



**"VASILE ALECSANDRI" UNIVERSITY OF BACAU**  
**FACULTY OF ECONOMIC SCIENCES**

8, Spiru Haret Street, Bacau, 600114  
Tel. ++40-234-542411, tel./ fax ++40-234-516345  
www.ub.ro; e-mail: stiintec@ub.ro



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

**Academic Year 2024/2025**

### **CURRICULUM of the 1st YEAR**

<b>No.</b>	<b>Title of Discipline</b>	<b>Number of Credits</b>	<b>Evaluation type</b>	<b>Semester</b>
1.	Entrepreneurship and entrepreneurial culture	7	E	1
2.	Professional and contractual law	4	V	1
3.	Ethics and Academic Integrity	4	E	1
4.	Decision Management	7	E	1
5.	Business Globalization	4	V	1
6.	Organizational Change Management	4	E	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  
STĂNGACIU, PhD



"VASILE ALECSANDRI" UNIVERSITY OF BACAU  
FACULTY OF ECONOMIC SCIENCES

8, Spiru Haret Street, Bacau, 600114  
Tel. ++40-234-542411, tel./ fax ++40-234-516345  
www.ub.ro; e-mail: stiintec@ub.ro



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

**Academic Year 2024/2025**

### **CURRICULUM of the 2<sup>nd</sup> YEAR**

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

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 Anca  
STĂNGACIU, PhD