



UNIVERSITATEA
BABEȘ-BOLYAI

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



3rd Edition

INTERNATIONAL
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Week

23-27
APRIL 2018



International Week: Business Education without Borders

23-27 April 2018

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The Faculty of Economics and Business Administration from Babes-Bolyai University organized the 2nd edition of the International Week between 23rd and 27th of April 2018. 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.



Courses

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

International guest lecturers	University/Company	Country	Course title
<u>Dr. Aleš Kubiček</u>	University of Economics, Prague	Czech Republic	Family Business Management and Strategy
<u>Prof. dr. Heinz Göhring</u>	Hof University	Germany	International Accounting according IFRS
<u>Dr. Lucie Vrbová</u>	University of Economics, Prague	Czech Republic	Information based Decision Making
<u>Dr. Vit Hinčica</u>	University of Economics, Prague	Czech Republic	International Business Operations
<u>Dr. Christine Röhl</u>	Hochschule Nordhausen	Germany	Global Marketing
<u>Dr. Weixing Ford</u>	Texas A & M University -San Antonio	USA	Graduate Seminar in Marketing
<u>Prof. dr. SeungYong Kim</u>	Dongguk University	Republic of Korea	HR issues in Korea
<u>Prof. dr. Daniel Glaser-Segura</u>	Texas A & M University -San Antonio	USA	How to Export Your Product or Service to the USA
<u>Lester Golden</u>	Fundlink	Latvia	Startup Test Pilot
<u>Denzil Watson</u>	Sheffield Hallam University	United Kingdom	Corporate Finance in Practice
<u>Professor dr. Doreén Pick</u>	Merseburg University of Applied Sciences	Germany	Customer Defection and Customer Win back - Theoretical Approaches and Research Findings
<u>Michael Charlton</u>	Sheffield Hallam University	United Kingdom	Strategic Problem Solving – Seeing the Bigger Picture



Workshop & Food Tasting

The Workshop Mind the Gap: The University and the Business Environment took place on Wednesday, 25th of April 2018. During this event, students had the chance to listen, discuss and talk with three young and enthusiastic entrepreneurs: Mihai Bogdan (Vendor Administrator at Genpact), Alexandru Bogdan (Co-founder at Linify) and Ion-Gheorghe Petrovai (Co-founder at Fresh Blood). A very tasteful experience was the Food Tasting Event during which the international students cooked some traditional dishes from their home countries.





The international guest lecturers had the opportunity to discover Cluj through the city guided tour and attend a folk show put in place by the Ensemble Mugurelul of the Babeş-Bolyai University. At the same time, the international guest lecturers had a taste of Transylvania through the visit of Torockoi cheese factory and Conacul Secuiesc.

Key figures

12 international
guest lecturers

More than
100 students
enrolled in classes

3 keynote speakers
during the workshop