

WHY CHOOSE THE BIP PROGRAMME ORGANISED AT UBB?

- UBB is one of the most prestigious
 University in Eastern Europe and the best
 University in Romania according to
 international rankings
- 22 faculties and wide diversity of programmes: humanities, sciences, social sciences & engineering
- 5 teaching languages: EN, FR, RO, DE, HU
- High-quality education and research
- Innovative teaching methods
- Affordable on-campus accommodation
- Equality and respect for diversity
- Internationally recognised programmes and credits



OBJECTIVES

- Inform participants on the latest trends and advancements regarding strategic business thinking and efficient business administration in a global digital economy.
- Acquire theoretical knowledge and practical skills related to financial analysis, business forecasting, neuroscience applied to business and strategic and operational decisionmaking.

The summer school is built around handson activities, during which participants will work with data from top companies, apply quantitative tools and techniques, understand their as well as other business minds and sharpen their strategic business thinking.

WHEN?

online: June 20-21, 2024

onsite: June 24-28, 2024

Cluj-Napoca

Babeş-Bolyai University



MIND YOUR BUSINESS:
SUMMER SCHOOL ON
STRATEGIC BUSINESS THINKING
JUNE 2024

2ND EDITION





Funded by the European Union

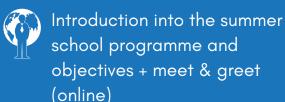
Reasons to participate:

- 1. Receive financial support from the ERASMUS+ Programme
- 2. Build friendships and connections
- 3. Get a glimpse of Romanian academic and cultural life
- 4. Learn new skills
- 5. Take a crash course in a subject you aim at studying
- 6. Benefit from high quality and innovative teaching methods
- 7. Enjoy on-campus accommodation at affordable prices (double or triple rooms)
- 8. Share insights from your country during the Multicultural Evening and take part in memorable sightseeing tours
- 9. Receive a grade and 3 ECTS credits

10. Win the Best Project Award

SYLLABUS

Academic coordinator Assoc.Prof.Dr. Larissa Bătrâncea Faculty of Business



Crunching numbers across industries: Financial strategies for managing successful businesses (online + onsite)

Forecasting for business and management (online + onsite)

Making business sense of the human senses: Business decisions through the lens of Neuroscience (onsite)

Developing digital skills for a successful business management (onsite)



CONTACT US

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