Strategic Management in the Faculty of Economic Studies and Business Administration

The vision of Transilvania University of Brasov focuses on:
- Excellence
- Competitiveness
- Social Responsibility

The mission of Transilvania University of Brasov is that of producing and transferring knowledge to society by:
- Advanced scientific research, development, innovation and technical transfer in the field of sustainable development
- Initial training in tertiary education by means of undergraduate and graduate programmes (MA and PhD)
- Post-graduate programmes
- Development of the university-society interface in terms of common structures and partnerships adapted to a knowledge based society

1. LONG TERM OBJECTIVES OF THE FACULTY OF ECONOMIC SCIENCES

- maintaining the Faculty of Economic Studies as a distinct faculty in Transilvania University of Brasov
- maintaining or improving the current ranking of all bachelor and master programmes (A or B)
- development of faculty’s educational offer in accordance with market demand
- further development of national and international partnerships
- maintaining an optimum number of students that allows the faculty to offer all the programmes at bachelor and Master level
- development of Ph.D. school in other economic domains than marketing

2. SHORT TERM OBJECTIVES

- maintaining the accredited long-distance bachelor programmes
- further development of investment process for improving the faculty’s infrastructure
- developing of post-graduates study programmes
- developing the relationship with the economic and socio-cultural environment and promoting the faculty as a representative entity