



ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI
FACULTATEA DE ADMINISTRAREA AFACERILOR , CU PREDARE IN LIMBI STRĂINE
Departamentul UNESCO pentru Administrarea Afacerilor
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TEMATICA LUCRĂRILOR DE LICENȚĂ
ADMINISTRAREA AFACERILOR
CU PREDARE ÎN LIMBA ENGLEZĂ
SESIUNEA 2016-2017

DISCIPLINA: FUNDAMENTALS OF BUSINESS ADMINISTRATION/ BAZELE
ECONOMIEI INTREPRINDERII
COORDONATOR: LECT. UNIV. DR. SIMONA IRINA GOIA (AGOSTON)

- The influence of the external environment on company X development
- Managing the relationship with the stakeholders. Case study on company X
- The role of Small and Middle Enterprises (SMEs) within the national economy of Romania
- Challenges for the incorporation of a company in Romania
- The marketing strategy for the company X
- The HR strategy for the company X
- Managing the product/ service development in company X
- Managing complexity by using integrative computer based programs. Case study on company
- Managing the production process. Case study on company X
- The financial managerial strategy for the company X

DISCIPLINA : CUSTOMER RELATIONSHIP MANAGEMENT / MANAGEMENTUL
RELAȚIILOR CU CLIENȚII
COORDONATOR: CONF. UNIV. DR. MIHAELA-CORNELIA DAN

- Operational CRM – Internet and the website
- Market research regarding the CRM software solutions in Romania
- Customer knowledge – principles, strategies and campaigns
- Management of an e-mail marketing campaign
- Implementation of CRM systems in small and medium enterprises
- Call centre management
- Customer retention and cross-selling in FMCG
- Social networking and CRM for a NGO/foundation
- Reporting results in CRM strategy

DISCIPLINA : CHANGE MANAGEMENT / MANAGEMENTUL SCHIMBARII
COORDONATOR: PROF. UNIV. DR. SIMONA NICOLETA VASILACHE

- Change roles in an organizational change process
- Organizational behavior in transformational/ transactional change
- Change leadership
- Relationship between organizational culture and change
- Change teams
- Barriers to change
- Communicating change inside/ outside the organization
- Innovation and organizational development
- Learning processes related to change



- Motivation to change

DISCIPLINA: BUSINESS QUALITY AND PERFORMANCE / CALITATE ȘI PERFORMANȚĂ ÎN AFACERI

COORDONATOR: PROF. UNIV. DR. CARMEN MONICA PAUNESCU

- Building commitment towards business excellence/ TQM/ Six Sigma. Case study of ...
- Ensuring business continuity. Case study of ...
- Developing a culture of excellence within organization. Case study of ...
- Designing the internal managerial control system. Case study of...
- Developing the standards for internal managerial control. Case study of...
- Business process management. Case study of ...
- Business process performance measurement and improvement. Case study of ...
- Managing economics of quality. Case study of ...
- Creating a lean enterprise. Case study of ...

DISCIPLINA: EUROPEAN BUSINESS ENVIRONMENT / MEDIUL EUROPEAN DE AFACERI

COORDONATOR: PROF. UNIV. DR. ALINA MIHAELA DIMA
ASIST. UNIV. DR. SHAHRAZAD HADAD

- Relationship Marketing at the Crossroads with competition rules: the case of Distribution
- Agreements
- Competition policy in EU. The economics of tacit collusion.
- The relationship between innovation-competition on the global market. Abuse of dominant position
- Analysis of Fiscal policy in the EU – harmonization and contradictions
- Trade and competition policies at the crossroads: conflicts and synergies on the long run
- The Budgetary Implications of Eastern Enlargement
- Competition policy. The antitrust side of marketing innovation
- Measuring the impact of EU antitrust law on the business environment. Case of Romania
- Competition policy in Central and Eastern Europe. The impact of EU accession
- Antitrust Law, Cartel Enforcement & Leniency Policy. Case study.

DISCIPLINA : HUMAN RESOURCE MANAGEMENT / MANAGEMENTUL RESURSELOR UMANE

COORDONATOR: CONF. UNIV. DR. VALENTINA MIHAELA GHINEA

- The 10 most aimed soft skills for hiring in the machines-tools field
- The 10 most aimed soft skills for hiring in the multinational audit companies
- The 10 most aimed soft skills for hiring in the banking sector
- FABIZ graduate's 10 competencies assuring him a successful career
- What motivates people to work as a kindergarten/school/high-school teacher
- What motivates a high-school graduate to apply for FABIZ faculty
- Sarcastic people - more or less successful in career?
- Does sarcasm increase creativity?
- Being a boss - self-awareness or incurable malady?
- Power vs. Betrayal - the Romanian employee's perspective



- Selection pitfalls. What psychopathic features one should have for successfully passing an interview?
- The Peter principle and its possible influence by some psychopathic features of the employee
- New employee's personality fitting in the organizational culture and its influence on the business activity effectiveness
- Effectiveness of outsourced Human Resource department - myth or reality
- The employees' devotion - manipulation or seeded confidence
- Influence of the organisational culture on the achievement of the organisation's goals

DISCIPLINA: BUSINESS STRATEGIES / STRATEGII DE AFACERI
COORDONATOR: LECT. UNIV. DR. BOGDAN GABRIEL NISTOREANU

- Reaching competitive advantage, enterprise transformations and paths to success
- Outsourcing as a strategic alternative to in house production
- Involving the enterprise in international markets, global thinking
- Innovation strategies – high performance with high investments in R&D
- Techniques for understanding foreign competitors
- Business analysis – predict future possible events, forecasting, giving alternatives to the enterprise
- External environment - understanding opportunities and threats, reactive or proactive enterprise?
- Education as a business - leading with vision, private schools, changes in the public system
- Long term business in the tourism industry
- Other themes that the students are interested in

DISCIPLINA: STATISTICS AND ECONOMETRICS / STATISTICĂ ȘI ECONOMETRIE
COORDONATORI: PROF. UNIV. DR. DANIELA SERBAN

- Quantitative methods to analyze the efficiency of the companies on a certain market (market to be chosen)
- Quantitative methods to analyze the efficiency and profitability at a certain company.
- Statistical modelling of demand and supply for product (product to be chosen)
- Statistical evaluation of consumer behavior on a market (to be chosen)
- Evolutions and correlation between the main macroeconomic indicators – tool for country ranking
- Econometrical models for evaluating business opportunities on a market (to be chosen)
- Quantitative and qualitative investigation of a social phenomenon. Developing social management plans
- Quantitative and qualitative methods as a toll for business plan development
- Comparisons between regions concerning the main macroeconomic measures
- Econometrical tools for business developing or launching (market and product to be chosen)
- Statistical tools for business developing or launching (market and product to be chosen)
- Forecasting techniques as background of investment decision in an industry
- Robustness tests for business environment development
- Survey to assess the business opportunity (area to be chosen)
- Sampling techniques in the case of small samples
- Data collection method. Questionnaire developments on a chosen economic and/or business area



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DISCIPLINA : DECISIONAL PROCESSES IN BUSSINES / PROCESSE DECIZIONALE ÎN AFACERI

COORDONATOR: CONF. UNIV.DR. ADRIANA AGAPIE

- Conflict resolution with AHP/ANP
- Time dependent Decision Making
- Resource Allocation with the AHP/ANP
- Group Decision Making:turning individual judgments into group decisions
- Planning the Future with Risk and Uncertainty:the Forward-Backward Process of Planning
- Retributive Conflict Resolution:the desire to hurt the opponent
- Incorporating expert judgment in Economic Forecasts-using AHP/ANP
- New Product Pricing Strategy-using AHP/ANP

DISCIPLINA : CROSS-CULTURAL MANAGEMENT / MANAGEMENT INTERCULTURAL
COORDONATOR: PROF. UNIV. DR. SIMONA NICOLETA VASILACHE

- Cross-cultural leadership
- Cross-cultural teamwork
- Communication in cross-cultural contexts
- Motivation across cultures
- Cross-cultural blunders
- Barriers to cross-cultural management
- Organizational vs national culture
- Work related values across cultures
- Time management across cultures
- Perceptions and beliefs across cultures

DISCIPLINA: BANKING TECHNIQUES AND OPERATIONS / TEHNICI SI OPERAȚIUNI BANCARE

COORDONATOR: PROF. UNIV. DR. ALINA MIHAELA DIMA
ASIST. UNIV. DRD. MADALINA MOROIANU
ASIST. UNIV. DR. MARIA NICHIFOR

- Managing the Credit Risks. Case study
- Banking in Central and Eastern Europe. The impact of the EU accession
- Credit risk management and financial crisis
- Economic and Monetary Union. Nominal convergence vs. real convergence
- Assessment of financing methods for business environment. Case of Romania
- How to Obtain Funding for an Investment Project
- The test of competition on the Romanian banking market
- Consolidation and Market Structure in Emerging banking Market Systems
- Regulatory Competition and Multinational banking
- Quality management in banking services. The case of Romania



DISCIPLINA : BUSINESS NEGOTIATIONS / NEGOCIERI ÎN AFACERI
COORDONATOR: Prof. univ. dr. Carmen PAUNESCU

- Basic skills and personality traits of top negotiators. Case study of ...
- Building strategy in integrative/ distributive negotiation. Case study of ...
- The manager as a mediator. The mediation process at Company “XYZ”
- Managing conflict through negotiation. Case study of ...
- Examining and understanding the negotiation language. Case study of ...
- Developing arguments in negotiation. Case study of ...
- Multiple-parties/Team and group negotiations at Company ”XYZ”
- Managing blind negotiation. Case study of ...

DISCIPLINA : SOCIAL ENTREPRENEURSHIP / ANTREPRENORIAL SOCIAL
COORDINATOR: LECT.UNIV.DR. SIMONA GOIA (AGOSTON)

- Challenges for Social Enterprises in Romania
- Social Innovation and creation of social added value
- Prototyping in Social Enterprises
- Business Model Development in Social Enterprises
- Marketing strategies in Social Enterprises
- HR management in Social Enterprises
- Financing of Social Enterprises
- Scaling models for Social Enterprises
- Key performance indicators in Social Enterprises
- Public policies and strategies for the development of social entrepreneurship
- Coworking hubs- a type of social enterprises?
- Corporate social responsibility versus Corporate social entrepreneurship
- Legal forms for social enterprises across Europe/ worldwide. A comparative analysis.
- Trends in Social Entrepreneurship across Europe/ worldwide

DISCIPLINA : BUSINESS MANAGEMENT / MANAGEMENTUL AFACERILOR
COORDINATOR: LECT.UNIV.DR. CATALIN CURMEI

- Marketing planning within the enterprise
- Marketing management within the enterprise
- Entrepreneurial marketing management in online business
- Customer Relationship Management within the enterprise
- Elaborating strategic marketing plan within enterprise
- Marketing mix within enterprise
- Marketing segmentation in online business
- Strategic planning within enterprise
- Marketing planning within SMEs
- Marketing mix within SMEs

CONSILUL DEPARTAMENTULUI:

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