



REASONS TO CHOOSE UBB

1. High-quality education and research
2. A wide range of multidisciplinary degree programmes (50+ fully in English)
3. An affordable cost of living (student accommodation from 45 EUR/month)
4. Global study opportunities
5. Internationally recognized degrees
6. Equality and respect for diversity
7. High graduation employment rate

WHY UBB?

- one of the most prestigious University in Eastern Europe
- **22 faculties & wide diversity of programs** : humanities, sciences, social sciences & engineering
- **5 teaching languages:**
EN, FR, RO, DE, HU

WHEN?

online: June 22-23, 2023

onsite: June 26-30, 2023

Cluj-Napoca

Babeș-Bolyai University



Mind Your Business Summer School



MIND YOUR BUSINESS: SUMMER SCHOOL ON STRATEGIC BUSINESS THINKING



Reasons to participate:

1. financial support from the ERASMUS+ Program
2. form friendships and connections
3. get a glimpse at Romanian academic and cultural life
4. learn new skills
5. get a crash course in a subject you may want to study
6. receive a grade and 3 ECTS credits
7. win an award for the Best Project



SYLLABUS

BIP ERASMUS+ SUMMER SCHOOL

Academic coordinator

Assoc. Prof. Larissa Bătrâncea, Dr.
Faculty of Business



Induction into the summer school program and objectives + meet & greet (online)



A primer on money and financial behaviour (online)



What consumers' eyes reveal: Eye tracking applied to business (online)



Neuromarketing or the science of understanding customers' responses to marketing strategies (onsite)



Think like an entrepreneur: First steps into building a business (onsite)



Leadership principles and strategies in a digitalized economy (onsite)



Crunching numbers across industries: Financial strategies for managing successful businesses (onsite)



CONTACT US

Carmen Țăgșorean, PhD
Centre for International Cooperation
Babeș-Bolyai University
carmen.tagsorean@ubbcluj.ro