



UNIVERSITATEA  
BABEȘ-BOLYAI

UBBFSEGA  
Universitatea Babeș-Bolyai | Facultatea de Științe Economice și Gestionarea Afacerilor



INTERNATIONAL  
2<sup>nd</sup> Edition  
**Week**  
3-7  
APRIL 2017

# International Week: Business Education without Borders

3-7 April 2017

SPONSORS

JOLIDON  
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# International Week: Business Education without Borders

3-7 April 2017

The Faculty of Economics and Business Administration from Babeş-Bolyai University organized the 2<sup>nd</sup> edition of the International Week between 3<sup>rd</sup> and 7<sup>th</sup> of April 2017. 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 attended classes taught by guest lecturers from abroad. The sponsors of this year's event were: Jolidon and Vos Logistics.



## Courses

Courses were taught by international guest lecturers from our partner universities:



- Dr. Alena Buchalcevořá from University of Economics, Prague, Czech Republic taught the course on Software Process Improvement;
- Thierry Keuscher from Chemnitz University of Technology, Germany taught the course on General Management;
- Prof. dr. József Poór from Szent István University, Hungary taught the course on Management Consulting;
- Dr. Nina Rizun from Gdansk University of Technology in Poland and Maria Rizun from University of Economics in Katowice, Poland taught the course Social Network Analysis: Theory and Applications;
- Prof. dr. Michael Rueß from DHBW Villingen-Schwenningen, Germany taught the course on International Corporate Governance;
- María Nela Seijas Giménez from Universidad de la Republica, Uruguay taught the course on Technical Analysis: How to Forecast Market Trends and Make Better Investing Decisions;
- Dr. Umesh Raut from Corvinus University of Budapest, Hungary taught the course on Brand Relationship Management;
- Lucie Vrbova from University of Economics, Prague, Czech Republic taught a course on Managerial Problem Solving and Decision Making;
- Prof. dr. Kim Seung Yong from Dongguk University, Seoul, Republic of Korea taught the course on HR Practices of Korean Companies.



## Workshop & Food Tasting

The Workshop Mind the Gap: The University and the Business Environment took place on Wednesday, 5<sup>th</sup> of April 2017. During this event, students had the chance to listen, discuss and talk with two young business persons: Lavinia Florea (HR Operations Manager Office Depot SSC) and Rada Sonea (Business Development Manager for OKEY)

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



## Companies' presentations

On Thursday, 6<sup>th</sup> of April 2017, the students enjoyed a presentation about the HR practices at Vos Logistics given by Paul Morea, HR Manager, and then Călin Covaciu, Customer Service Manager at Vos Logistics shared students some very interesting facts and insights about the business processes of Vos Logistics.





The international guest lecturers had the opportunity to discover Cluj through the city guided tour and the visit of the private museum "Poarta de su' Feleac", and have a taste of Transylvania through the visit of Alba Iulia Fortress.



## Testimonial

"I'd like to say it was a brilliant idea to organize the course series and I'd like to congratulate the organizers. Hope next year it will be as practical and professional as it was this year."

## Key figures

10 international guest lecturers  
More than 100 students enrolled in classes  
2 keynote speakers during the workshop  
1 company presentation  
20 gift certificates from our sponsor (Jolidon)

UBBFSEGA  
58-60 Teodor Mihali Street,  
400591, Cluj-Napoca, Romania  
[www.econ.ubbcluj.ro/fsegainterweek](http://www.econ.ubbcluj.ro/fsegainterweek)

