



"VASILE ALECSANDRI" UNIVERSITY OF BACAU
FACULTY OF ECONOMIC SCIENCES

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Field of study: BUSINESS ADMINISTRATION
Study program: MANAGEMENT AND SMALL AND MEDIUM BUSINESSES
ADMINISTRATION - Full-time attendance
Master's degree.

Academic Year 2023/2024

CURRICULUM of the 1st YEAR

No.	Title of Discipline	Number of Credits	Evaluation type	Semester
1.	Entrepreneurship and entrepreneurial culture	7	E	1
2.	Professional and contractual law	3	E	1
3.	Ethics and Academic Integrity	3	C	1
4.	Decision Management	6	E	1
5.	Business Globalization	6	V	1
6.	Organizational Change Management	5	V	1
7.	Marketing Communication for Business	7	E	2
8.	Business Risk	7	E	2
9.	Online Marketing for Small and Medium Businesses	8	E	2
10.	Strategic Management of Human Resources (Optional 1) / Business management simulation (Optional 1)	8	V	2

E = examination

V- test(verification)

C – colloquy

Dean,
Prof. Ovidiu-Leonard TURCU, PhD

Programme Coordinator,
Prof. Ovidiu-Leonard TURCU, PhD

Department Director,
University Lect. Oana Anuța
STÂNGACIU, PhD



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CURRICULUM of the 2nd YEAR

No.	Title of Discipline	Number of Credits	Evaluation type	Semester
1.	Products and Marks Management	6	V	3
2.	Managerial Accounting	6	E	3
3.	Strategies for businesses development through the capital markets	5	E	3
4.	Data analysis for business	6	E	3
5.	Leadership	6	V	3
6.	Cyber Resilience	1	C	3
7.	In-Depth Economic and Financial Analysis	10	E	4
8.	Scientific economic research	7	E	4
9.	Specialty training (12 weeks x 7 hours)	3	C	4
10.	Elaboration of the dissertation thesis	10	C	4

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