



**Topics of the admission interview
to the *Industrial Business Management and Entrepreneurship*
Master Study Program**

**Field of study: *Engineering and Management*
Faculty: Technological Engineering and Industrial Management**

Following the interview, the admission board evaluates the candidates based on general criteria and the demonstrated knowledge in the field.

1. Previous or current connections to the field of the master program (*1/3 of the final grade*)

- Study courses (bachelor, master, training) completed in the envisaged or related fields;
- Current or past workplaces in the envisaged or related fields;
- Works/publications in the field: degree project, published scientific articles, participations in student scientific or professional contests;
- Other relevant connections presented by the candidate

2. Motivation to study for the master's degree (*1/3 of the final grade*)

- Presentation of the motives underlying the decision to enroll in the study program. Aspects recommended to be discussed: completed professional training and current experience, envisaged competences and use of such in the candidate's professional career;
- Arguments that support the candidate's availability to participate in the teaching, learning and research activities entailed by the master's program;
- Details concerning the candidate's current activities and ways of reconciliation with the activities entailed by the master's program.

3. Capacity of operating with the specific concepts in the field (*1/3 of the final grade*)

The candidate's answers to questions connecting the current professional knowledge and/or experience to the envisaged field of study covered by the master's program.

The questions will be based on the following **topics**:

1. Management

Basic concepts: management, organization, leadership; Decision making: methods; Organizing leadership and management: structure and forms of organizing

References:

In Romanian:

- Popescu, M. - Management general. Editura Universităţii Transilvania din Braşov, 2011
- Popescu, M., ş.a. - Management. Procesul decizional. Editura Lux Libris, 2002

In English:

- Audretsch, D.B, Link, A.N., Lehmann, E.E. – Entrepreneurship an Industrial Organization, Springer Link, 2020 (Introduction: Entrepreneurship and Industrial Organization | SpringerLink)
- Management Study Guide – Organizational Leadership ([Organizational Leadership \(managementstudyguide.com\)](https://www.managementstudyguide.com/organizational-leadership)) (Leadership and Management; Leadership versus Management; Organizational Leadership)
- Leonard, K. – The Definition of Organizational Management, smallbusiness.chron.com, 2018 ([The Definition of Organizational Management \(chron.com\)](https://smallbusiness.chron.com/definition-of-organizational-management/))
- Management Study Guide – What is Decision Making? ([What is Decision Making ? \(managementstudyguide.com\)](https://www.managementstudyguide.com/what-is-decision-making/)) (What is decision making? Decision Making – Organizational Context; Top down vs Bottom up Decision Making; Steps in Decision Making Process)



2. Business Communication

Communication models; Communication and negotiation techniques; Organizational communication

References:

In Romanian:

- Deaconescu, A. - Comunicare în afaceri. Editura Universității Transilvania din Brașov, 2013

In English:

- Cochran, J. – 10 Strategies for Successful Business Negotiation ([10 Strategies for Successful Business Negotiation - Shapiro Negotiations](#)), SNI, 2020

- Munter, M. – Guide to Managerial Communication, Pearson, 2014 ([0133058077.pdf \(uwcentre.ac.cn\)](#)) (Communication Strategy _

- Masterclass Articles - How to Negotiate a Business Deal – 6 Negotiation Strategies, 2021 ([6 Successful Business Negotiation Strategies \(masterclass.com\)](#))

- Cohen, H. – You Can Negotiate Anything: How to Get What You Want, Kensington Publishing Corporation, 2020

- Donaldson, M.C. – Negotiating for Dummies, Wiley Publishing Inc., Indianapolis, 2007

3. Marketing

Product and product strategy; Price and price strategy; Distribution and distribution strategy; Promotion and promotion strategy

References:

In Romanian:

- Găvruc, C., - Marketing. Editura Universității Transilvania din Brașov, 2006

In English:

- Găvruc, Cristina – Industrial Marketing, Editura Universității Transilvania din Brașov, 2007

Internet resources:

- [43169_book_item_43169.pdf \(sagepub.com\)](#)

- [The 5 most common pricing strategies | BDC.ca](#)

- The 4 Ps of Marketing - [The 4 Ps of Marketing Definition \(investopedia.com\)](#)

