



UNIVERSITATEA  
BABEȘ-BOLYAI

UBBFSEGA

Universitatea Babeș-Bolyai | Facultatea de Științe Economice și Gestiunea Afacerilor



INTERNATIONAL  
**Week**  
16-20  
OF May 2016

# International Week: Business Education without Borders

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The Faculty of Economics and Business Administration from Babes-Bolyai University organized the 1<sup>st</sup> edition of the International Week between 16 and 20 May 2016. The theme of International Week was Business Education without Borders. During the event, over 100 Romanian and international students from the Faculty of Economics and Business Administration enrolled in classes taught by guest lecturers from abroad. The International Week was sponsored by two companies: Evalueserve and Steelcase.



## Workshop & Food Tasting

During the International Week students were invited to take part in other events besides classes. On Wednesday, 18 May 2016 students attended the Workshop Mind the Gap: The University and the Business Environment when they had the chance to listen, discuss and talk with three young entrepreneurs: Maria Metz (Senior Vice President, Head of Delivery & Workforce Management at EBS), Mukul Pal (founder of Tralio) and Bogdan Pandea (founder of Captain Bean).

A very savoury experience was the Food Tasting Event during which the international students cooked some traditional dishes from their home countries.



## Courses

We were pleased to have among us six reputed international professors who gave lectures of 8 hours each during the duration of the event:

- Professor Daniel Glaser-Segura from Texas A&M University, San Antonio, USA taught the course World Class Management and Romania's Future;
- Professor Clive Flynn from Baden-Wuerttemberg Cooperative State University, Germany taught the course Strategic Management;
- Professor Lester Golden from Riga Business School, Latvia taught the course Sweet Start-up Simulation;
- Professor Malgoroszata Pankowska from University of Economics in Katowice, Poland taught the course Enterprise Architecture for Business Organization Management;
- Professor Susana Costa e Silva from Universidade Católica Portuguesa, Portugal taught the course Marketing. Social Marketing. Marketing 3.0;
- Professor Eric Griette from Université Catholique de Lyon, France taught the course International Finance and Risk Management.



## Companies' presentations

Another event much appreciated by the students was the companies' presentations from Thursday, 19 May 2016. Evalueserve and Steelcase, our partner companies shared with students some very interesting facts and insights from their working environment. Students also had the chance to find out more about job and internship opportunities from these two companies.





The international guest lecturers had the opportunity to discover Cluj through the city guided tour and the visit of the Botanical Garden, to observe the Romanian business environment through the visit of the Panemar factory and have a taste of Transylvania through the visit of Salt Mine in Turda.

Although this was the first edition of the International Week, students seemed to be very pleased with the courses and the activities they had. 95% of them said that they would be happy to participate in the next edition of International Week. Below there are some excerpts from the feedback questionnaire:

## Testimonials

"I am an international student and this is the first time I attend this kind of events and I like it so much; for me everything was OK."

"Organize many events like this. I really enjoyed!"

"It was a great experience to discuss in a less formal manner about a broad topic."

"Maybe to be more courses because the time was very short and it was more to learn. I like that we found out some interesting things about marketing and social media. It was interesting!"

"It would be interesting to have more key speakers or company presentations."



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