

Transnational Mobility in Bachelor and Master Programmes

Master in International Business and Intercultural Strategies (IBIS)

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We Are ...

A young MA programme that was set up in 2008 and that combines two tracks:

1. Business communication in **English, German** and a **third international language** of students' choice (French, Spanish, Italian, Greek)
2. Core **business** and **interdisciplinary** courses tailored for the learning needs of students who do not necessarily have a background in economics

We have an average of 40 students per year.

Mobilities for 2009-2010:

- one Erasmus scholarship in Konstanz University
- fifteen second year students who take a study trip in Germany, to make contacts in various German Chambers of Commerce

Erasmus Partners: Universite d'Angers, Universite de Rouen, Universitat Konstanz, Universidade Nova de Lisboa, Universidad de Zaragoza, etc

We offer...

We believe that ...

STUDENT MOBILITY ENSURES THEIR EMPLOYABILITY!

-Main goals of our mobility window:

- to allow students have contact with a foreign culture
- to apply classroom knowledge in the real business world
- to facilitate student networking with prospective employers or partners
- to prepare students to work in multinational companies.

- Means:

- regular Erasmus exchanges
- mobility scheme: students meet German businesspersons and connect them with their Romanian counterparts, so as to organise a student-run business event.

Strengths:

- sound linguistic training in English and German for International Business and the possibility to learn a third foreign language
- small groups which allow individual learning needs to be addressed
- young and energetic teaching staff, institutional support for mobility schemes, European-level study facilities

Weaknesses:

- Most core business classes are normally offered in Romanian
- rather few international partnerships.

- 4 semesters of Intercultural Business Communication in **English, German** and possibly a third language of students' choice
- Business courses in **International Marketing, Intercultural Diagnosis, Sales Management, Negotiation Techniques, Human Resource Management**
- Interdisciplinary courses in **Leadership, European Institutions and Policies, Diplomacy, Public Relations and Video Production**
- Classes are taught by Romanian and foreign professors (Germany)

Students are required to do one internship and conduct research for their dissertation paper
Erasmus student exchanges can be arranged for first and second year students

In order for our IBIS to spread out its wings and fly, we need your support to build its international "nest" [Network for Exchange of Students and Teachers] in your homeland.

We are interested in establishing new partnerships for student and teacher exchanges, and in allowing our students to use mobility schemes as a practical job-oriented learning experience.

