



**TOPICS FOR DEVELOPING THE BACHELOR THESIS
BUSINESS ADMINISTRATION (BA)**

Assoc. Prof. PhD. GAVRILĂ-PAVEN IONELA

European Economy

- 1.Foreign direct investments – manifestation of globalization (case study of a company with foreign capital)
- 2.Romanian business environment in the context of the single European space (case study at county or region level)
- 3.The role of small and medium-sized enterprises in the development of economic activity (case study at county or region level)
- 4.Development of the activity of the Company (name of the organization) through the implementation of projects with non-reimbursable financing
- 5.Supporting entrepreneurial initiatives by accessing non-refundable funds (case study)

European Business Environment

1. Romanian companies experience on the foreign market. Case study: Society
2. Characteristics of the business environment in the country / trends on the international market in the field of Case study: Society
3. The competitiveness of Romanian products for export. Case study: Society
4. The impact of foreign direct investments on the host country. Case study: Society
5. Analysis of American/German/French/Dutch/Austrian direct investments, etc. in Romania. Case study: Society

Communication And Public Relations

1. The efficiency of the communication system at the level of the organization/society
2. The role of communication in the dynamics of work groups. Case study: Society
3. Public relations within public administration institutions
4. Strategies and methods of communication in public relations within public institutions
5. Making external communication more efficient - identifying communication difficulties and related solutions.



Assoc. Prof. PhD. MAICAN SILVIA

Business Ethics

1. Analysis of ethical issues on the Romanian market
2. The influence of the subliminal in making retail purchase decisions
3. The current ethical dimensions of marketing activity
4. Ethics and social responsibility of companies in the current context
5. Ethics in international marketing
6. Corporate social responsibility in Romania. Case study the company.....
7. Ethical models in business decision-making
8. The ethical dimension of advertising
9. The ethical dimension of online marketing

The suggested topics are indicative. The student can also propose other topics in the field of business ethics.

Tranzactions and commercial techniques

1. Business internationalization – source of competitiveness for companies
2. Lohn operations – form of international outsourcing. Case study – the Romanian market
3. Outsourcing/offshoring and its impact on the evolution of imports and exports
4. Franchising – modern foreign trade technique
5. Tax havens and their place in the world economy
6. Globalization and its implications on international trade
7. Developments of international trade in the age of digitization
8. Unfair commercial practices in international trade
9. Opportunities and challenges in contemporary international trade
10. The COVID-19 pandemic and its implications on global trade
11. The role of transnational companies in the development of international trade
12. Electronic commerce - a challenge and a reality of the contemporary world
13. The evolution of electronic commerce at the regional / national / global level
14. Online stores - advantages and disadvantages in the development of online transactions
15. Mobile-commerce – an opportunity for business development

The suggested topics are indicative. The student can also propose other topics in the field of business ethics.



Lecturer. PhD. MĂLINA DĂRJA

Management

1. Management of hotel activity. Study case:
2. Organisational culture. Study case:
3. Crisis management in organisations.

Entrepreneurship

1. Entrepreneurial culture. Study case....
2. Initiation and business development. Study case....
3. Typology of Romanian entrepreneurs

Strategic management

1. Strategies and politics of a company.
2. Development strategies for a company.

Asocc. PhD. MIREL GLEVITZKY

1. Study on implementing instruments for signalling, managing and solving inconsistencies within the organization...
2. Ongoing improvement of quality by applying the Kaizen principles to the material flow (Gemba Manufacturing) and the informational flow (Gemba Services) in an organization

Director Departament

Assoc. Prof. PhD. MAICAN SILVIA