Operational Plan
for the 2026-2027 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	Costs estimated	Funding source	Responsible	Deadline
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	0 RON	-	Dean Vice-Dean responsible for student activities	07.2027
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	0 RON	-	Vice-Dean responsible for research and relations with the business environment	09.2027
3. Ensuring student access to relevant bibliographic resources, as well as to electronic resources/databases	• Identifying and providing access to electronic libraries/databases • Promoting student access to the electronic resources of the Central University Library (BCU)	• Maintaining access to the databases offered to students • 20 new titles purchased annually	10,000 RON	Faculty resources	Dean Vice-Deans	09.2027
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 • Organising an event to disseminate international educational experience • 3 students will be enrolled in the third cohort of the Ecotopia programme	0 RON	-	Vice-Dean responsible for research and relations with the business environment	07.2027

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Objective	Actions planned to achieve the objective	Quantification of the Objective	Costs estimated	Funding source	Responsible	Deadline
5. Supporting students in acquiring essential skills	• Identifying the needs of first-year bachelor's students • Organising remedial courses	• Organising a remedial mathematics course	0 RON	-	Vice-Dean responsible for student activities	12.2026
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	100,000 RON	Faculty resources	Departmental Erasmus+ Coordinator Vice-Dean responsible for student activities	07.2027
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	0 RON	-	Dean Vice-Deans Heads of Department	06.2027
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	0 RON	-	Dean Heads of Department	01.2027
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	0 RON	-	Vice-Dean responsible for student activities	12.2026
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.	0 RON	-	Quality Committee	07.2027
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	150,000 RON	Faculty funds	Programme Directors	06.2027

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	Costs estimated	Funding source	Responsible	Deadline
1. Identifying, evaluating and selecting new international	• Identifying international professional bodies relevant to the Faculty of Business	• At least one new international accreditation system analysed	35,000 RON	Faculty funds	Dean, Vice-Deans Working teams	06.2027

Objective	Actions planned to achieve the objective	Quantification of the Objective	Costs estimated	Funding source	Responsible	Deadline
certification and accreditation systems for the faculty's study programmes, in order to align with global standards of excellence and increase international visibility	• Carrying out a diagnostic analysis comparing the current state of the faculty's programmes with the criteria and standards required by the selected accreditation bodies. • Adopting a formal decision on launching the accreditation procedure	• Setting up a working group				
2. Ensuring and continuously improving educational excellence	• Annual assessment of compliance with AACSB standards • Setting up an Advisory Board	• Assessing the achievement of each objective • Organising two meetings per year with the faculty's Advisory Board	15,000 RON	Faculty funds	Dean, Vice-Deans Working teams	06.2027

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

Objective	Actions planned to achieve the objective	Quantification of the Objective	Costs estimated	Funding source	Responsible	Deadline
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	5,000 RON	Faculty funds	Vice-Deans PR Officer	09.2027
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	25,000 RON	Faculty funds	Vice-Dean resp. for student activities PR Officer	09.2027
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	0 RON	-	Vice-Deans Departmental Erasmus+ Coordinator	09.2027

1.4. Diversifying the educational offer

Objective	Actions planned to achieve the objective	Quantification of the Objective	Costs estimated	Funding source	Responsible	Deadline
1. Creating new study programmes at bachelor's/master's level	• Gathering feedback from the business environment • Developing the concept for a new programme	• Identifying at least one new programme	75,000 RON	Faculty budget	Dean Working team	12.2026
2. 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	0 RON	-	Teaching staff Vice-Deans	06.2027

Objective	Actions planned to achieve the objective	Quantification of the Objective	Costs estimated	Funding source	Responsible	Deadline
3. Internationalising the educational offer	• Concluding new agreements, including developing double-degree agreements	• Discussions on a new double-degree agreement	0 RON	-	Faculty management, Dep. Coordinator	09.2027

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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	Costs estimated	Funding source	Responsible	Deadline
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	1,500 RON	Faculty funds	Dean Research Centre Director	09.2027
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)	50,000 RON	Faculty funds	Vice-Dean responsible for student activities Working team	09.2027
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	0 RON	-	Dean Vice-Dean responsible for research and relations with the business environment	09.2027
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	30,000 RON	Faculty resources	Dean	09.2027
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	10,000 RON	Faculty resources	Dean	09.2027
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	0 RON	-	Vice-Dean responsible for research and relations with the business environment	09.2027
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	• 5 articles per year written in collaboration with teaching staff from other faculties/universities	0 RON	-	Vice-Dean responsible for research and	09.2027

Objective	Actions planned to achieve the objective	Quantification of the Objective	Costs estimated	Funding source	Responsible	Deadline
	• Partnerships with the private sector to carry out studies that meet its needs	• One study per academic year			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	Costs estimated	Funding source	Responsible	Deadline
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	55,000 RON	Faculty funds	Vice-Dean for student relations Chief Secretary	07.2027
2. Attracting partners to offer internships	• Building a network of private-sector partners to offer internships • Centralising internship offers • Promoting internship offers	• 30 of the faculty's students will benefit from an internship programme	0 RON	-	Vice-Dean responsible for research and relations with the business environment	09.2027
3. Creating a mentoring programme	• Identifying entrepreneurs or experienced business people willing to get involved in the programme	• 5 students will benefit from a mentoring programme	0 RON	-	Vice-Dean responsible for student relations	09.2027
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	25,000 RON	Faculty funds	Vice-Dean responsible for student relations	05.2027

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	Costs estimated	Funding source	Responsible	Deadline
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	0 RON	-	Dean	09.2027
2. Volunteering programmes	• Involvement in recycling/afforestation campaigns, etc.	• One event aimed at supporting a cause/generating a positive impact	10,000 RON	Faculty budget	Dean Vice-Deans	09.2027

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4. HUMAN RESOURCES

4.1. Increasing job satisfaction

Objective	Actions planned to achieve the objective	Quantification of the Objective	Costs estimated	Funding source	Responsible	Deadline
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	0 RON	-	Heads of Department Dean	10.2026
2. Supporting faculty staff in attending training/development courses	• Attending professional training courses	• 5 faculty employees will take part in professional development activities	20,000 RON	Seed grants Faculty funds	Dean	09.2027
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	0 RON	-	Dean Heads of Department	11.2026
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	0 RON	-	Dean Heads of Department Chief Secretary	11.2026

4.2. Staff recruitment

Objective	Actions planned to achieve the objective	Quantification of the Objective	Costs estimated	Funding source	Responsible	Deadline
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	0 RON	-	Heads of Department Dean	09.2027

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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	Costs estimated	Funding source	Responsible	Deadline
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	0 RON	-	Vice-Dean responsible for students Dean	06.2027
2. Involving student representatives in decisions concerning student life	• Participation of student representatives in regular meetings with the faculty management	• One meeting each month	0 RON	-	Dean Vice-Deans	06.2027
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	0 RON	-	Dean Vice-Dean responsible for students	09.2027
4. Feedback on student satisfaction	• Organising focus groups • Analysing the information collected • Preparing reports	• One report for each specialisation	0 RON	-	Vice-Dean responsible for students Programme coordinators	09.2027

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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	Costs estimated	Funding source	Responsible	Deadline
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	0 RON	-	Dean	09.2027
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	0 RON	-	Regulations team Faculty Council	12.2026

6.2. Ensuring infrastructure for competitive academic environments

Objective	Actions planned to achieve the objective	Quantification of the Objective	Costs estimated	Funding source	Responsible	Deadline
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	500,000 RON	Faculty resources	Dean	09.2027
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	250,000 RON	Faculty resources	Dean	09.2027
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	200,000 RON	Faculty resources	Dean	06.2027

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