

PLAN DE ÎNVĂȚĂMÂNT

valabil începând cu anul universitar 2026-2027

UNIVERSITATEA DIN ORADEA

FACULTATEA DE ȘTIINȚE ECONOMICE

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

Domeniul fundamental: **ȘTIINȚE SOCIALE**

Domeniul de masterat: **ȘTIINȚE ECONOMICE/ADMINISTRAREA AFACERILOR**

Domeniul secundar de masterat: **ADMINISTRAREA AFACERILOR**

Tipul masteratului: **Profesional**

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

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

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

The mission of the master's 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 master's 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.

2. OBIECTIVELE PROGRAMULUI DE STUDIU / SPECIALIZĂRII ADMINISTRAREA AFACERILOR (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 firm's 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 DOBÂNDI DE ABSOLVENȚI LA FINALIZAREA STUDIILOR

Professional competences:

1. Knowledge, understanding and use of basic theories and methods in the business administration field
2. Understands the integrative nature of administration and takes a leadership role in guiding the formulation, development and implementation of the strategic direction of the firm
3. Analysis, synthesis and use of economic information to base business economic decisions
4. Applies tools available for decision-making under uncertainty, use opportunities of the business situations and develop strategies for improvement
5. Development and implementation of complex projects using specific concepts and methods to acquire the ability to work professionally and competitive in a complex business environment
6. Learns critical thinking for modern challenges in the field of business

Transversal competences:

1. Coordination of professional teams, assuming, delegating and tracking the fulfilment of the responsibilities specific to the economic field
2. Self-assessment of the need for further training, diagnosis and self learning.
3. Building and assuming economic strategy, in terms of responsibility and autonomy.

4. REZULTATELE INVATARIII

No.	Knowledge	Competences	Responsibility and Autonomy
1	The Student/Graduate possesses advanced knowledge of market mechanisms, regional and global business environments, and strategic management concepts.	The Student/Graduate analyzes complex business environments, develops sustainable business strategies, and applies market and regional analysis tools.	The Student/Graduate assumes responsibility for strategic decisions with impact on organizations and communities.
2	The Student/Graduate demonstrates advanced knowledge of corporate development, sustainability, mergers and acquisitions, and organizational communication.	The Student/Graduate designs and implements corporate strategies, manages restructuring processes, and evaluates business risks and opportunities.	The Student/Graduate acts autonomously in proposing innovative and ethical solutions for corporate growth.
3	The Student/Graduate possesses advanced knowledge of financial instruments, project management, business financing, and development strategies.	The Student/Graduate develops business plans, applies financial and cost-benefit analysis, and manages complex business and research projects.	The Student/Graduate assumes responsibility for financial and managerial decisions in dynamic business contexts.
4	The Student/Graduate demonstrates advanced knowledge of quantitative methods, data analytics, econometrics, and digital business tools.	The Student/Graduate conducts advanced data analysis, supports evidence-based decision-making, and applies statistical and digital instruments in business research.	The Student/Graduate ensures analytical accuracy, methodological rigor, and autonomy in data-driven decision processes.

5. 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 achelor 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.

New jobs proposed to be included in COR:

Foreign Trade Referent (University studies), Contracting and Purchases Agent (University studies), Domestic and Foreign Tourist Transport (University studies); Business Tourism Agent (University studies); Commercial Agent (University studies).

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2026-2027

începând cu anul I

PLAN DE ÎNVĂȚĂMÂNT****Anul de studiu I**

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

Cod	Discipline*	Tip	Sem. II [ore / săptămână]				Total ore / sem.	Felul verif.	Credite	SI [ore / sem.]	Condiționări
			C	S	L	P					
OBLIGATORII IMPUSE											
FSTE-0747	Corporate development: mergers and acquisitions	DS	1	1	-	-	28	Cv	5	97	
FSTE-0743	Microeconomics for managers	DF	1	1	-	-	28	Ex	5	97	
FSTE-0898	Business development strategies	DS	1	1	-	-	28	Ex	5	97	
FSTE-0899	Business Financing	DS	1	1	-	-	28	Ex	5	97	
FSTE-0900	Data analysis	DS	1	-	1	-	28	Cv	5	97	
FSTE-0759	CSR and Business Ethics	DS	1	1	-	-	28	Ex	4	72	
FSTE-0999	Ethics and integrity in scientific research	DS	1	-	-	-	14	Cv	1	11	
TOTAL			7	5	1	-	182		30	568	
FSTE-0579	Communication in a foreign language (FR/GR) I	DC	1	1	-	-	28	Cv	2	22	
FSTE	Volunteering I	DC	-	-	-	-	28	Vp	2	22	
TOTAL			1	1	-	-	56		2	22	

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; DCA - Disciplină de Cunoaștere Avansată; OU - Opțiunea Universității;

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 Bâc****RECTOR,
Prof. univ. dr. ing. habil. Constantin
BUNGĂU****DECAN,
Prof.univ.dr.habil
SABĂU-POPA Diana Claudia**

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

Cod	Discipline*	Tip	Sem. III [ore / săptămână]				Total ore / sem.	Felul verif.	Credite	SI [ore / sem.]	Condiționări
			C	S	L	P					
	OBLIGATORII IMPUSE										
FSTE-0754	Marketing management	DS	2	1	-	-	42	Ex	5	83	
	TOTAL		2	1	-	-	42		5	83	
	OBLIGATORII OPȚIONALE										
	PACHET 1										
FSTE-0902	Entrepreneurship and Regional Development	DS	1	-	2	-	42	Ex	8	158	
FSTE-0903	Hospitality Management	DS	1	-	2	-	42	Ex	8	158	
	PACHET 2										
FSTE-0755	Formation and implementation of entrepreneurial ventures	DS	1	1	-	-	28	Ex	7	147	
FSTE-0904	Strategic Hospitality Marketing	DS	1	1	-	-	28	Ex	7	147	
	PACHET 3										
FSTE-0907	Entrepreneurial projects	DS	1	-	-	1	28	Cv	5	97	
FSTE-0909	Yield and revenue management in hospitality	DS	1	-	-	1	28	Cv	5	97	
	PACHET 4										
FSTE-0908	Entrepreneurship and Business Planning	DS	1	1	-	-	28	Cv	5	97	
FSTE-0910	Trends in Tourism and Hospitality	DS	1	1	-	-	28	Cv	5	97	
	TOTAL		4	2	2	1	126		25	499	
FSTE-0579	Communication in a foreign language (FR/GR) II	DC	1	1	-	-	28	Cv	2	22	
FSTE	Volunteering II	DC	-	-	-	-	28	Vp	2	22	
	TOTAL		1	1	-	-	56		2	22	

Cod	Discipline*	Tip	Sem. IV [ore / săptămână]				Total ore / sem.	Felul verif.	Credite	SI [ore / sem.]	Condiționări
			C	S	L	P					
	OBLIGATORII IMPUSE										
FSTE-0906	Business projects and games	DS	2	-	-	2	56	Ex	7	119	
FSTE-0751	Practice	DS	-	-	-	-	84	Cv	8	116	
FSTE-0984	Stage for elaboration of dissertation	DS	-	2	-	2	56	Cv	7	119	
FSTE-0983	Scientific Research	DS	2	-	-	2	56	Cv	8	144	
	TOTAL		4	2	-	-	252		30	498	

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; DCA - Disciplină de Cunoaștere Avansată; OU - Opțiunea Universității;

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BUSINESS ADMINISTRATION

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I. CERINȚE PENTRU OBTINEREA DIPLOMEI DE

Număr credite alocate, conform legislației: 120

1. 95 credite pentru disciplinele obligatorii impuse;
2. 25 credite pentru disciplinele obligatorii opționale;
3. 8 credite la practică incluse în numărul celor alocate disciplinelor obligatorii de la pct.1 și pct.2;
4. 7 credite pentru stagiul pentru elaborarea lucrării de disertație (incluse în numărul celor alocate disciplinelor obligatorii de la pct.1);
5. 10 credite alocate examenului de disertatie, constând în prezentarea și susținerea disertatiei.

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	14	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	12

No	Disciplines	Number of hours		Total		RAQAHE/ARACIS Standard	
		Year I	Year II	Hours	%	[min / max. %]	
		1.	Compulsory	350	300	650	83
2.	Elective	-	126	126	17	-	-
	TOTAL	350	426	776	100	100	
3	Facultative	-	-	-	-	-	-

No	Disciplines	Number of hours		Total		RAQAHE/ARACIS Standard	
		Year I	Year II	Hours	%	[min / max. %]	
		1.	Fundamental	70		70	9
2.	Speciality	280	426	706	91	-	-
	TOTAL	350	426	776	100		100

Total ore de practică: 84

Raportul ore activități de învățare-predare / ore activități de învățare-aplicare practică: 1/1,29

IV. FLEXIBILITATEA PROCESULUI EDUCAȚIONAL

Flexibilitatea programului de studii este asigurată prin includerea disciplinelor opționale și facultative. Disciplinele opționale sunt propuse pentru semestrul 3, și sunt organizate în discipline opționale sau pachete opționale. În cazul pachetelor opționale, studentul selectează o singură disciplină din pachet, care devine disciplină obligatorie pentru parcursul său educațional. Alegerea disciplinelor opționale se desfășoară înainte de începerea anului universitar din care fac parte semestrele care conțin disciplinele sau pachetele de discipline opționale

V. EXAMENUL DE FINALIZARE STUDII (DISERTAȚIE)

1. Comunicarea temei lucrării de licență: semestrul IV;
2. Elaborarea lucrării de disertație: semestrul VI;
3. Susținerea lucrării de disertație: luna iulie/septembrie.

VI. 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	1	2		1	1		1		1
23.	Practice	IV	8	1		1		1	2	1	1	1
24.	Stage for elaboration of dissertation	IV	7	2	2					1	1	1
25.	Scientific Research	IV	8		2		2		1	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 MECS nr. 5703 / 18.10.2011.

** Se vor trece toate disciplinele din Planul de Învățământ

**Director departament ,
prof. univ. dr. habil Dorin-Paul Bâc**

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