Evaluation of the Operational Plan
for the 2025-2026 Academic Year

(Discussed and approved at the Faculty Council meeting of 12.11.2026)

1. EDUCATION

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

Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
1	2	3	4	5	6	7	8
1. Developing students' teamwork skills, critical thinking and level of engagement	• Using management simulation software in teaching activities • Preparing students to use software specific to the business field	• 250 students acquire skills in using management simulation software • 250 students acquire skills each year in using software dedicated to the business environment	• First-year bachelor's students, third-year AASO and AASOE students, and first-year master's students in AA, MH and AAOTI used management simulation software during teaching activities (over 250 students) • • Second-year bachelor's students, first-year master's students in MH and AAOTI, and second-year master's students acquired skills in using various software specific to the business environment	0 RON (licences were purchased previously)	0 RON (licences were purchased previously)	-	Dean Vice-Dean responsible for student activities
2. Involving socio-economic partners in the educational process	• Participation of business representatives in classes to share their personal experience • Participation of business representatives in the events organised • Offering internship opportunities for students	• 20 events/interventions by business representatives held annually • Organising a Career Week event	• 60 events were held in partnership with business representatives, including 32 interventions by them in courses and seminars • A new edition of Career Week was organised, as well as a networking event between students, partners and alumni – Bridging businesses across generations	0 RON	0 RON	-	Vice-Dean responsible for research and relations with the business environment
3. Ensuring student access to relevant bibliographic resources,	• Identifying and providing access to electronic libraries/databases • Promoting student access to the	• Maintaining access to the databases offered to students • 20 new titles purchased annually	• In addition to the databases provided by UBB, the Faculty of Business continued to give	10,000 RON	14,130 RON	Faculty resources	Dean Vice-Deans

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Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
as well as to electronic resources/databases	electronic resources of the Central University Library (BCU)		students access to the Euromonitor platform • 5 books were purchased				
4. Stimulating students' academic and scientific performance	• Encouraging teaching staff to involve and coordinate students in national and international competitions	• Participation in one national/international competition • One student to take part in the competition for UBB performance scholarships	• A team of three students (third-year AASO) took part in an international management simulation competition – Revas • 2 students received scientific performance scholarships	0 RON		-	Vice-Dean responsible for research and relations with the business environment
5. Supporting students in acquiring essential skills	• Identifying the needs of first-year bachelor's students • Organising remedial courses	• Organising a remedial mathematics course	• A remedial mathematics course was organised in the first part of the academic year for first-year bachelor's students	0 RON	0 RON	-	Vice-Dean responsible for student activities
6. Promoting international educational experiences	• Disseminating the available offer • Organising workshops for students to facilitate the transfer of Erasmus+ experiences • Organising/participating as a partner in BIP programmes to ensure internationalisation at home • Involving teaching staff in EUTOPIA programmes and students in Ecotopia.	• One event (International Teaching Week) to promote the offer of partner universities and the experience of Erasmus+ students • Organising/participating in two BIP events each year • 3 students take part in Ecotopia each year	• In November 2025 the faculty organised the first edition of International Teaching Week, attended by 17 professors from partner universities and involving approximately 250 of the faculty's students • In March 2026 an event was held to disseminate international experience • 4 BIP programmes were run within the faculty • 2 students are part of the third cohort of the Ecotopia programme	100,000 RON	8,528 RON	Faculty resources	Departmental Erasmus+ Coordinator Vice-Dean responsible for student activities
7. Raising awareness of the importance of student evaluation of teaching activities	• Discussions with students and student representatives to raise awareness of the importance of taking part in the evaluation of teaching activities • Discussions with the faculty's teaching staff to make better use of strengths and to address weaknesses	• 5,000 teaching evaluations completed	• 4,677 questionnaires were completed	0 RON	0 RON	-	Dean Vice-Deans Heads of Department

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Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
8. Updating curricula	• Organising consultations with stakeholders: students, alumni and business representatives • Identifying competences that require additional training • Analysing and implementing the proposals	• Completing the curriculum update process by the set deadline	• The process was completed on time, in accordance with the procedure	0 RON	0 RON	-	Dean Heads of Department
9. Monitoring dropout	• Tracking university dropout and implementing measures to reduce it • Identifying and implementing measures	• Report on the situation for the previous academic year • Two concrete measures for the 2025-2026 academic year	• The monitoring process was launched for the first time. It was completed on time, in accordance with the procedure. • The analysis identified 134 students at risk of dropping out, 57 of whom were referred to UBB's support centres.	0 RON	0 RON	-	Vice-Dean responsible for student activities
10. Assessing the competences acquired by students	• Applying the mechanism for assessing acquired competences at the end of each semester.	• The competences developed are assessed in 80% of the subjects in the curricula.	• Competences were assessed in all subjects (except foreign languages)	0 RON	0 RON	-	Quality Committee
11. Carrying out the periodic evaluation of study programmes	• Preparing the files for the bachelor's programmes in Business Administration and Business Administration in English	• Completing the accreditation files by the set deadline	• Following the ARACIS visit, accreditation of the AA programme was maintained. The visits for the AA-ID and AAE programmes will take place in the next academic year.	150,000 RON	60,000 RON	Faculty funds	Programme Directors

1.2. Certifying the quality of the educational process through accreditation of the programmes offered by international bodies

Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
1. Obtaining AACSB accreditation	• Planning activities for the visit • Organising working teams • Identifying resources	• Preliminary visit by the chair of the committee • Successful completion of the visit	• The preliminary visit was successfully completed in November 2025 • The accreditation visit was successfully completed in February 2026	35,000 RON	47,205 RON	Faculty funds	Dean, Vice-Deans Working teams
2. Continuing the process of obtaining the AoL Certificate for the Business Administration in English programme	• Developing the quality assurance process	• Submitting the required documents on time	• Process completed in October 2025 with the award of the AACSB AoL Certificate label for the Business Administration in English programme	0 RON	0 RON	Faculty funds	Vice-Dean Working teams

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Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible

1.3. Increasing the national and international visibility of the programmes offered

Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
1. Updating the faculty's presentation materials	• Ongoing (annual) updating of presentation materials for the specialisations, the Erasmus+ mobility brochure, double-degree agreements and the admission process	• Materials completed for each level of study and programme	• Promotional materials are updated annually • The faculty website is continuously updated	5,000 RON	0 RON	Faculty funds	Vice-Deans PR Officer
2. Running campaigns to promote the educational offer	• Creating and running online promotion campaigns • Organising events for high school students	• One online promotion campaign • 25 presentations of the educational offer in high schools • A business concept competition for high school students and teachers	• Promotion campaigns were run for the faculty's specialisations and for the Knowledge Contest • The first edition of the Business Minds business ideas competition was held	25,000 RON	7,492 RON	Faculty funds	Vice-Dean resp. for student activities PR Officer
3. Increasing the international visibility of the educational offer	• Attracting international students • Promoting the faculty's educational offer (together with CCI) at international fairs • Analysing the campaigns carried out for international students	• Attracting 20 CPV (international fee-paying) students • Report on the Keystone platform	• 18 CPV students were enrolled • Discussions continue within Ecotopia on creating a European Degree • The agreement with Keystone was extended for another 2 years	0 RON	21,000 RON	-	Vice-Deans Departmental Erasmus+ Coordinator

1.4. Diversifying the educational offer

Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
1. Creating new study programmes at bachelor's/master's level	• Gathering feedback from the business environment • Completing the file	• Completing and submitting the file for authorisation	• The faculty's educational offer was not expanded with new programmes this year at bachelor's/master's level • The first admission to the master's programme in	75,000 RON	0 RON	Faculty budget	Dean Working team

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Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
			Procurement and Supply Chain Management (dual, taught in English) took place				
2. Preparing the establishment of the Doctoral School of Business Administration	• Analysing the methodology • Gathering the documents and information needed to compile the file	• Preparing and submitting the file	• The accreditation file was prepared and, following the accreditation visit, the establishment of the Doctoral School of Business Administration was approved • The first admission session was held in September	0 RON	24,824 RON	-	Vice-Dean responsible for research
3. Analysing the opportunity to develop programmes/courses open to society	• Identifying teaching staff/teams interested in offering this type of programme • Preparing the files	• Accrediting and running one programme	• The open courses Create - Protect - Innovate: Bringing Ideas to Market (Basic Level) and Create - Protect - Innovate: Bringing Ideas to Market (Advanced Level) continued to run	0 RON	0 RON	-	Teaching staff Vice-Deans
4. Internationalising the educational offer	• Concluding new agreements, including developing double-degree agreements	• Discussions on a new double-degree agreement	• Discussions on two new double-degree agreements (Maribor and Dresden).	0 RON	0 RON	-	Faculty management, Dep. Coordinator

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2. RESEARCH

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

Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
1. Supporting the activity of research centres	• Promoting the research centre's activity in the academic community and in the socio-economic environment • Involving students in the centres' activities	• Carrying out a project/study for stakeholders • The research centre is affiliated with international bodies	• A study was prepared for the private sector (TIFF) • The centre is affiliated with ATLAS	1,500 RON	1,300 RON	Faculty funds	Dean Research Centre Director
2. Encouraging the multidisciplinary character of research activity	• Organising regular scientific seminars • Organising an annual international conference within the faculty (Modern Trends in Business, Hospitality and Tourism)	• Publishing 10 scientific contributions annually by multidisciplinary teams • Organising an international conference (MTBHT)	• In the first 9 months of 2026, 40 publications by teams of authors were published, 19 of them by multidisciplinary teams • The 24th edition of the SRRNet international conference was organised	50,000 RON	35,091 RON	Faculty funds	Vice-Dean responsible for student activities Working team
3. Encouraging teaching staff to submit applications (research or structural funds)	• Giving appropriate weight to writing and submitting applications in the performance evaluation of teaching staff	• Submission of one application	• Two new applications were submitted	0 RON	0 RON	-	Dean Vice-Dean responsible for research and relations with the business environment
4. Ensuring online access to specialist literature, databases, platforms and any other resources needed for research activity	• Ensuring access to the resources offered by UBB • Identifying specific needs and the resources required (specific software packages, electronic libraries, databases, etc.)	• Continuing to provide access to the Euromonitor database and the Writefull platform • Identifying and purchasing at least one resource specific to the needs of the faculty's teaching staff	• Teaching staff were given access to the Euromonitor and Writefull platforms • No specific needs were identified	30,000 RON	11,900 RON	Faculty resources	Dean
5. Habilitation of teaching staff in the field of business administration	• Providing support to teaching staff in obtaining habilitation	• At least 1 member of the faculty's teaching staff will obtain habilitation in the field of business administration	• One member of the teaching staff obtained habilitation in the field of Business Administration	10,000 RON	0 RON	Faculty resources	Dean
6. Involving students in the knowledge creation process	• Supervising students in producing scientific papers	• 10 papers/year produced by students under the supervision of teaching staff	• 19 papers were produced by students under the supervision of the faculty's teaching staff	0 RON	0 RON	-	Vice-Dean responsible for research and relations with the

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Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
							business environment
7. Involving academic and business partners in the knowledge creation process	• Writing scientific articles in partnership with teaching staff from other national and international universities or other authors • Partnerships with the private sector to carry out studies that meet its needs	• 5 articles per year written in collaboration with teaching staff from other faculties/universities • One study per academic year	• In the first 9 months of 2026, 25 articles were published in collaboration with teaching staff from other faculties/universities • A study was carried out for the business environment	0 RON		-	Vice-Dean responsible for research and relations with the business environment

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3. RELATIONS WITH SOCIETY

3.1. Strengthening existing partnerships with the socio-economic environment

Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
1. Developing the faculty's Alumni community	• Integrating new graduates into the Alumni community • Identifying ideas for future projects (e.g. analysis of career paths)	• Developing the graduate database (one recruitment session) • Organising at least one event	• 256 graduates of the class of 2026 joined the Alumni community • An Alumni Days event was organised (May 2026)	55,000 RON	0 RON	Faculty funds	Vice-Dean for student relations Chief Secretary
2. Attracting partners to offer internships	• Building a network of private-sector partners to offer internships • Centralising and promoting internship offers	• 30 of the faculty's students will benefit from an internship programme	• 50 students obtained an internship	0 RON	0 RON	-	Vice-Dean responsible for research and relations with the business environment
3. Creating a mentoring programme	• Identifying entrepreneurs or experienced business people willing to get involved	• 5 students will benefit from a mentoring programme	• No student benefited from a mentoring programme this academic year.	0 RON	0 RON	-	Vice-Dean responsible for student relations
4. Improving collaboration with pre-university education	• Actions to help high school graduates better understand the specifics of business administration and their career prospects: career guidance sessions, demonstration classes, promotional roadshows, competitions, etc.	• Organising 3 events for high school students • Organising a competition for high school students	• The faculty's offer was promoted in over 25 high schools and education fairs through the tUBBusiness programme • An Open Day event was organised • A Knowledge Contest and a business concept competition were organised	25,000 RON	1,570 RON	Faculty funds	Vice-Dean responsible for student relations

3.2. Implementing the objectives of the UBB Goes Green programme at faculty level

Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
1. Economical use of resources	• Promoting the consumption of water from dispensers (reducing the use of PET bottles)	• 5,000 litres of water consumed from dispensers	• 10,000 litres of water consumed from dispensers (20,000 0.5-litre PET bottles not used)	0 RON	0 RON	-	Dean

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2. Volunteering programmes	• Involvement in recycling/afforestation campaigns, etc.	• One event aimed at supporting a cause/generating a positive impact	• The Business Community Christmas Tree campaign was run in collaboration with Book Truck	10,000 RON	0 RON	Faculty budget	Dean Vice-Deans

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4. HUMAN RESOURCES

4.1. Increasing job satisfaction

Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
1. Ensuring a dynamic and stimulating work environment	• Updating the mechanism for implementing academic career plans • Ensuring access to the infrastructure needed to carry out teaching and research activities in good conditions	• Each member of the teaching staff committed to an individual academic career plan for the next academic year	• All of the faculty's teaching staff committed to their individual academic career plan (PICA) for the 2026-2027 academic year.	0 RON		-	Heads of Department Dean
2. Supporting faculty staff in attending training/development courses	• Attending professional training courses	• 5 faculty employees will take part in professional development activities	• Over 60% of the faculty's teaching staff attended training sessions on various topics organised within the faculty (e.g. open science)	20,000 RON	0 RON	Seed grants Faculty funds	Dean
3. Objective and balanced evaluation of teaching staff performance	• Evaluation by the faculty management in accordance with the procedure in force • Some teaching staff will be evaluated through the peer review process	• All teaching staff took part in the evaluation process conducted by the management and received feedback following the evaluation • Teaching staff evaluated through the peer review process received feedback	• All teaching staff took part in the evaluation process conducted by the management and received feedback following the evaluation • Teaching staff evaluated through the peer review process received feedback	0 RON	0 RON	-	Dean Heads of Department
4. Assessing the satisfaction level of faculty staff	• Discussions with staff to identify what motivates each person in their work	• All faculty staff take part in this process	• The staff satisfaction survey was not carried out this year	0 RON	0 RON	-	Dean Heads of Department Chief Secretary

4.2. Staff recruitment

Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
1. Ensuring the staff needed for teaching and administrative activities	• Identifying staffing needs • Identifying promotion opportunities • Advertising the positions needed and selecting candidates	• Two people will be newly hired or promoted	• Two new teaching staff were hired as teaching assistants	0 RON	0 RON	-	Heads of Department Dean

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5. RELATIONS WITH STUDENTS

5.1. Involving students as active partners in the development of the faculty

Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
1. Promoting dialogue	• Organising meetings with student representatives • Including tutoring hours in the timetable	• Organising 2 meetings per year with the faculty's students • Every group has tutoring activities scheduled in its timetable	• Regular meetings were held with student representatives • Discussion sessions were held with students on key processes (internships, completion of studies) • Every group is assigned a tutor who holds regular meetings with the students	0 RON	0 RON	-	Vice-Dean responsible for students Dean
2. Involving student representatives in decisions concerning student life	• Participation of student representatives in regular meetings with the faculty management	• One meeting each month	• Regular meetings were held with student representatives	0 RON	0 RON	-	Dean Vice-Deans
3. Involving students and the student association in the faculty's projects	• Participation in promoting the faculty's educational offer • Promoting the teaching evaluation process • Jointly organising activities/events	• Involving students in at least one of the planned activities	• Students were involved in promoting the educational offer through the tUBBusiness project • ASB promoted the evaluation of teaching staff activity each semester • Events were organised jointly with ASB, such as tUBBusiness, Young Business Day, etc.	0 RON	0 RON	-	Dean Vice-Dean responsible for students
4. Feedback on student satisfaction	• Organising focus groups • Analysing the information collected • Preparing reports	• One report for each specialisation	• Graduate satisfaction was analysed in summer 2026. The results show a high level of student satisfaction.	0 RON	0 RON	-	Vice-Dean responsible for students Programme coordinators

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6. ADMINISTRATION AND INFRASTRUCTURE

6.1. Reorganising administrative activities to increase efficiency and transparency

Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
1. Simplifying the transmission of information through digitalisation	• Continuing to use the Microsoft Teams platform in the day-to-day activities of the Faculty of Business • Using institutional email and the MS Teams platform for communication	• All faculty staff use the Microsoft Teams platform and institutional email for day-to-day activities	• Faculty staff use institutional email and the MS Teams platform to communicate with third parties	0 RON	0 RON	-	Dean
2. Updating the regulations governing the faculty and its departments, and the procedures under which the faculty committees operate	• Updating the regulations in line with the Education Law • Discussing the version drafted by the regulations team • Drafting the departments' operating regulations • Drafting or updating (as appropriate) the operating procedures of the committees active within the faculty	• Finalising the operating regulations/procedures of the faculty and departments	• The procedures established at university level were implemented.	0 RON	0 RON	-	Regulations team Faculty Council

6.2. Ensuring infrastructure for competitive academic environments

Objective	Actions planned to achieve the objective	Quantification of the Objective	Quantification of objective achievement	Costs estimated	Actual costs	Funding source	Responsible
1. Ensuring an adequate working and study environment	• Installing an air conditioning system in the building • Renovating teaching staff offices • Renovating the furniture in the faculty's lecture hall	• The air conditioning system is operational	• The air conditioning system is operational in all planned rooms • 2 offices were renovated	500,000 RON	656,114 RON	Faculty resources	Dean
2. Improving the physical infrastructure	• Purchasing an interactive display on a mobile stand • Renovating the faculty's Wi-Fi network	• The purchased infrastructure is operational	• The interactive display is used in the faculty library • The Wi-Fi system is operational	250,000 RON	25,000 RON	Faculty resources	Dean
3. Purchasing licences for specific software packages used in teaching or research	• Analysing the offers submitted • Completing the procurement process	• Purchase of at least one software package	• No new licences were purchased due to budget constraints	200,000 RON	0 RON	Faculty resources	Dean

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