



ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI
FACULTATEA DE ADMINISTRAREA AFACERILOR , CU PREDARE IN LIMBI STRĂINE
DEPARTAMENTUL UNESCO PENTRU ADMINISTRAREA AFACERILOR
Str. Calea Grivitei nr. 2-2A; tel.: +40 372715518
e-mail: info@fabiz.ase.ro



TEMATICA LUCRĂRILOR DE DIZERTAȚIE
MASTER ANTREPRENORIAL ȘI ADMINISTRAREA AFACERILOR SECȚIA ENGLEZA
SESIUNEA IUNIE 2016-2017

DISCIPLINA: BUSINESS ECONOMICS / ECONOMIA AFACERILOR
COORDONATOR: CONF.UNIV.DR. ADRIANA AGAPIE

- Business and economic forecasting
- Collecting information on consumer behavior
- The economics of price discrimination
- Evaluating and ranking capital investment projects
- The investment decision making process
- formulation and implementation of competitive strategy

DISCIPLINA: QUANTITATIVE METHODS FOR BUSINESS DECISIONS / METODE CANTITATIVE PENTRU ASISTAREA DECIZIEI IN AFACERI
COORDONATOR: CONF. UNIV. DR. ADRIANA AGAPIE

- Data Mining
- General to specific Modelling
- Cointegration Analysis
- Forecasting, Causality and Cointegration
- Exogeneity and Structural Invariance
- Model selection

DISCIPLINA: BUSINESS COMMUNICATION AND MEDIA /COMUNICARE IN AFACERI SI MEDIA
COORDONATOR: PROF.UNIV.DR. SIMONA NICOLETA VASILACHE

- Intradepartmental communication
- Interdepartmental communication
- External communication
- Social media campaigns
- Barriers in organizational communication
- Ways to improve communication flows
- Communication roles
- Influence of organizational culture on communication patterns
- Organizational metaphors
- Organizational gossip



DISCIPLINA: INTERNATIONAL BUSINESS /AFACERI INTERNATIONALE

COORDONATOR: PROF. UNIV. DR. ALINA MIHAELA DIMA

CONF. UNIV. DR. VALENTINA MIHAELA GHINEA

- The anti-competitive side of marketing innovation. The case of MNEs.
- The effects of national culture on the choice of entry mode. The case of...
- Measuring the degree of internationalization of a firm. The case of...
- Foreign investment location and institutional development in transition economies. The case of...
- Cross-border acquisitions vs. Greenfield investment: A comparative performance analysis. The case of...
- Licensing and Franchising Across Borders: Management and Strategies. The case of...
- The impact of Internationalization/Regionalization of studies in higher education
- The effects of the Bologna process on the free movement of people
- Higher Education in Europe/Romania (e.g. assesment and evaluation)
- Women in Business Leadership Roles in Romania

DISCIPLINA : BUSINESS NEGOTIATION STRATEGIES AND CONFLICT MANAGEMENT / STRATEGII DE NEGOCIERE ÎN AFACERI ȘI MANAGEMENTUL CONFLICTELOR

COORDONATOR: PROF. UNIV. DR. ALINA MIHAELA DIMA

CONF. UNIV. DR. VALENTINA MIHAELA GHINEA

- The impact of cultural dimension in business negotiation. The case of...
- Negotiating licensing/franchising contract. The case of...
- Ethical aspects in business negotiation. The case of...
- Negotiating Mergers and Aquisitions. The case of...
- Negotiating Trade Conflicts. The case of...

DISCIPLINA : ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT / ANTREPRENORIAL ȘI DEZVOLTAREA AFACERILOR

COORDONATOR: PROF. UNIV. DR. CARMEN MONICA PAUNESCU

- Determinants of entrepreneurial engagement levels in Romania vs. other countries from Europe
- Pre-entry knowledge, learning, and the survival of new ventures
- The entrepreneurial process. Firms' entry, survival, growth, and exit
- The two-way relationship between entrepreneurship and economic performance
- Opportunity identification and pursuit. The role of an entrepreneur's human capital
- Enacting entrepreneurship as social value creation
- Conceptualization of for-profit and non-profit social entrepreneurship
- Women entrepreneurship in Romania. Insights, policies, and contribution
- The entrepreneurial manager: motivations, values, skills and visioning
- Recognizing opportunities in the social sector and defining the business idea. Case study of ...



DISCIPLINA : ONLINE BUSINESS ADMINISTRATION / ADMINISTRAREA AFACERILOR IN MEDIUL ONLINE

COORDONATOR: LECT. UNIV. DR. CATALIN VALERIU CURMEI

- Marketing planning within the enterprise
- Marketing management within the enterprise
- Entrepreneurial marketing management in online business...
- Elaborating strategic marketing plan within enterprise
- Marketing mix within enterprise
- Marketing segmentation in online business

DISCIPLINA : STRATEGIC MANAGEMENT / MANAGEMENT STRATEGIC

COORDONATOR: LECT. UNIV. DR. BOGDAN GABRIEL NISTOREANU

- Understanding the internal environment, paths to reaching competitive advantage
- Analysis of the competition, Porter method used on the external environment
- Finding new ways to do business - Innovation strategies
- Expand or restart? Development strategies vs continuous entrepreneurship
- Transformations of the enterprise - change management at work
- Knowledge management - eLearning technology as a means of reducing the cost of training and education for staff
- Intellectual capital – its place in the new business environment
- Other themes that the students are interested in

DISCIPLINA : HUMAN RESOURCE MANAGEMENT / MANAGEMENTUL STRATEGIC AL RESURSELOR UMANE STRATEGIC

COORDONATOR: CONF. UNIV. DR. VALENTINA MIHAELA GHINEA

- Strategic planning vs. flexibility in execution
- Implementation of the HR strategy. The case study of...
- Work-Life Balance in a multinational company. Case Study: ..
- The role played by human resource management in the organization
- Ways of improving HR strategy coherence
- The longtime consequences of a progressively shrinking and innovatively growing world
- HR strategy alignment. Case of ..
- SHRM During Transition: Case Study of ..

CONSILIUL DEPARTAMENTULUI:

Prof. univ. dr. Alina Mihaela Dima

Conf. univ. dr. Anca Bogdan

Conf. univ. dr. Tatiana Segal