

# PLAN DE ÎNVĂȚĂMÂNT

valabil începând cu anul universitar 2025-2026

## UNIVERSITATEA DIN ORADEA

### **FACULTATEA DE ȘTIINȚE ECONOMICE**

*Programul de studii universitare de masterat:* **ADMINISTRAREA AFACERILOR / BUSINESS ADMINISTRATION (ÎN LIMBA ENGLEZĂ)**

*Domeniul fundamental:* **ȘTIINȚE SOCIALE. RAMURA DE ȘTIINȚĂ: ȘTIINȚE ECONOMICE**

*Domeniul de masterat:* **ADMINISTRAREA AFACERILOR**

*Domeniul secundar de masterat:* **Administrarea afacerilor**

*Tipul masteratului:* **Professional**

*Durata studiilor / nr. de credite:* **4 semestre/120 credite**

*Forma de învățământ:* **Învățământ cu frecvență (IF)**

APROBAT prin AS 34 / 23.04.2018



## 1. MISIUNEA PROGRAMULUI DE STUDIU / SPECIALIZĂRII ADMINISTRAREA AFACERILOR / BUSINESS ADMINISTRATION (ÎN LIMBA ENGLEZĂ)

The mission of the masters degree program *Master in Business Administration* (acronym: *MBA*) is to provide an integrated set of learning opportunities for students interested in mastering the skills and knowledge necessary for effectively participating in and managing modern organizations in a global business environment. The fundamental objective assumed by this masters degree program is to enable students to gain core knowledge of subjects fundamental to business administration, develop analytical skills which are indispensable in problem solving and decision making, understand the human behaviour in organizations, and gain insights into the changing business, economic, social and political environments which influence the business world.

The fundamental objective assumed by this masters degree program is to provide the best post-graduate academic training in the field of *Business Administration*, so as the skills acquired by *MBA* graduates should meet the requirements of the European labor market as well as the international research and development activities. The masters degree program *MBA* - through professional and transversal competences provided by the subjects included in the curriculum - is supported by factors of relevance and timeliness in relation to the national qualifications nomenclature, respectively to the labor market needs and goals, and is related to educational, scientific research and professional goals.

## 2. OBIECTIVELE PROGRAMULUI DE STUDIU / SPECIALIZĂRII ADMINISTRAREA AFACERILOR / BUSINESS ADMINISTRATION (ÎN LIMBA ENGLEZĂ)

The objectives of the master study program *Master of Business Administration* (acronym *MBA*) consist in providing the master students, in an elevate, appealing, interactive and professional way, with information and knowledge that can ensure acquiring specific professional competences, corresponding and related to the field of *Business Administration*, these objectives being found among the objectives established within the managerial and operational plans of the Department of Economics, department that manages this study program at the level of the Faculty of Economic Sciences, University of Oradea, within the field of *Business Administration*.

Among the main objectives of the study program *Master of Business Administration* (acronym *MBA*) we mention:

- rigorous training of specialists in Business Administration;
- training the theoretical and practical requirements of the European Union;
- knowledge of economic and financial mechanisms, negotiation and communication techniques in the economic environment;
- acquisition by students advanced knowledge in the field of project operation and contracting financial resources related to regional economic and social development, but also in public administration and the real economy;
- acquisition of theoretical knowledge and practical skills training in line with the demands and requirements of employers to ensure successful entry of graduates into the labor market.

The objectives specific to the master study program *Business Administration* (acronym: *MBA*) are:

- \* to provide advanced knowledge in the field of *Business Administration*;
  - \* to develop students professional and managerial skills, in modern business environment;
  - \* to facilitate professional training of economists in the field of *Business Administration*;
  - \* to provide theoretical and practical training to master students, at the level of the requirements imposed by the regional networks, global markets and macro-economic environment;
  - \* to ensure master students acquisition of modern concepts and techniques regarding aspects of quantitative economic theory and aspects of management necessary to accurately solve the problems in the field of *Business Administration*;
  - \* to ensure acquisition of advanced knowledge in the field of formation and development of entrepreneurial ventures;
  - \* to ensure acquisition of advanced knowledge in the field of sustainable development and global environmental change;
  - \* to ensure students acquisition of advanced knowledge in the field of Corporate Social Responsibility and business ethics, labour policies, in a globalized world and cultural challenges;
  - \* to develop students decisional skills in the field of companies affairs and a thorough understanding of the firms functioning in a competitive environment, by an optimal combination of disciplines covering the fields of economics, risk management, marketing and strategic management;
  - \* to build a bridge to the actual business environment, by: inviting business people to meet the students and share their business experience with them, organizing field visits and study visits to companies and institutions involved in business development, developing economic projects and analyzing authentic case studies provided by the business environment or by the business support structures and institutions;
- to facilitate acquisition of theoretical knowledge and formation of practical skills in accordance with the employers expectancies and requirements, which shall ensure successful integration of the alumni on the labor market.

## 3. COMPETENȚE CARE SE VOR DOBĂNDI DE ABSOLVENȚI LA FINALIZAREA STUDIILOR

## 4. FINALITĂȚI

**Graduation Title:** Master's Degree in Business Administration

**Qualification Title:** Master of Business Administration

**Qualification Code:** RO/07/0413/118

**Possible jobs for the graduate with Bachelor's Degree, according to "Classification of Occupations in Romania" - ISCO - 08 (COR):**  
Expert in Business Information 242217, Company Information Analyst 242222, Company Administrator 242111, Labor Relations Specialist 242323, Operations/Product Manager 241226, Project Manager 242101, Specialist Planning, Control and Reporting of Economic Performance 242110, Competition Inspector 263110, Organizer tourism activity 243102, Entrepreneur in the Social Economy 112032, Head Wholesale and Retail Office 142004, Head of Wholesale and Retail 142003, Head of Department Food Nonfood Goods 142007, Company Manager 112004, Company General Manager 112011, Commercial Manager 112017, Sales Manager 112018, Economic Manager 112020, Store Manager 112021, Small Business Manager-Owner (endorser), Brokerage and other Trading Services 122108, Small Business Manager-Owner (endorser) in the Hotel and Restaurant 141101, Small Business Manager-Owner (endorser) in Tourism 143907, Hotel Administrator 141104, Hotel Manager 141105, Motel Manager 141106, Accommodation Director 141123, Restaurant Manager 141111, Fast-Food Manager 141120, Food Department Manager 141202, Catering Department Manager 141203, Transactions Operations Director 122104, Head Agency / Office desk 143902, Head of Elementary Labor Unit 143903, Manager in Tourism Activity 143908, Manager of Tour operator / Retailer / Subsidiary / Branch travel Agency 143909, Director of Tourist Information Center 143910, Head of Guest House (rural, agrotouristic, mountain) 143912, Director of Ticketing Department 143918, Head of Events Department 143911, Supply Manager 132450, Relationship with Suppliers Manager 141111, Scientific Manager Research Development 112007, Teacher in vocational and apprenticeship education 232001, Expert Training Center 231006, Economist Bank 241224, Manager relationships with bank clients/leasing company 241227, Bank Administrator 241231, Expert in Management Activity Investment 241262.

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Domeniul de masterat: **ADMINISTRAREA AFACERILOR**

Domeniul secundar de masterat: **Administrarea afacerilor**

Tipul masteratului: **Professional**

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 2025-2026  
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**PLAN DE ÎNVĂȚĂMÂNT\*\***  
**Anul de studiu I**

Cod	Discipline*	Tip	Sem. I [ore / săptămână]				Total ore / sem.	Felul verif.	Cre- dite	SI [ore / sem.]	Condi- ționări
			C	S	L	P					
	<b>OBLIGATORII IMPUSE</b>										
FSTE-0744	Macroeconomics and the global economic environment	DAP	2	1	-	-	42	Ex	7	133	
FSTE-0895	Corporate Communication	DAP	1	1	-	-	28	Ex	6	122	
FSTE-0896	Regional development and networks	DAP	2	1	-	-	42	Ex	7	133	
FSTE-0897	Quantitative methods for economics and business	DSI	1	-	1	-	28	Ex	5	97	
FSTE-0901	Sustainable development and corporate behaviour	DSI	1	1	-	-	28	Ex	5	97	
	<b>TOTAL</b>		<b>7</b>	<b>4</b>	<b>1</b>	<b>-</b>	<b>168</b>		<b>30</b>	<b>582</b>	

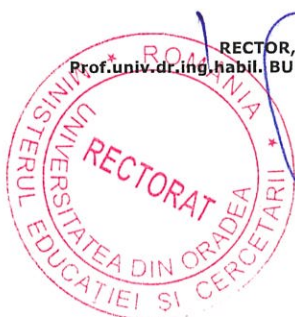
Cod	Discipline*	Tip	Sem. II [ore / săptămână]				Total ore / sem.	Felul verif.	Cre- dite	SI [ore / sem.]	Condi- ționări
			C	S	L	P					
	<b>OBLIGATORII IMPUSE</b>										
FSTE-0747	Corporate development: mergers and acquisitions	DSI	1	1	-	-	28	Cv	5	97	
FSTE-0743	Microeconomics for managers	DAP	1	1	-	-	28	Ex	5	97	
FSTE-0898	Business development strategies	DAP	1	1	-	-	28	Ex	5	97	
FSTE-0899	Business Financing	DSI	1	1	-	-	28	Ex	5	97	
FSTE-0900	Data analysis	DAP	1	-	1	-	28	Cv	5	97	
FSTE-0759	CSR and Business Ethics	DSI	1	1	-	-	28	Ex	4	72	
FSTE-0999	Ethics and integrity in scientific research	DSI	1	-	-	-	14	Cv	1	11	
	<b>TOTAL</b>		<b>7</b>	<b>5</b>	<b>1</b>	<b>-</b>	<b>182</b>		<b>30</b>	<b>568</b>	

**Legendă:** C - Curs (pentru IFR - Coordonare studiu individual); S - Seminar; L - Lucrări practice (laborator); P - Proiect; SI - Studiu Individual;  
 DAP - Disciplină de Aprofundare; DSI - Disciplină de Sinteză;  
 Felul verif. - felul verificării/forma de verificare; Ex. - examen; Cv. - colocviu; Vp. - verificare pe parcurs; Pr. - proiect; A/R- Admis/Respins; Credite -  
 număr credite ECTS; SI - Studiu individual.

Director departament,  
 Prof.univ.dr.habil. Dorin-Paul Băc

RECTOR,  
 Prof.univ.dr.ing.habil. BUNGĂU Constantin

DECAN,  
 Prof.univ.dr.habil. SABĂU-POPA Claudia-Diana



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**PLAN DE ÎNVĂȚĂMÂNT\*\***  
**Anul de studiu II**

Cod	Discipline*	Tip	Sem. III [ore / săptămână]				Total ore / sem.	Felul verif.	Cre- dite	SI [ore / sem.]	Condi- ționări
			C	S	L	P					
	<b>OBLIGATORII IMPUSE</b>										
FSTE-0754	Marketing management	DSI	2	1	-	-	42	Ex	5	83	
	<b>TOTAL</b>		<b>2</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>42</b>		<b>5</b>	<b>83</b>	
	<b>OBLIGATORII OPȚIONALE</b>										
	<b>PACHET 1</b>										
FSTE-0902	Entrepreneurship and Regional Development	DCA	1	-	2	-	42	Ex	8	158	
FSTE-0903	Hospitality Management	DCA	1	-	2	-	42	Ex	8	158	
	<b>PACHET 2</b>										
FSTE-0755	Formation and implementation of entrepreneurial ventures	DCA	1	1	-	-	28	Ex	7	147	
FSTE-0904	Strategic Hospitality Marketing	DCA	1	1	-	-	28	Ex	7	147	
	<b>PACHET 3</b>										
FSTE-0907	Entrepreneurial projects	DCA	1	-	-	1	28	Cv	5	97	
FSTE-0909	Yield and revenue management in hospitality	DCA	1	-	-	1	28	Cv	5	97	
	<b>PACHET 4</b>										
FSTE-0908	Entrepreneurship and Business Planning	DCA	1	1	-	-	28	Cv	5	97	
FSTE-0910	Trends in Tourism and Hospitality	DCA	1	1	-	-	28	Cv	5	97	
	<b>TOTAL</b>		<b>4</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>126</b>		<b>25</b>	<b>499</b>	

Cod	Discipline*	Tip	Sem. IV [ore / săptămână]				Total ore / sem.	Felul verif.	Cre- dite	SI [ore / sem.]	Condi- ționări
			C	S	L	P					
	<b>OBLIGATORII IMPUSE</b>										
FSTE-0906	Business projects and games	DSI	1	-	-	1	18	Ex	7	157	
FSTE-0751	Practice	DSI	-	-	-	-	90	Cv	3	0	
FSTE-0984	Stage for elaboration of dissertation	DSI	-	-	-	-	33	Cv	10	217	
FSTE-0983	Scientific Research	DSI	2	-	-	1	27	Ex	10	223	
	<b>TOTAL</b>		<b>3</b>	<b>-</b>	<b>-</b>	<b>2</b>	<b>168</b>		<b>30</b>	<b>597</b>	

**Legendă:** C - Curs (pentru IFR - Coordonare studiu individual); S - Seminar; L - Lucrări practice (laborator); P - Proiect; SI - Studiu Individual;  
DSI - Disciplină de Sinteză; DCA - Disciplină de Cunoaștere Avansată;  
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## I. CERINȚE PENTRU OBTINEREA DIPLOMEI DE MASTER

Număr credite alocate, conform legislației: 120

- 95 credite pentru disciplinele obligatorii impuse;
- 25 credite pentru disciplinele obligatorii opționale;
- 13 credite la practică incluse în numărul celor alocate disciplinelor obligatorii de la pct.1 și pct.2;
- 10 credite alocate examenului de disertație, constând în prezentarea și susținerea disertației.

## II. STRUCTURA ANULUI UNIVERSITAR (în număr de săptămâni)

Anul	Activități didactice		Sesiuni de examene					Practică*	Vacanță		
	sem. I	sem. II	Iarnă	Restanțe Iarnă	Vară	Restanțe Vară	Restanțe Toamnă		Iarnă	Primăvară	Vară
Anul I	14	14	3	1	3	1	2	-	3	1	10
Anul II	14	9	3	1	3	1	2	3	3	1	10

## III. NUMĂRUL ORELOR LA DISCIPLINELE OBLIGATORII (IMPUSE ȘI OPȚIONALE): 686

ANUL	SEMESTRUL I	SEMESTRUL II
Anul I	12	13
Anul II	12	5

		Number of hours				Total		RAQAHE/ARACIS Standard	
No	Disciplines	Year I	Year II	Hours	%	[min / max. %]			
1.	Compulsory	350	210	460	67				
2.	Elective	-	126	126	33				
	<b>TOTAL</b>	<b>350</b>	<b>336</b>	<b>686</b>	<b>100</b>			<b>100</b>	
3	Facultative	-	-	-	-				

		Number of hours				Total		RAQAHE/ARACIS Standard	
No	Disciplines	Year I	Year II	Hours	%	[min / max. %]			
1.	Advanced + Thoroughgoing	196	126	322	47				
2.	Synthesis	154	210	364	53				
	<b>TOTAL</b>	<b>350</b>	<b>336</b>	<b>686</b>	<b>100</b>				<b>100</b>

#### IV. PONDEREA DISCIPLINELOR DIN CATEGORIILE OBLIGATORII (IMPUSE +OPȚIONALE) + FACULTATIVE:

Compulsory disciplines (weight in total of disciplines): 67%;

Hours allotted to compulsory disciplines: 67%;

Advanced and thoroughgoing disciplines(weight in total of disciplines): 48%;

Hours allotted to advanced and thoroughgoing disciplines: 47%;

Synthesis disciplines (weight in total of disciplines): 52%;

Hours allotted to synthesis disciplines (% of total): 53%

**Total number of credits: 120**

- Credits pertaining to advanced and thoroughgoing disciplines out of the total of compulsory credits:
  - 60/120 (50%);
- Credits pertaining to synthesis disciplines out of the total of compulsory credits:
  - 60/120 (50%).

**The weight in the Curriculum:**

**Total hours, including facultative disciplines = 686**

D compulsory / Total = 460 /686 = 67%

Hours of seminar/course ratio = 1,23

The weight of practice in the Curriculum: 90 / 686 = 13,11%

Exams/colloquiums ratio = 14 Ex / 7 Cv,P = 1 / 0,5

#### V. FLEXIBILITATEA PROCESULUI EDUCAȚIONAL

The flexibility of the program of studies is ensured by the content of the disciplines in the Curriculum.

#### VI. EXAMENUL DE FINALIZARE STUDII ( DISERTAȚIE)

1. Comunicarea temei disertației: semester II;
2. Elaborarea disertației: 10 x 25 ore = 250 hours, semester IV;;
3. Susținerea disertației: month July/September.

#### VII. UN PUNCT DE CREDIT NECESITĂ UN TOTAL DE 25 ORE/SEMESTRU DE ACTIVITATE DIDACTICĂ ȘI INDIVIDUALĂ

**VIII. DISTRIBUIREA CREDITELOR PE COMPETENȚE (TABELE RNCIS - Grila 1\*)**

Nr. crt.	Disciplina **	Sem.	Număr credite	Competențe profesionale						Competențe transversale		
				C1	C2	C3	C4	C5	C6	CT1	CT2	CT3
1.	Macroeconomics and the global economic environment	I	7	4					3			
2.	Corporate Communication	I	6	1	1	1	1		1	0,5		0,5
3.	Regional development and networks	I	7		2		2	2		1		
4.	Quantitative methods for economics and business	I	5	1	1	1	1			0,5		0,5
5.	Sustainable development and corporate behaviour	I	5	1	1			1		1		1
6.	Corporate development: mergers and acquisitions	II	5	1	1	1		1		0,5		0,5
7.	Microeconomics for managers	II	5		2	2		1				
8.	Business development strategies	II	5	1	1	1		1		0,5	0,5	
9.	Business Financing	II	5	1	1	0,5		0,5		1		1
10.	Data analysis	II	5			1	1	0,5	0,5	0,5	1	0,5
11.	CSR and Business Ethics	II	4		1	1	1			0,5		0,5
12.	Ethics and integrity in scientific research	II	1								0,5	0,5
13.	Marketing management	III	5	1		1		1		1		1
14.	Entrepreneurship and Regional Development	III	8	1	2	1	2			1		1
15.	Hospitality Management	III	8	1	1	1	1	1	1	1		1
16.	Formation and Implementation of entrepreneurial ventures	III	7		1		1	2	1	1		1
17.	Strategic Hospitality Marketing	III	7	2	2		1			1		1
18.	Entrepreneurial projects	III	5	1					1	1	1	1
19.	Yield and revenue management in hospitality	III	5	1	1	1	1			0,5		0,5
20.	Entrepreneurship and Business Planning	III	5	1		1		1	1	0,5		0,5
21.	Trends in Tourism and Hospitality	III	5		2		1		1	0,5		0,5
22.	Business projects and games	IV	7	2	1		1	1		1		1
23.	Practice	IV	3	0,5						0,5	1	1
24.	Stage for elaboration of dissertation	IV	10	2	2					2	2	2
25.	Scientific Research	IV	10		2		2			2	2	2

Legendă: C1 + C5 sau C6 - Competențe profesionale; CT1 + CT3 - Competențe transversale

\* Se va utiliza Grila 1 (G1) care prezintă variantele: G1L și G1M corepunzătoare ciclurilor de studii de licență și masterat, în conformitate cu Ordinul MECTS nr. 5703 / 18.10.2011.

\*\* Se vor trece toate disciplinele din Planul de Învățământ

GRILA 1 - "Descrierea domeniului / programul de studii prin competențe profesionale și competențe transversale"

Professional Competences /  Level Descriptors of Professional Competences Structural Elements	C1.  Collection, processing and analysis of the information regarding the interaction between business environment firm / organisation	C2.  Assistance for administration of the assembly activity of the firm/organisation	C3.  Administration of the activity of a subdivision of the structure of the firm/organisation	C4.  Assistance in human resources management	C5.  Operating with the databases specific for business administration
<b>KNOWLEDGE</b>					
<b>1. Knowing, understanding concepts, basic theories and methods of the field and area of specialization; their appropriate use in professional communication</b>	C1.1 Description of the paradigms, concepts and economic theories regarding the influence of the external business environment on the firm/organisation	C2.1 Identification of the concepts and theories associated to the firm/organisation	C3.1 Identification of the economic implications associated to the operation and administration of a subdivision of the firm/organisation	C4.1 Identification and description of the concepts of planification, organization, coordination and control of the human resources activity	C5.1 Description of the concepts, theories and methodologies for administration of databases specific to business administration
<b>2. Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field</b>	C1.2 Explanation and interpretation of the relation of economic influence exerted by the external business environment on the firm/organisation	C2.2 Explanation and interpretation of the relations between the entities of the firm/organisation	C3.2 Explanation and interpretation of the economic and social implications associated to the operation and administration of the subdivisions of the firm/organisation	C4.2 Explanation and interpretation of the concepts of planification, organization, coordination and control of the human resources activity in the field of business administration	C5.2 Explanation and interpretation, both quantitative and qualitative, of the information extracted from databases
<b>ABILITIES</b>					
<b>3. Applying basic principles and methods for solving well-defined problems / situations, typical for the field under a qualified assistance</b>	C1.3 Applying the adequate instruments for the analysis of the influence relation exerted by the external business environment on the firm/organisation	C2.3 Applying the adequate instruments to solve a problem concerning the relations between the subdivisions of a firm/organisation	C3.3 Applying the specific instruments for the analysis of the functioning of a subdivision of the firm/organisation	C4.3 Solving problems/specific solutions for the human resources: recruiting, selection, motivation, payment, working hours, training	C5.3 Applying the appropriate instruments for the data analysis specific to business administration
<b>4. Appropriate use of standard assessment criteria and methods to evaluate the quality, merits and limitations of processes, programs, projects, concepts, methods and theories</b>	C1.4 Critical constructive assessing and/or resolving of an issue concerning the economic influence relation exerted by the external business environment on the firm/organisation	C2.4 Critical constructive assessing and/or resolving of an issue concerning the operation of the firm/organisation	C3.4 Critical constructive assessing and/or resolving of an issue concerning the operation and administration of a subdivision of the firm/organisation	C4.4 Estimating the human resources need related to the necessities of volume and efficiency of the activity of the firm/organisation	C5.4 Critical-constructive evaluation of the instruments for data analysis
<b>5. Professional project writing and using principles and methods established in the field</b>	C1.5 Developing of a project investigating the economic influence exerted by the external business environment on the firm/organisation	C2.5 Elaborating of an analysis concerning the relations with economic impact between the subdivisions of the firm/organisation	C3.5 Elaborating of a study regarding the operation and administration of a subdivision of the firm/organisation	C4.5 Fundamenting projects for recruiting, selecting, motivating, paying of the human resources in the field of business administration	C5.5 Elaborating of a research project associated to the business administration, by using specific databases
<b>Minimum performance standards for competence assessment</b>	Designing a SWOT analysis of the firm/organisation in its interaction with the external business environment	Elaboration of a plan for functional and structural analysis of the firm/organisation	Projection of a research concerning the better operating of a subdivision of the firm/organisation	Elaboration of an analysis regarding the human resources in a firm/organisation	Selecting a dataset for resolving a business administration issue

Level Descriptors of the Transversal Competences	Transversal Competences	Minimal Standards of Performance for Competence Evaluation
<b>6. Responsible execution of the professional duties, in conditions of limited autonomy and qualified assistance</b>	CT1. Applying the principles, norms and professional ethics values in the personal strategy of rigorous, efficient and responsible work.	Finding real time solutions, having qualified assistance, solving a real/hypothetical problem at the workplace, complying with the rules of professional ethics.

<b>7. Getting accustomed to the roles and activities specific to teamwork and task distribution, for subordinate levels.</b>	CT2. Identifying the roles and responsibilities in a multi-specialized team and using the relationship techniques and efficient work in the team.	Designing a work/project, assuming the responsibility of tasks specific to the role of multi-specialized team.
<b>8. Awareness of the need of continuous formation: efficient use of the educational resources and techniques for personal and professional development.</b>	CT3. Identifying the opportunities of continuous formation and values the efficient implementation of the resources and educational techniques for the personal development.	Developing and presenting with arguments the application of a personal professional development plan.

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