

**Operational plan
for the academic year 2025-2026**

(Discussed and approved during the FoB's Council meeting of October 15, 2025)

1. EDUCATION

1.1. Ensuring a modern, inter/trans-disciplinary education

Objective	Actions planned to achieve the objective	Objective Quantification	Estimated costs	Funding source	Responsible	Deadline
1. Developing the ability to work in a team, critical thinking, and the level of student involvement	<ul style="list-style-type: none"> Use of managerial simulation software in teaching Preparation of students for the use of dedicated software 	<ul style="list-style-type: none"> 250 students acquire skills in the use of managerial simulation software 250 students acquire annual skills in the use of software dedicated to the business environment 	0 lei	-	Dean Vice-Dean responsible for student activity	07.2026
2. Involvement of socio-economic partners in the educational process	<ul style="list-style-type: none"> The participation of business representatives in the co-teaching to share personal experience Involvement of business representatives in organized events Offering internship opportunities for students 	<ul style="list-style-type: none"> Holding 20 annual events/interventions of the business representatives Organizing a Career Week event 	0 lei	-	Vice-Dean in charge of Research and Business Relations	09.2026
3. Ensuring students' access to relevant bibliographic resources as well as electronic resources/databases	<ul style="list-style-type: none"> Identifying and providing access to electronic libraries/databases Promoting students' access to the Central Library's electronic resources 	<ul style="list-style-type: none"> Maintaining access to student databases 20 new titles purchased annually 	10.000 lei	School Resources	Dean Vice- Deans	09.2026
4. Boosting students' academic and scientific performance	<ul style="list-style-type: none"> Encourage faculty to involve and coordinate students in national and international competitions 	<ul style="list-style-type: none"> Attending a national/international competition A student to participate in the competition for performance scholarships at the UBB level Organizing an event to disseminate international educational experiences 3 students will be enrolled in the third cohort of the Ecotopia program 	0 lei	-	Vice-Dean in charge of Research and Business Relations	07.2026
5. Supporting students in acquiring essential skills	<ul style="list-style-type: none"> Identifying the needs of first-year undergraduate students Organization of remedial courses 	<ul style="list-style-type: none"> Organization of a remedial mathematics course 	0 lei	-	Vice-Dean responsible for students activity	12.2025

Objective	Actions planned to achieve the objective	Objective Quantification	Estimated costs	Funding source	Responsible	Deadline
6. Promoting international educational experiences	<ul style="list-style-type: none"> • Dissemination of the available offers • Organizing dedicated workshops for students to facilitate the transfer of Erasmus+ experiences • Organizing/participating as a partner in BIP programs to ensure internationalization at home • Involvement of faculty in EUTOPIA programs and students in Ecotopia. 	<ul style="list-style-type: none"> • An event (international teaching week) to promote the offer of partner universities and the experience of Erasmus+ students • organizing/participating in two BIP events each year • 3 students attending annually in Ecotopia 	100.000 lei	School Resources	Erasmus+ Departmental Coordinator Vice-Dean responsible for student activity	07.2026
7. Awareness of the relevance of the student evaluation of teaching activities	<ul style="list-style-type: none"> • Discussions with students and student representatives to raise awareness of the importance of their participation in the evaluation process of teaching activities • Discussions with faculty to evaluate the results 	<ul style="list-style-type: none"> • 5,000 evaluations of the teaching activity 	0 lei	-	Dean Vice-Deans Department Chairs	06.2026
8. Updating curricula	<ul style="list-style-type: none"> • Organizing consultations with stakeholders: students, alumni, and representatives of the business environment • Identify skills that require additional training • Analysis and implementation of proposals 	<ul style="list-style-type: none"> • Completion of the process of updating the curricula by the set deadline 	0 lei	-	Dean Department Chairs	01.2026
9. Monitoring dropout	<ul style="list-style-type: none"> • tracking university dropouts and implementing measures to reduce it. • Identification and implementation of measures 	<ul style="list-style-type: none"> • Report on the situation for the previous academic year • Two concrete measures for the academic year 2025-2026 	0 lei	-	Vice-Dean responsible for student activity	12.2025
10. Assessment of the competencies acquired by students	<ul style="list-style-type: none"> • Application of the mechanism for assessing the competencies acquired at the end of each semester. 	<ul style="list-style-type: none"> • The competences formed are assessed in 80% of the subjects in the curriculum. 	0 lei	-	Quality Commission	07.2026
11. Performing the periodic evaluation process of the study programs	<ul style="list-style-type: none"> • Preparation of files for bachelor programs in Business Administration (in Romanian) and Business Administration (in English) 	<ul style="list-style-type: none"> • Completion of the accreditation files within the established deadline 	150.000 lei	School's funds	Program Directors	06.2026

1.2. Certification of the quality of the educational process through accreditation of programs offered by international bodies

Objective	Actions planned to achieve the objective	Objective Quantification	Estimated costs	Funding source	Responsible	Deadline
1. Obtaining AACSB Accreditation	<ul style="list-style-type: none"> • Planning activities for the visit • Organization of work teams • Identifying resources 	<ul style="list-style-type: none"> • Preliminary visit by the Chair of the PRT • Successful completion of the visit 	35.000 lei	School's funds	Dean, Vice-Deans Standard teams	06.2026
2. Continue the process of obtaining the AoL Certificate for the Business Administration	<ul style="list-style-type: none"> • Elaboration of the quality assurance process 	<ul style="list-style-type: none"> • Submission of the requested documents within the deadline 	0 lei	School's funds	Vice-Deans Work teams	09.2026

Objective	Actions planned to achieve the objective	Objective Quantification	Estimated costs	Funding source	Responsible	Deadline
program in English						

1.3. Increasing the visibility of programs offered nationally and internationally

Objective	Actions planned to achieve the objective	Objective Quantification	Estimated costs	Funding source	Responsible	Deadline
1. Updating FoB presentation materials	<ul style="list-style-type: none"> Permanent (annual) update of the presentation materials of the programs, the Erasmus+ mobility brochure, the double degree agreements, and the admission process 	<ul style="list-style-type: none"> Completed materials for each level of study and program 	5.000 lei	School's funds	Vice-Deans Referent PR	09.2026
2. Running campaigns to promote the educational offer	<ul style="list-style-type: none"> Creation and implementation of online promotion campaigns Organization of events dedicated to high school students 	<ul style="list-style-type: none"> An online promotion campaign 25 presentations of the educational offer in high schools A Business Concept Competition for High School Students and Teachers 	25.000 lei	School's funds	Vice-Dean responsible for student activity PR Specialist	09.2026
3. Increasing the visibility of the educational offer at the international level	<ul style="list-style-type: none"> Attracting foreign students Promoting the educational offer of the school (together with the ICC) at international fairs Analysis of campaigns carried out for international students 	<ul style="list-style-type: none"> Attracting 20 CPV students Keystone Platform Report 	0 lei	-	Prodecan Erasmus+ Departmental Coordinator	09.2026

1.4. Diversification of educational offer

Objective	Actions planned to achieve the objective	Objective Quantification	Estimated costs	Funding source	Responsible	Deadline
1. Creation of new study programs at the bachelor's/master's level	<ul style="list-style-type: none"> Collection of feedback from the economic environment Completing the administrative procedure 	<ul style="list-style-type: none"> Completion and submission of the file for authorization 	75.000 lei	School's funds	Dean Working team	12.2025
2. Preparation of the process for establishing the doctoral school of Business Administration	<ul style="list-style-type: none"> Methodology analysis Collection of documents and information necessary for the creation of the file 	<ul style="list-style-type: none"> Preparation and submission of the application 	0 lei	-	Vice-Dean in charge of research	12.2025
3. Analysis of the opportunity to develop open programs/courses for the society	<ul style="list-style-type: none"> Identification of individuals/teams of faculty interested in offering this type of program Preparation of applications 	<ul style="list-style-type: none"> Accreditation and running a program 	0 lei	-	Faculty Vice-Deans	06.2026
4. Internationalization of the educational offer	<ul style="list-style-type: none"> Developing new agreements, including the development of dual degree agreements 	<ul style="list-style-type: none"> Identification of opportunities for a new double degree agreement 	0 lei	-	School's Management	09.2026

2. RESEARCH

2.1. Ensuring the conditions for the RDI activity to contribute to the creation and dissemination of knowledge, as well as to increase the impact of the faculty on society

Objective	Actions planned to achieve the objective	Objective Quantification	Estimated costs	Funding source	Responsible	Deadline
1. Supporting the activity of the research center	<ul style="list-style-type: none"> Promoting the activity of the research center in the academic environment, as well as in the socio-economic environment Student participation in the center activity 	<ul style="list-style-type: none"> Carrying out a project/study for stakeholders The research center is affiliated with international organizations. 	1.500 lei	School's funds	Dean Director of the research center	09.2026
2. Stimulating the multidisciplinarity of research activity	<ul style="list-style-type: none"> Regular organization of scientific seminars Annual organization of an international conference within the faculty (Modern Trends in Business, Hospitality, and Tourism) 	<ul style="list-style-type: none"> Annual publication of 10 scientific contributions in multidisciplinary groups Organizing an International Conference (MTBHT) 	50.000 lei	School's funds	Vice-Dean responsible for student activity Responsible team	09.2026
3. Stimulating faculty to submit applications (research or structural funds)	<ul style="list-style-type: none"> Providing adequate importance to the process of writing and submitting applications in the faculty evaluation of the performance 	<ul style="list-style-type: none"> Submit an application 	0 lei	-	Dean Vice-Dean in charge of Research and Business Relations	09.2026
4. Providing online access to specialized literature, databases, platforms, or any other resources necessary for the research activity	<ul style="list-style-type: none"> Ensuring access to the resources offered by BBU Identification of specific needs and necessary resources (specific software packages, electronic libraries, databases, etc.) 	<ul style="list-style-type: none"> Continuing to provide access to the Euromonitor database and the Writefull platform Identification and acquisition of at least one specific resource for the needs of faculty 	30.000 lei	School's funds	Dean	09.2026
5. Faculty habilitation in the field of business administration	<ul style="list-style-type: none"> Providing support for teachers to obtain the habilitation 	<ul style="list-style-type: none"> An additional faculty member will obtain the habilitation in the field of business administration 	10.000 lei	School's funds	Dean	09.2026
6. Involving students in the process of knowledge creation	<ul style="list-style-type: none"> Coordinating students in carrying out scientific papers 	<ul style="list-style-type: none"> 10 research papers/year carried out by students under the coordination of faculty 	0 lei	-	Vice-Dean in charge of Research and Business Relations	09.2026
7. Involvement of academic and business partners in the knowledge creation process	<ol style="list-style-type: none"> Elaboration of scientific articles in partnership with professors from other national and international universities or other authors Partnerships with the private sector to carry out studies that meet their needs 	<ul style="list-style-type: none"> 5 articles per year developed in collaboration with professors from other faculties/universities one study per academic year; 	0 lei	-	Vice-Dean in charge of Research and Business Relations	09.2026

3. RELATIONSHIP WITH SOCIETY

3.1. Strengthening existing partnerships with the socio-economic environment

Objective	Actions planned to achieve the objective	Objective Quantification	Estimated costs	Funding source	Responsible	Deadline
1. Development of the school's Alumni community	<ul style="list-style-type: none"> Integration of new graduates among the Alumni community Identifying ideas for future projects (e.g., career path analysis) 	<ul style="list-style-type: none"> Development of the alumni database (one recruitment session) Organizing at least one event 	55.000 lei	School's funds	Vice-Dean in charge of students activity Chief Secretary	07.2026
2. Attracting partners to offer internships	<ul style="list-style-type: none"> Creating a network of partners from the private sector to offer internships Centralization of internship offers Promotion of internship offers 	<ul style="list-style-type: none"> 30 students will benefit from an internship program 	0 lei	-	Vice-Dean in charge of Research and Business Relations	09.2026
3. Create a mentoring program	<ul style="list-style-type: none"> Identifying entrepreneurs or people with business experience willing to participate in the program 	<ul style="list-style-type: none"> 5 students will benefit from a mentoring program 	0 lei	-	Vice-Dean in charge of student relations	09.2026
4. Improving collaboration with high schools	<ul style="list-style-type: none"> Actions through which high school graduates can better know the specifics of the field of business administration and what their career prospects are: career orientation sessions, demonstration courses, promotion caravans, competitions, etc. 	<ul style="list-style-type: none"> Organization of 3 events dedicated to high school students Organizing a contest for high school students 	25.000 lei	School's funds	Vice-Dean in charge of student relations	05.2026

3.2. Implementation of the objectives of the UBB Goes Green program at the faculty level

Objective	Actions planned to achieve the objective	Objective Quantification	Estimated costs	Funding source	Responsible	Deadline
1. Economical use of resources	<ul style="list-style-type: none"> Promoting water consumption from dispensers (reducing PET consumption) 	<ul style="list-style-type: none"> 5,000 liters of water consumed from the dispensers 	0 lei	-	Dean	09.2026
2. Volunteer Programs	<ul style="list-style-type: none"> Involvement in recycling/afforestation campaigns, etc. 	<ul style="list-style-type: none"> An event that aims to support a cause/generate a positive impact 	10.000 lei	School's funds	Dean Vice-Deans	09.2026

4. HUMAN RESOURCES

4.1. Increased level of job satisfaction

Objective	Actions planned to achieve the objective	Objective Quantification	Estimated costs	Funding source	Responsible	Deadline
1. Ensuring a dynamic and stimulating work environment	<ul style="list-style-type: none"> Updating the mechanism for implementing academic career plans Providing access to the infrastructure necessary to carry out teaching and research in good conditions 	<ul style="list-style-type: none"> Each faculty assumed the individual academic career plan for the next academic year 	0 lei	-	Department Chairs Dean	10.2025
2. Support faculty and staff in participating in training/development courses	<ul style="list-style-type: none"> Participation in training courses 	<ul style="list-style-type: none"> 5 employees will participate in training activities 	20.000 lei	Seed grants School's funds	Dean	09.2026
3. Objective and balanced evaluation of faculty's performance	<ul style="list-style-type: none"> Evaluation by faculty management according to the procedure in force Some faculty will be evaluated in the peer evaluation process 	<ul style="list-style-type: none"> All faculty participated in the management evaluation process and received feedback after the evaluation The faculty who were evaluated in the peer evaluation process received feedback 	0 lei	-	Dean Department Chairs	11.2025
4. Evaluation of the degree of satisfaction of faculty and staff	<ul style="list-style-type: none"> Discussions with staff to identify the aspects that motivate each person in their activity 	<ul style="list-style-type: none"> The entire school staff participates in this process 	0 lei	-	Dean Department Chairs Chief Secretary	10.2025

4.2. Staff recruitment

Objective	Actions planned to achieve the objective	Objective Quantification	Estimated costs	Funding source	Responsible	Deadline
1. Ensuring the necessary personnel to carry out teaching and administrative activities	<ul style="list-style-type: none"> Identification of personnel needs Identifying promotion opportunities dissemination of the positions available and selection of candidates 	<ul style="list-style-type: none"> Two people will be newly hired or promoted 	0 lei	-	Department Chairs Dean	09.2026

5. RELATIONSHIP WITH STUDENTS

5.1. Involving students as active partners in FoB development

Objective	Actions planned to achieve the objective	Objective Quantification	Estimated costs	Funding source	Responsible	Deadline
1. Promoting dialog	<ul style="list-style-type: none"> Organizing meetings with student representatives Inclusion of tutoring hours in the timetable 	<ul style="list-style-type: none"> Organization of 2 meetings with students every year Each group has scheduled tutoring activities on the timetable. 	0 lei	-	Vice-Dean responsible for students' activity Dean	06.2026
2. Involving student representatives in decisions concerning student life	<ul style="list-style-type: none"> Participation of student representatives in periodic meetings with faculty management 	<ul style="list-style-type: none"> A meeting every month 	0 lei	-	Dean Vice-Deans	06.2026
3. Involvement of students and student association in school projects	<ul style="list-style-type: none"> Participation in the promotion of the school's educational offer Promoting the process of evaluation of teaching activities Joint organization of activities/events 	<ul style="list-style-type: none"> Involving students in at least one of the planned activities 	0 lei	-	Dean Vice-Dean responsible for students' activity	09.2026
4. Feedback on student satisfaction	<ul style="list-style-type: none"> Organization of focus groups Analysis of the information collected Preparation of reports 	<ul style="list-style-type: none"> Existence of a report for each specialization 	0 lei	-	Vice-Dean responsible for students' activity Program Directors	09.2026

6. ADMINISTRATION AND INFRASTRUCTURE

6.1. Reorganization of administrative activities to increase efficiency and transparency

Objective	Actions planned to achieve the objective	Objective Quantification	Estimated costs	Funding source	Responsible	Deadline
1. Simplifying the way information is transmitted through process digitalization	<ul style="list-style-type: none"> Continuing to use the Microsoft Teams platform in the current activities of the Faculty of Business Using institutional email and the MS Teams platform in the communication process 	<ul style="list-style-type: none"> All faculty and staff use the Microsoft Teams platform and institutional email for current activities 	0 lei	-	Dean	09.2026
2. Updating the Internal Organization and Functioning Regulations (School and departments) and procedures based on which the school functions	<ul style="list-style-type: none"> Updating the regulation according to the Education Law Discussion of the updated versions Elaboration of operating regulations for each department Developing or updating (as the case may be) procedures for operating within the faculty 	<ul style="list-style-type: none"> Finalization of Internal Organization and Functioning Regulations and procedures 	0 lei	-	Regulations Team Faculty Council	12.2025

6.2. Providing infrastructure for competitive academic environments

Objective	Actions planned to achieve the objective	Objective Quantification	Estimated costs	Funding source	Responsible	Deadline
1. Ensuring an appropriate working and study environment	<ul style="list-style-type: none"> Installing an air conditioning system in the building Renovation of teachers' offices Renovation of the furniture in the faculty amphitheater 	<ul style="list-style-type: none"> The air conditioning system is functional 	500.000 lei	School's funds	Dean	09.2026
2. Improvement of material infrastructure	<ul style="list-style-type: none"> Purchase of an interactive display (mobile device) Renovation of the Wi-Fi network in the school 	<ul style="list-style-type: none"> The purchased infrastructure is functional 	250.000 lei	School's funds	Dean	09.2026
3. Purchase of licenses for specific software packages, used in teaching or research	<ul style="list-style-type: none"> Analysis of the offers received Completion of the purchase process 	<ul style="list-style-type: none"> Purchase of at least one software package 	200.000 lei	School's funds	Dean	06.2026