

## The MANAGEMENT *undergraduate* program

### - General Presentation -

The *Management undergraduate* program is accredited and is a functional part of the Management-Marketing Faculty of "ARTIFEX" University of Bucharest, as a distinct section. The duration of studies is 3 academic years (6 semesters), full attendance. The language of instruction (learning and teaching) is Romanian.

The **mission** of this study program is to provide an appropriate framework for the scientific and practical training of future specialists in the field of management, by providing them with the knowledge, skills, values and attitudes necessary to achieve high professional performance in business administration. The program takes into account the use of information technology, thus enabling the graduates to build a successful career, regardless of their workplace (in the private or public sector), to fill a higher position in the professional hierarchy, pursue a career in business and acquire certain research skills in their field. In today's economic conditions, characterized by high complexity and dynamism, being a successful manager involves both innate qualities and skills and a permanent learning process that begins with a degree in management. Enrollment and graduation of the Management *undergraduate* program at the Faculty of Management-Marketing is a first stage in the complex process of professionalizing managerial work, in which we lay the theoretical and practical foundations necessary for developing a career in management.

Through its academic curriculum, the Management *undergraduate* program aims, to ensure the following **general objectives**:

- ✓ to assimilate Western standards of academic education, as the foundation of training professionals in the field of management, able to respond to the challenges of European integration and economic globalization, of Europeanization and internationalization of the economic system;
- ✓ to facilitate the processes of knowledge, learning and research of the theory and practice of management for the students;
- ✓ to prepare graduates to become managers, group and team leaders, leaders of organizations and institutions, able to fit in the labor market, to develop and improve the structures, systems, activities, performance and the results of their future employing companies;

- ✓ to promote principles, values and best practices of management and leadership, as areas of knowledge and organizational, managerial, economic and social practices;
- ✓ to train entrepreneurs capable of identifying and harnessing the needs and opportunities of the society and market, starting up new businesses, building teams and organizations, developing and promoting new products and values that meet the needs of individuals and society;
- ✓ to develop a knowledge resource base, including theories, concepts, methods, techniques, tools and models of best practices;
- ✓ to stimulate scientific research in the field of management and the Romanian, European and global economic and social and environment;
- ✓ to continuously develop a community of individuals and organizations from the Romanian and European economic and social environments, who are willing to develop their knowledge and management skills.

The Management *undergraduate* program aims, as *specific objectives*, to equip graduates with the following skills and abilities:

- ✓ to acquire basic professional knowledge and skills (both economic and managerial), with a focus on acquiring concepts, techniques, methods and tools for performance management;
- ✓ to cultivate and develop personal qualities such as: analytical sense, intuition, creativity, communication skills, conflict resolution skills, ability to identify and capitalize on opportunities;
- ✓ to develop values specific to *high-performance management*: proactive attitudes and behavior, accountability, risk-taking, sustainable action, result-oriented activity, fair play, teamwork;
- ✓ to develop work performance skills, by mastering methods, techniques and tools specific to one's professional area of expertise;
- ✓ to train and stimulate the ability to carry out effective and time-efficient tasks in the areas of strategic approach, planning, organization, involvement and coordination, control, in order to support managerial activities;
- ✓ the ability to perform specific tasks as an assistant-manager;
- ✓ the ability to ensure the interface between the execution and decision levels within the organizations;
- ✓ the ability to adapt quickly and efficiently, as a manager, to a wide variety of organizational environments;

- ✓ the ability to collect, process and analyze the preliminary information necessary for the validation of decision-making;
- ✓ the ability to solve problems according to one's level of training;
- ✓ the ability to effectively and efficiently perceive and apply a systemic conception regarding the activity of organizations or institutions;
- ✓ the ability to participate in teams empowered to implement management activity plans;
- ✓ understanding and active participation in the optimization processes for organizations and institutions;
- ✓ effective and efficient communication skills, in an international language, both face-to-face and through modern equipment specific to one's specialization;
- ✓ effective and efficient time management;
- ✓ practical computer and IT skills for using equipment and software specific to one's occupational area and specialization;
- ✓ the ability to communicate and negotiate in various cultural environments;
- ✓ the ability to work well in complex and *multicultural* teams;
- ✓ knowledge of business economics and industrial logistics;
- ✓ practicing the logistics of resource processing and insurance at a high-performance level;
- ✓ understanding and using financial-accounting, sales & marketing, research & development, production systems, with a view to facilitating *inter*-departmental cooperation;
- ✓ understanding and applying quality management principles in their own activity;
- ✓ knowledge of business legislation and the ability to properly understand and apply legislation to management-specific issues;
- ✓ high-performing participation in recruitment, selection and employment activities (human resources);
- ✓ effective application of management methods, tools and techniques to the specificity of economic and social realities and to the corporate behavioral type, in functional areas such as sales, purchasing, research and development, manufacturing process coordination, human resources, etc.

The Management *undergraduate* program offers students the possibility of acquiring specific *professional* and *cross-curricular competencies*, corresponding to Level 6 of both the National Qualifications Framework (CNC) and the European Qualifications Framework (CEC/EQF). The qualifications acquired upon completion of the undergraduate study program

are defined by the **learning outcomes**, expressed in terms of *professional* and *cross-curricular* competences, formed throughout the entire stream of academic studies.

The competences of the Management graduates are the following:

➤ ***Professional*** competencies:

C1 - Identification, analysis and management of elements that make up the internal and external environment of the organization, through SWOT analysis and diagnostics;

C2 - Elaboration and implementation of the organization's strategies and policies;

C3 - Elaboration and implementation of the management system and its sub-systems (allocation and re-allocation of resources and activities);

C4 - Identification, selection and use of methods for forecasting, organizing, coordinating, involvement and control-evaluation;

C5 - Validation, adoption and implementation of decision-making for small-scale organizations (as a whole or for a particular constituent);

C6 - Use of databases, information and knowledge for the application of management methods, techniques and procedures.

➤ ***Cross-curricular*** competencies:

CT1 - Applying principles, rules and values of professional ethics as part of one's own rigorous, efficient and responsible work strategy;

CT2 - Identifying roles and responsibilities in a *pluri*-specialized team and applying effective networking and teamwork techniques;

CT3 - Identifying opportunities for continuous learning and effectively using learning resources and techniques for one's own development.

Considering the above skills and competencies, the completion of the Management undergraduate program provides graduates with many opportunities for building a career and a wide range of employment opportunities in various (public and private) organizations, ranging from small and medium-sized firms to multinational companies. Thus, after completing their studies, Management graduates will be able to access both managerial and *non*-managerial positions, such as: *process supervisor*, *innovation manager*, *management adviser / expert / inspector / consultant*, economist, as well as other occupations, according to the Standard Occupational Classification in Romania (COR) / ISCO 08 and the employers' demands on the labor market. Graduates of the Management *undergraduate* program may also opt to further their studies by enrolling in our *postgraduate* (master's degree) program in their

business field, namely **Organizational Management**, as well as other *postgraduate* (master's) programs in other economic fields, which are offered by the "ARTIFEX" University of Bucharest.

The **curriculum** for the Management undergraduate program within the Faculty of Management & Marketing is compatible with that of similar programs in European universities and it is specially designed to lay the right foundations for the theoretical and practical training of any economist, but also to ensure the specialization of the future management graduate. Thus, the curricula for the Management undergraduate program contain, in accordance with the specific standards of ARACIS, the following subject packages: *foundation* courses, covering a minimum of 60 transfer credits (ECTS); *specialized* subjects, *complementary* courses and *relevant* subjects, i.e. related to the students' specialized academic training. Furthermore, academic flexibility is ensured by means of *optional* and *elective* subjects. They are offered starting from the second (sophomore) year and complete the student's course of specialization. The choice is made by the student in the previous academic year (before taking the optional and elective courses). The categories of subjects in the curriculum were chosen in close connection with the proposed *professional* and *cross-curricular competences*, with the specific ARACIS standards, but also taking into account the recommendations of graduates, alumni, employers and business environment representatives.

The yearly structure of the curriculum for the **Management** undergraduate program is as follows:

<b>I<sup>st</sup> Year</b>	
<i>Semester I</i>	<i>Semester II</i>
Mathematics for economics	<i>Macroeconomics</i>
<i>Microeconomics</i>	Informatics (IT)
Accounting	Economic statistics
Management	Finance
Business law	Marketing
Co-operative history and doctrine	Foreign language (English / French)
Foreign language (English / French)	Services management
Physical Education (Sport) I*	Physical Education (Sport) II*
<b>II<sup>nd</sup> Year</b>	
<i>Semester I</i>	<i>Semester II</i>
Production management	Comparative management
Human Resource Management	Strategic management
Econometrics	Investment management
Financial management	Innovation management
Management databases	Organizational behavior
Physical Education (Sport) III*	<i>Internship (Work placement)</i> (3 wks x 30 hrs/week)

<i>Optional subjects and elective courses</i>	<i>Optional subjects and elective courses</i>
Business project management	Community law
Sales techniques	Academic ethics and integrity
Financial accounting	Public relations
*Physical Education (Sport) is a compulsory subject, with 3 extra credit points, in addition to the 180 credit points	
III <sup>rd</sup> Year	
<i>Semester I</i>	<i>Semester II</i>
Business communication and negotiation	Operational management
Supply chain management	Audit
Co-operative economics	Economic and financial analysis
Management simulations and projects	Management of SMEs
Labor law	<i>Graduation paper methodology</i>
Quality management	(2 wks × 35 hrs)
	Business communication in a foreign language (English / French)
<i>Optional subjects and elective courses</i>	<i>Optional subjects and elective courses</i>
Business economics	Commercial management
Entrepreneurship	Management accounting
Strategic analysis of the competitive environment	International management

The *internship (work placement)* is scheduled to take place during the second semester of the second (sophomore) year and it is based on an *Internship (Work Placement) Guide*, which is made available to students at <https://www.artifex.org.ro/graficul-activitatilor/practica-studentilor/>.

The undergraduate studies are completed with the writing and defense of the graduation paper. 10 credit points are awarded for passing the final (graduation) exam, in addition to those (180 ECTS) related to the study program.

**Admission** procedures for the Management program follow the *Methodology regarding the organization of admission tests for the undergraduate and postgraduate study programs*.

The enrolment (and admission test) is contingent upon producing the following documents:

- baccalaureate diploma (or an equivalent certificate) - original document and certified true copy;
- highschool transcripts (or equivalent document), showing the grade point average per years of study (original document and certified true copy);
- birth certificate (original document and certified true copy);
- marriage certificate (original document and certified true copy) (if applicable);
- identity document (copy);

- standard medical certificate, issued by a certified medical facility (doctor's office), proving that applicants are fit for higher education;
- three ¾-size photos;
- receipt conforming the payment of the enrollment fee;
- the framework-agreement (tuition contract) for the entire period of academic studies;
- application form, completed and signed by the candidate upon enrolment;
- envelope file folder.

The *tuition fees* for the Management program are available on our website:  
<https://www.artifex.org.ro/taxe-si-tarife/>

Admission to all academic programs is dependent upon the enrolment limitations set by ARACIS and published in the Government's Decision of the current year, in compliance with the ARACIS standards for undergraduate academic programs.

For further information regarding enrolment and admission, please go to:  
<https://www.artifex.org.ro/admitere/>

*We look forward to your becoming our students and partners!*