the stages of the M&A process, aspects of post-M&A integration and why these transactions frequently fail; how to determine the selling price of a company; aspects about bankruptcy versus restructuring. During the course there will be class discussions and problem or case study-solving.

Objectives:

- Understanding the M&A types and the reasons behind the M&A decisions
- Understanding the legal, accounting and fiscal aspects of M&A
- Analysis of the M&A process
- Identifying the restructuring options of a firm in financial difficulty

2

TEACHER RESPONSIBLE

DIANA MIHAIU
Lect. Ph.D.

EVALUATION

Group project
Final exam

DISCIPLINE TYPE

Optional
7 ECTS



International Project Management MBM

The International Projects Management discipline deals with organizing the activity of various companies or economic entities based on the various projects. This course's aim is to develop the basic concepts and solutions relating to planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of a project, with an international dimension.

Objectives:

- Presenting the concepts, methods and techniques related with management of changes, using projects
- Developing students' ability to organize and lead teams responsible for implementing various projects at the organization level
- Getting students used with an applicative leading teams approach

2

TEACHER RESPONSIBLE

DUMITRU TROANĂ
Lect. Ph.D.

EVALUATION

Group project
Final exam

DISCIPLINE TYPE

Optional
7 ECTS



Brand Strategies

This course seeks to increase the customers' perceived value of one product. Therefore, it is a crucial element to attain success in the markets, where the products tend to adjust more and more. The aim of this course is to provide students with all the relevant theoretical dimensions of successful Brand Strategy. Further, they will become acquainted with branding tools and will learn how to use them effectively.

Objectives:

- Develop an understanding of the complex reality and process of Brand Strategy
- Generate creative and original solutions to strategic branding problems and to communicate these efficiently
- Train rhetorical and didactical competences and develop self-awareness and critical ability, attitudes, which characterize effective researchers

3

TEACHER RESPONSIBLE

CAMELIA BUDAC
Assoc. Prof. Ph.D.

EVALUATION

Group and individual project
Final exam

DISCIPLINE TYPE

Mandatory
7 ECTS



Competitive Strategies

The study of Competitive strategies provides the analytical framework for understanding industries and competitors. This course uses the tools of economics and industrial organization to analyze how market structure shapes the competition and how businesses choose strategies to attain competitive advantages in specific industries.

Objectives:

- Understanding the fundamental concepts in competitive strategy: industry analysis, firm and industry evolution, strategic boundaries, partnering
- Developing an awareness of the dynamic impact of the firm strategic actions on the industry
- Building habits of analytical thinking, teamwork and skills in reporting conclusions effectively in written and oral form

3

TEACHER RESPONSIBLE

SILVIA MĂRGINEAN
Assoc. Prof. Ph.D.

EVALUATION

Team project,
Class discussions
Final exam

DISCIPLINE TYPE

Mandatory
7 ECTS



E-Business Management

The purpose of this course is to define this form of e-business and to know the important landmarks of this new modern form of conducting business in a digital environment. This course is also meant to develop the ability to adapt businesses to the new e-environment, to identify and describe the unique features of e-business technology and discuss their business significance.

Objectives:

- Identifying, describing and explaining the main concepts, categories and theories of electronic business - in order to use them in specific contexts
- Applying the most appropriate tools to solve electronic business related problems - strategic competitiveness, sustainable competitive advantage, co-evolution with the environment
- Assess the main concepts of operating e-business management in a practical framework

3

TEACHER RESPONSIBLE

RĂZVAN ȘERBU
Assoc. Prof. Ph.D.

EVALUATION

Group project
Final exam

DISCIPLINE TYPE

Mandatory
7 ECTS



Taxation is an increasingly important determinant for companies in their decision-making processes. Therefore, this course teaches students to recognize the role of taxes in business and investment decisions. Also, the course helps students to acquire in-depth knowledge of several aspects of corporate taxation. The seminars are structured to offer a comprehensive understanding of all aspects related to tax reporting practices.

Objectives:

- Understand and apply concepts of business taxation
- Determine the value of taxes owed by a company
- Develop communication skills in English by using specific terms from the taxation field

3

TEACHER RESPONSIBLE

LILIANA BARBU
Lect. Ph.D.

EVALUATION

Group project
Final exam

DISCIPLINE TYPE

Optional
6 ECTS



Sales Force and Logistics

The course develops a framework that portrays sales managers' activities as three interrelated, sequential processes, each of which influences the various determinants of a salesperson's performance. Also, the course presents logistics concepts and principles in a format that is useful for students as well as practitioners dealing with logistic issues for the first time.

Objectives:

- Identify and discuss key trends affecting sales organizations and sales managers today
- Understand the best practices in selling that lead to exceeding customer expectations
- Illustrate the logistical functions of the various infrastructural facilities
- Understand the horizontal organizational structures of a sales force

3

TEACHER RESPONSIBLE

LUCIAN BELAȘCU
Prof. Ph.D.

ALMA PENTESCU
Asist. Ph.D.

EVALUATION

Group project
Final exam

DISCIPLINE TYPE

Optional
6 ECTS



Strategy and Strategic Management MBM

This course introduces students to the theory and practice of strategy as an essential tool for companies in their search for a sustainable competitiveness. The course covers topics related to the strategic management process: assessing the business environment; developing the company's vision, mission and aims; generating, selecting and implementing strategies; evaluating the performance.

Objectives:

- Know the significance of strategy and strategic management, explain why they are crucial for any kind of organization and how can they determine a company's (sustainable) competitiveness
- Understand the strategic management process and the key role of strategy
- Acquire and develop the competencies which enable creative and critical thinking, fast and timely decisions, and proactive business behaviors

4

TEACHER RESPONSIBLE

CLAUDIA OGREAN
Prof. Ph.D.

EVALUATION

Project
Final written exam

DISCIPLINE TYPE

Mandatory
6 ECTS



International Standards for Financial Reporting (IFRS / IAS)

The course presents an overview of the main topics in international accounting, particularly, it presents the international dimensions of financial statement analysis, the differences in financial measurement and reporting practices. Moreover, the course details the reasons for these differences, their resulting financial statement effects and the methods employed to cope with these differences.

Objectives:

- Understand and explain the structure of the framework of international accounting
- Apply relevant financial reporting standards to key elements of financial reports
- Identify and apply disclosure requirements for companies in financial reports and notes

TEACHER RESPONSIBLE

RALUCA SAVA
Assoc. Prof. Ph.D.

EVALUATION

Group project
Final exam

DISCIPLINE TYPE

Mandatory
5 ECTS



Business Simulations

This course is a practical, interactive and integrative course. Students are expected to use concepts from fields like: management, finance, marketing, operations, human resources, and sales. For the business simulations classes, students will be placed in management teams and will run their own companies. The created companies will compete one against the other in a given industry.

Objectives:

- Develop student's capacity to take decision and act synergistic in a competitive business simulated environment
- Achieve business skills by using computer and business simulation games in decision analysis
- Apply models and tools of analysis, evaluation and forecasting in order to identify the factors that influence the firms' dynamic processes

4

TEACHER RESPONSIBLE

MIHAELA HERCIU
Prof. Ph.D.

EVALUATION

Course participation
Team project
Final written exam

DISCIPLINE TYPE

Mandatory
6 ECTS



Technology and Operations Management offers an overview on a variety of managerial tasks related to system design, implementation, integration and optimization within a technology domain or line of business. The aim of technology and operation management is to ensure that organizations are able to reduce the cost, improve the delivery process, standardize and improve quality and focus on customization, thereby creating value for customers.

Objectives:

- Perform and apply operation strategy using specific methods involving: corporate strategy, market analysis, competitive priorities, flow strategy, breakeven analysis
- Understand process management as a major process decision which involves: process choice, vertical integration, resource flexibility, capital intensity and relationship between decisions

4

TEACHER RESPONSIBLE

LIVIU MIHĂESCU
Prof. Ph.D.

EVALUATION

Group project
Final exam

DISCIPLINE TYPE

Mandatory
8 ECTS



Specialty Practice

Discipline Type: Mandatory

No. of credits: 3 ECTS

Semester: 3 (Year 2, sem.1)



Research Seminar

Discipline Type: Mandatory

No. of credits: 3 ECTS

Semester: 4 (Year 2, sem.2)



Ethics and Academic Integrity

Discipline Type: Mandatory

No. of credits: 3 ECTS

Semester: 4 (Year 2, sem.2)



Elaboration of the Dissertation Thesis

Discipline Type: Mandatory

No. of credits: 3 ECTS

Semester: 4 (Year 2, sem.2)

[admission]

75 %
BACHELOR EXAM

The overall average of the master admission is calculated as follows:

- average of the Bachelor degree exams (75 %)
- written exam - multiple-choice test (25 %)

25 %
WRITTEN EXAM

created by

Faculty of Economic Sciences

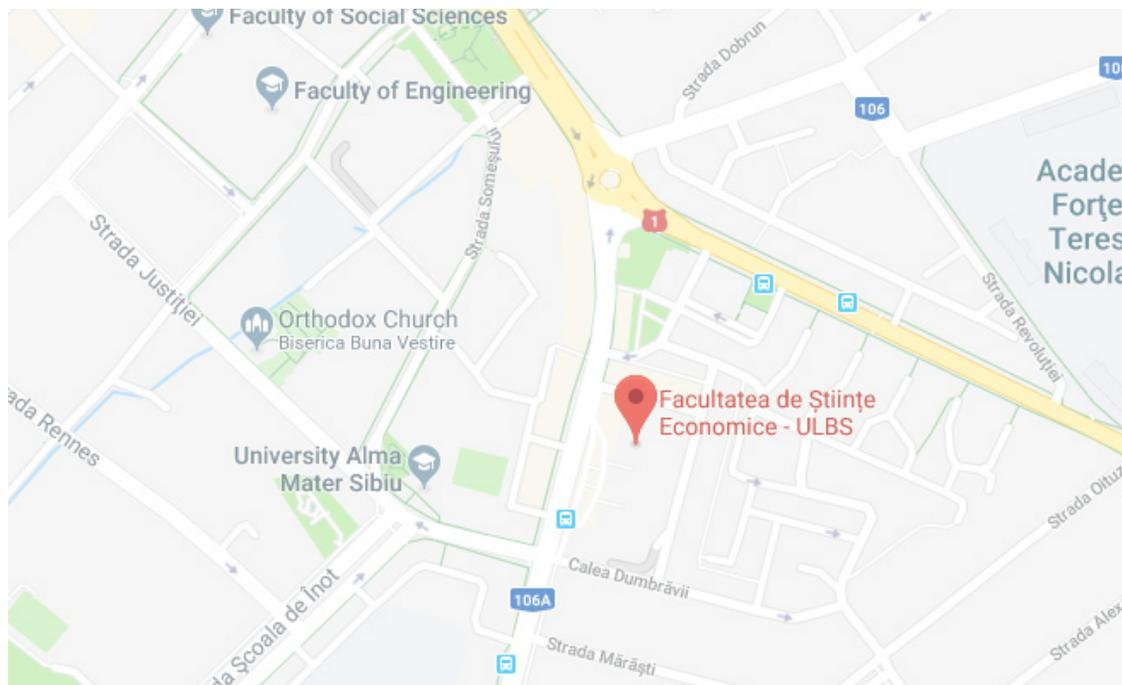
Lucian Blaga University of Sibiu



designed by



<https://elephant-studio.ro/>



ULBS

Universitatea "Lucian Blaga" din Sibiu

17th Calea Dumbrăvii, Sibiu, 550324, Sibiu county, Romania

0269210375

<http://economie.ulbsibiu.ro>