



**DEPARTAMENTUL UNESCO PENTRU ADMINISTRAREA AFACERILOR**

3.05.2017

**TEMATICA LUCRARILOR DE DIZERTATIE**

**MASTER ADMINISTRAREA AFACERILOR**

**SESIUNEA IULIE 2017-2018**

**ANUL I**

**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 : CHANGE MANAGEMENT/MANAGEMENTUL SCHIMBĂRII**

**COORDONATOR: PROF. UNIV. DR. ADRIAN TANȚĂU**

- Analysis of an organisational change in an energy company
- Environmental influence on change management
- Trends in energy storage
- Development of new concepts in business. Active and Passive house
- Public perception on renewable energy and its impact

**DISCIPLINA : SUSTAINING PERFORMANCE IN BUSINESS/PILOTAJUL INTREPRINDERII**

**COORDONATOR: PROF. UNIV. DR. ADRIAN TANȚĂU**

- Feasibility study for an energy facility
- Development of project management tools in energy business
- Stakeholders analysis for an energy company
- Control mechanism for the implementation of a business idea
- Indicators for business performance



**ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI**  
**FACULTATEA DE ADMINISTRAREA AFACERILOR , CU PREDARE IN LIMBI STRĂINE**  
**Departamentul UNESCO pentru Administrarea Afacerilor**  
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## ANUL II

**DISCIPLINA : RISK MANAGEMENT/MANAGEMENTUL RISCULUI**  
**COORDONATOR: CONF. UNIV. DR. GHINEA VALENTINA**

- Risk Management and debtors associated risks
- Employees' attrition as a risk factor
- Risk Management in decision making process
- Human capital investment – safe or imperilled investments?
- Employee Risk Management
- Financial institutions management. A risk management approach
- Risk mitigation in entrepreneurial firms
- Which are the wide used methods of identifying risks within the Romanian educational system. The case of UPB, ASE and University of Bucharest
- How aware are the Romanian companies of the necessity to conduct a risk analysis
- The most used risks mitigation methods by a Romanian start-up

### CONSILIUL DEPARTAMENTULUI :

Prof. univ. dr. Alina Mihaela Dima

Conf. univ. dr. Anca Bogdan

Conf. univ. dr. Tatiana Segal



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**TEMATICA LUCRARILOR DE DIZERTATIE**

**MASTER ANTREPRENORIAL SI ADMINISTRAREA AFACERILOR SECTIA FRANCEZA**

**SESIUNEA IULIE 2017-2018**

**ANUL I**

**DISCIPLINA: MANAGEMENT STRATEGIQUE / MANAGEMENT STRATEGIC**

**COORDONATOR : CONF. UNIV. DR. ANCA BOGDAN**

- Le diagnostic de la capacité stratégique de l'entreprise .....
- Scénarios de développement stratégique pour l'entreprise .....
- Mise en place d'un système de veille stratégique. Etude de cas ...
- Gérer le changement stratégique. Etude de cas ...
- L'influence de la culture et de l'histoire organisationnelles sur la stratégie. Etude de cas ...
- L'internationalisation et la performance organisationnelle. Etude de cas ...
- La communication de l'intention stratégique. Etude de cas ...

**DISCIPLINA: GESTION DES CONNAISSANCES / MANAGEMENTUL CUNOSTINTELOR**

**COORDONATOR : CONF. UNIV. DR. VIOLETA DINCA**

- L'utilisation du management des connaissances: une source d'avantages compétitifs pour les organisations
- Les principaux avantages que les capacités de management des connaissances peuvent apporter aux organisations - Etude de cas sur l'organisation X
- L'impact du partage de connaissances entre les entreprises sur la performance organisationnelle
- Stratégies de management des connaissances et pratiques pour gérer les changements organisationnels, les objectifs, la minimisation des erreurs et les activités basées sur la performance - Etude de cas sur l'organisation X
- L'utilisation du management des connaissances pour amener le meilleur de la firme dans l'ensemble de ses marchés - Étude de cas sur l'entreprise X



**DISCIPLINA: MANAGEMENT DES RESSOURCES HUMAINES / MANAGEMENTUL RESURSELOR UMANE**

**COORDONATOR : CONF. UNIV. DR. ANCA BOGDAN**

- L'investissement dans la formation et le développement des ressources humaines. Etude de cas ...
- Pratiques de motivation et de rétention des ressources humaines. Etude de cas ...
- La planification dans le management des ressources humaines. Etude de cas ...
- L'impact du capital humain sur la performance organisationnelle. Etude de cas ...
- Efficacité des ressources humaines et systèmes de récompenses. Etude de cas ...
- La gestion des compétences et des emplois. Etude de cas ...
- L'impact des nouvelles technologies sur la gestion des ressources humaines. Etude de cas...
- Le management international des ressources humaines. Etude de cas ...

**ANUL II**

**DISCIPLINA: AFFAIRES INTERNATIONALES / AFACERI INTERNATIONALE**

**COORDONATOR : CONF. UNIV. DR. VIOLETA DINCA**

- La planification de la production globale sous l'incertitude du taux d'échange. Étude de cas
- Partenariats publiques-privés dans les marchés émergents. Étude de cas ...
- L'aspect anti-compétitif de l'innovation marketing. L'étude de cas de 10 entreprises multinationales.
- Les effets de la culture nationale sur le choix du mode d'entrée. Étude de cas...
- Mesurer le degré d'internationalisation de l'entreprise. Étude de cas ...
- L'investissement étranger et le développement institutionnel dans les économies en transition. Étude de cas...
- La pensée sur l'internationalisation: De l'entreprise multinationale vers l'usine globale. Étude de cas...

**DISCIPLINA: ENTREPRENEURIAT / ANTREPRENORIAS**

**COORDONATOR : CONF. UNIV. DR. TATIANA SEGAL**

- Les chances du jeune entrepreneur
- Les chances de l'entrepreneuriat féminin vues par les entrepreneurs
- L'impact de l'entreprise moderne sur l'environnement
- Obstacles à surmonter afin de créer son entreprise
- L'impact de la nouveauté sur l'entrepreneuriat
- Les chances de l'entrepreneuriat social en Roumanie
- Les enjeux de la relation entrepreneur – coach
- Analyse diagnostique des solutions des conflits de production
- Les caractéristiques du jeune entrepreneur
- Plan d'affaire

**Remarques : Toute proposition faite par les candidats est à discuter.  
Les thèmes proposés jouent seulement un rôle de guide**



**DISCIPLINA: STRATÉGIES DE NÉGOCIATION EN AFFAIRES ET MANAGEMENT DES CONFLITS / STRATEGII DE NEGOCIERE ÎN AFACERI ȘI MANAGEMENTUL CONFLICTELOR**

**COORDONATOR: CONF. UNIV. DR. TATIANA SEGAL**

- La manipulation des jeunes à travers les médias
- Le rôle de la manipulation dans la solution d'un conflit
- L'importance de la communication symbolique dans la négociation d'affaire
- Le rôle de la manipulation dans la négociation d'affaire
- Evaluation de la négociation – sources de meilleurs résultats pour les négociations futures
- Les implications de la négociation commerciale sur le développement d'une affaire
- Conflits issus d'un contrat d'achat-vente résolus par négociation
- Analyse diagnostique des solutions des conflits issus d'une négociation
- Caractéristiques spécifiques au négociateur parfait du point de vue de l'entrepreneur

**Remarques : Toute proposition faite par les candidats est à discuter.  
Les thèmes proposés jouent seulement un rôle de guide**

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**MASTER ANTREPRENORIAL ȘI ADMINISTRAREA AFACERILOR SECȚIA ENGLEZA**  
**SESIUNEA IUNIE 2017-2018**

**ANUL I**

**DISCIPLINA: BUSINESS ECONOMICS / ECONOMIA AFACERILOR**  
**COORDONATOR: PROF.UNIV.DR. ADRIANA MIHNEA**

- Business and economic forecasting
- Managerial objectives and the firm
- Price determination and managerial objectives
- Evaluating and ranking capital investment projects
- Undertaking a cost-benefit analysis
- Analysis of Business Environment
- Product and process innovation

**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
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**ANUL II**

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

- The Welfare State-Quasi markets in welfare provision : Data Mining
- Education and Training : General to specific Modelling
- International development targets : A Cointegration Analysis
- Globalization and corporate strategy :Forecasting, Causality and Cointegration
- Sustainable Development : Exogeneity and Structural Invariance
- Monetary Union-Opting out? Model selection



**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 ..

**ANUL III**

**DISCIPLINA: BUSINESS COMMUNICATION AND MEDIA /COMUNICARE ÎN AFACERI  
ȘI 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 INTERNAZIONALE**

**COORDONATOR: PROF. UNIV. DR. ALINA MIHAELA DIMA**

**CONF. UNIV. DR. VALENTINA MIHAELA GHINEA**

- The economic and social impact of the anti-competitive practices of MNEs
- The cultural impact on the entry mode. The case of...
- Internationalization strategy. The case of...
- The organizational strategy of the MNEs. The case of ...
- The international marketing strategy. The case of...
- Licensing and franchising across borders. The case of...
- Excellence Models in International Higher Education
- Internationalization Trends in Higher Education
- Models of Leadership in International Business
- University-business collaborations at international level



**DISCIPLINA : ORGANIZATIONAL AND CONSUMER BEHAVIOR /  
COMPORTAMENTUL ORGANIZATIONAL SI AL CONSUMATORULUI**  
**COORDONATOR: CONF. UNIV. DR. IONELA DUMITRU**

- Professional identity
- Employees' commitment
- Job satisfaction
- Motivation to work in the public/private sector or Motivation to work in the public versus private sector
- Gender/Age stereotyping: is there bias in the workplace?
- Power and politics ->Concrete examples : How people influence others at work, Are images and impressions given too much importance?
- Perception and individual decision making
- Organizational Change and Stress Management
- Work life balance
- The impact of branding
- The impact of packaging on consumer behavior
- The influence of children on parents' buying behavior or Families and the buying decision process

**DISCIPLINA : ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT /  
ANTREPRENORIAL SI DEZVOLTAREA AFACERILOR**  
**COORDONATOR: PROF. UNIV. DR. CARMEN MONICA PAUNESCU**

- Determinants of entrepreneurial engagement levels in Romania vs. other countries from Europe
- The entrepreneurial manager: motivations, values, skills and visioning
- The entrepreneurial process. Firms' entry, survival, growth, and exit
- 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
- Recognizing opportunities in the social sector and defining the business idea. Case study of ...
- Women entrepreneurship in Romania. Insights, policies, and contribution
- Rural entrepreneurship and its contribution to economic growth
- Senior entrepreneurship challenges in our contemporary society

**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. Case Study of....





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**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...
- The impact of personality on the negotiation style
- Negotiating Trade Conflicts. The case of...

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**ANUL I**

**DISCIPLINA : WISSENSMANAGEMENT / MANAGEMENTUL CUNOSTINTELOR**

**COORDONATOR : CONF. UNIV. DR. VIOLETA MIHAELA DINCA**

- Der Einsatz von Wissensmanagement: eine Quelle von Wettbewerbsvorteilen für Unternehmen
- Verwendung des Wissensmanagement um die besten Ergebnisse für die Firma zu bringen - Fallstudie über die Firma X
- Die wichtigsten Vorteile der Wissens-Management-Fähigkeiten - Fallstudie über die Organisation X
- Die Auswirkungen für den Wissensaustausch zwischen den Unternehmen auf die organisatorische Leistung
- Wissensmanagement-Strategien und Praktiken zur Handhabung der organisatorischen Veränderungen, Ziele und Fehler minimieren - Fallstudie über die Organisation X

**DISCIPLINA: STRATEGISCHES PERSONALMANAGEMENT/ MANAGEMENTUL STRATEGIC AL RESURSELOR UMANE**

**COORDONATOR : CONF. UNIV. DR. SIMONA IRINA GOIA**

- HR Business Partner im Unternehmen....
- Strategien für Personalbeschaffung und –auswahl im Unternehmen X
- Personalstrategie im Unternehmen.....
- Tendenzen im strategischen Personalmanagement
- Talentmanagement
- Work-Life-Balance
- Flexibilität im strategischen Personalmanagement
- Diversity (Vielfalt) im strategischen Personalmanagement
- Innovative Personalentlohnungssysteme
- Strategisches Personalmanagement im internationalen Kontext



## **ANUL II**

### **DISCIPLINA : UNTERNEHMENSKOMMUNIKATION UND MEDIEN / COMUNICARE DE AFACERI SI MEDIA**

**COORDONATOR CONF. UNIV. DR. MIHAELA CORNELIA DAN**

- Die Unternehmenskommunikation in FMCG mittels Sozialen Medien
- Internationale Kommunikationskampagnen im Bereich der Konsumgüterindustrie
- Die Internationale Kommunikationsstrategie der Rumänischen Unternehmen
- Profilanalysen der neuen globalen Konsumenten
- Traditionelle vs. moderne Kommunikation – Analyse aufgrund Fallstudien aus der Konsumgüterindustrie

### **DISCIPLINA : INTERNATIONALE WIRTSCHAFTSBEZIEHUNGEN / AFACERI INTERNATIONALE**

**COORDONATOR: CONF. UNIV. DR. MIHAELA CORNELIA DAN**

- Die Expansionspolitik der Multinationalen Unternehmen in Mittel und Osteuropa
- Die Expansionspolitik der Multinationalen Unternehmen in Asien
- Entwicklungsstrategien der Rumänischen KMUs in der Europäischen Union
- Die Rolle der Born Globals in der Weltwirtschaft
- Interne Herausforderungen im Prozess der Internationalisierung

### **DISCIPLINA : ORGANISATIONS- UND KONSUMENTENVERHALTEN / COMPORTAMENT ORGANIZATIONAL SI AL CONSUMATORULUI**

**COORDONATOR: CONF. UNIV. DR. CORINA PELAU**

- Organisationsverhalten im Unternehmen X
- Machtverhalten im Unternehmen X
- Strategien und Instrumente zur Motivation der Mitarbeiter im Unternehmen X
- Typologien von Konsumentenverhalten
- Der Einfluss von Medien und Werbung auf das Konsumentenverhalten
- Motivationsforschung auf einem bestimmten Markt (Nahrungsmittel, Bekleidung, Schuhwaren, Kosmetika, verschiedene Dienstleistungen u.s.w.)



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**DISCIPLINA : ENTREPRENEURSHIP UND GESCHÄFTSENTWICKLUNG /  
ANTREPRENORIAT SI DEZVOLTAREA AFACERILOR**  
**COORDONATOR: PROF. UNIV. DR. DR. ADRIAN TANTAU**

- Schutz vor Produktpiraterie durch Innovationen
- Nachhaltige Strategien im Energiebereich
- Innovationsstrategie im Energiebereich
- Analyse der Innovationskultur im Energieunternehmen
- Innovationsprozesse im Energieunternehmen
- Business Modelle im Erneubarenenergiebereich
- Business Inkubatoren und „Spin off“ firms. Fallstudie Energie
- Business Opportunität. Fallstudie Energie
- Intrapreneurship (Corporate Entrepreneurship). Fallstudie Energie
- Open Innovation. Fallstudie Energie

**DISCIPLINA : ONLINE BUSINESS ADMINISTRATION / ADMINISTRAREA  
AFACERILOR ÎN MEDIUL ONLINE**  
**COORDONATOR: CONF. UNIV. DR. TANASE STAMULE**

- Organisationsverhalten im Unternehmen X
- Machtverhalten im Unternehmen X
- Strategien und Instrumente zur Motivation der Mitarbeiter im Unternehmen X
- Typologien von Konsumentenverhalten
- Der Einfluss von Medien und Werbung auf das Konsumverhalten
- Konsumentenverhalten



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**DISCIPLINA : VERHANDLUNGSSTRATEGIEN UND KONFLIKTMANAGEMENT /  
STRATEGII DE NEGOCIERE SI MANAGEMENTUL CONFLICTELOR**  
**COORDONATOR: CONF. UNIV. DR. CORINA PELAU**

- Verahandlungsstrategien und Tehniken im Unternehmen X
- Besonderheiten von multikulturellen Verhandlungen am Fallbeispiel X
- Die Etappen einer Verhandlung am Fallbeispiel X
- Kompetenzen die notwendig sind fuer eine Verhandlung
- Etappen der Vorbereitung einer Verhandlung am Fallbeispiel X
- Motivationsforschung auf einem bestimmten Markt (Nahrungsmittel, BekleidungSchuhwahren, Kosmetika, verschiedene Dienstleistungen u.s.w.)
- Verahandlungsstrategien und Tehniken im Unternehmen X Besonderheiten von multikulturellen Verhandlungen am Fallbeispiel X
- Die Etappen einer Verhandlung am Fallbeispiel X
- Kompetenzen die notwendig sind fuer eine Verhandlung
- Etappen der Vorbereitung einer Verhandlung am Fallbeispiel X

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**PENTRU MASTER ANTREPRENORIAL SI ADMINISTRAREA AFACERILOR IN**  
**DOMENIUL ENERGIEI**  
**SESIUNEA IUNIE 2017-2018**

**ANUL I**

**DISCIPLINA: EUROPEAN UNION COMMON POLICY IN ENERGY / POLITICA**  
**COMUNITARA IN DOMENIUL ENERGIEI**  
**COORDONATOR: PROF. UNIV. DR. ALINA MIHAELA DIMA**  
**CONF. UNIV. DR. RADU DADAU**

- European Union energy policy integration - rules and competences
- The Romanian energy policy- the path to European integration

**DISCIPLINA : RENEWABLE ENERGY AND CLIMATE CHANGE / ENERGIE**  
**REGENERABILĂ ȘI SCHIMBĂRI CLIMATICE**  
**COORDONATOR: PROF. UNIV. DR. DR. ADRIAN TANTAU**

- Business models for renewable energy
- Climate change impact on business models
- Trends in climate change economy
- Business models for energy storage
- Trends in renewable energy field

**DISCIPLINA : RELATIONSHIP MARKETING IN ENERGY SECTOR / MARKETING**  
**RELATIONAL IN DOMENIUL ENERGETIC**  
**COORDONATOR: LECT. UNIV. DR. CATALIN VALERIU CURMEI**

- Marketing planning within the enterprise ..... activating in energy sector.
- Marketing management within the enterprise .... activating in energy sector.
- Entrepreneurial marketing management in the enterprise....activating in energy sector.
- Marketing program for customer satisfaction in enterprise .... activating in energy sector.
- Marketing program for complaints management in enterprise .... activating in energy sector.



**DISCIPLINA: ENERGY MANAGEMENT SYSTEMS / SISTEME DE MANAGEMENT IN ENERGIE**

**COORDONATOR : PROF.DR. CARMEN PAUNESCU**

- The role of energy policy for consolidation of competitive advantages of organizations
- Designing an energy management system according to SR EN ISO 50001:2011
- Opportunities for improvement of energy performance of organization

**DISCIPLINA : ENTREPRENEUSHIP AND BUSINESS DEVELOPMENT IN ENERGY / ANTREPRENORIASI SI DEZVOLTAREA AFACERILOR IN ENERGIE**

**COORDONATOR : PROF. UNIV. DR. DR. ADRIAN TANTAU**

- Innovation in the energy industry
- Energy business models
- Active house model
- Business plan in the energy industry
- Start up for energy
- Idea protection in the energy sector

**DISCIPLINA : REGIONAL DEVELOPMENT AND GREEN CLUSTERS / DEZVOLTARE REGIONALA SI CLUSTERE VERZI**

**COORDONATOR: CONF. DR. MIHAELA DAN**

- The regional policy in the European Union
- Green Clusters – an instrument for regional development
- The Romanian regional policy in 2014 - 2020

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