



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



Mind Your Business Summer School

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 decision-making.

The summer school is built around hands-on 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
Babeș-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



Introduction into the summer school programme and objectives + meet & greet (online)



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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