

FSPAC

College of Political, Administrative and Communication Sciences

**COLLEGE OF
POLITICAL, ADMINISTRATIVE
and
COMMUNICATION SCIENCES**

CLUJ-NAPOCA

Message from the Dean



It is my pleasure to introduce you to this great university, to our remarkable college, and to the extraordinary opportunity you have to earn one of the country's most respected degrees in political sciences, public administration, public health, commu-

nication / PR / advertising or journalism. Our faculty care deeply about providing an exceptional education to all our students, preparing them for productive and rewarding future careers in the public, non-profit or business sectors. We all aspire to excellence in teaching, research, and community outreach because the challenges we face today are so important that we must insist on the highest standards of analysis and integrity.

Our educational programs set the standard for both their quality and breadth, stay on the cutting edge and adapt to societal and major policy changes. The College promotes research and education that is multi-disciplinary in nature. We encourage multidisciplinary collaborations among all our departments, other institutions, industry and government to ensure the school is well poised to succeed in our rapidly changing world. Our faculty members work on major governance issues of effective public and non-profit management, innovation and performance, public-private partnerships, and institutional reform.

We distinguish ourselves as a college that turns knowledge-into-action and cares deeply about community involvement. Faculty members often advise local, regional and national public bodies on important policy issues; are contacted for their expertise by the local and national news media on a daily basis and get involved together with the students in helping communities identify development challenges and implement strategies to overcome them.

I invite you to learn more about our college, the impact the college has both regionally in Central and Eastern Europe and nationally, our research priorities, and educational focus in this booklet or by browsing our website. For those interested in changing the society we live in and making a positive impact, for those committed to addressing the challenges transition democracies are facing, the College of Political, Administrative and Communication Sciences at Babeș Bolyai University provides countless opportunities to make a difference.

I look forward to seeing you here.

Dean

Dr. Călin Emilian Hințea

Who we are

The University

Babeș-Bolyai University (BBU) is the largest public institution of higher education in Transylvania and the second largest in Romania. Our University was established in 1581, and it is proud of its multicultural Transylvanian heritage.

Its entire student body amounts to over 53.000 students enrolled in 248 study programs within 21 colleges, where more than 1.700 permanent teaching staff cover a wide array of fields ranging from hard sciences to social sciences and humanities, including arts.

The College

The College of Political, Administrative and Communication Sciences (FSPAC) is one of the most dynamic and rapidly developing colleges within Babeș-Bolyai University. It boasts young faculty members that help provide state-of-the-art knowledge and hand-on skills in a warm, welcoming environment.

Founded in 1995, the College of Political, Administrative and Communication Sciences currently offers six undergraduate study programs and twenty-five master programs in the fields of Political Science, Public Administration, Communication Science, Journalism,

Advertising and Public Health. Students can choose between the two forms of education (full-time and distance learning) and the four teaching languages (Romanian, English, German and Hungarian) available. Our four main undergraduate programs, Political Science, Communication and Public Relations, Journalism and Public Administration, are the top-quality higher education programs in their fields in Romania, according to the ranking of the National Ministry of Education, Research, Youth and Sports, published in 2011.

College mission

Our mission is to form professionals in the fields of political, administrative and communication sciences, creating a stable bond, based on efficiency and utility, between the educational process and the labor market. The teaching, research and extracurricular activities that we provide successfully combine the formal and nonformal education. Our students are encouraged and supported to expand the knowledge gathered during the study semesters through internships within local, regional and national institutions.

The faculty consists mainly of young and dynamic members trained within FSPAC and at prestigious universities from Europe and the United States, who emphasize both interdisciplinary empirical research initiatives and community outreach initiative.

Program values

- Multidisciplinary approach
- Collaboration with other institutions and involvement in problem-solving
- Social responsibility and community outreach
- Promoting dialogue on issues of public importance
- Development of a strong community spirit
- Teamwork
- Promoting lifelong learning and career development
- Involving foreign professors and specialists in teaching and research
- Personal integrity and ethical behavior
- Continuous improvement and adaptation to the environment
- Stimulating student, staff, and academic mobility



Community Outreach

We strongly believe that the academia and faculty have to be an active presence in the community; therefore we are permanently involved in community development projects. We have developed partnerships with a number of rural communities as well as with Cluj-Napoca City Hall, and we are involved in volunteer work throughout the year.

The Public Administration Department of FSPAC has had an important role in elaborating the development strategy of Cluj-Napoca in 2006, coordinating the whole strategic planning process which resulted in the city Development Strategy. Also, the Public Administration Department is currently working on the development strategy of Cluj-Napoca for 2013-2020.

Our College has recently "adopted" a rural community from Transylvania, Beliș, in order to support and sustain its tourism and economic development. Bachelor and Master level students have started to work closely with the local authorities of Beliș in developing the local branding and development strategy.

In collaboration with the City Hall, our faculty and students offer a warm meal to the homeless people in Cluj every week.



Public Administration



The Public Administration Department was created in 1996 on basis of international projects financed by the European Union (Tempus) and the United States. PAD was from the beginning an exception from the other schools of public administration in Romania, mainly as implemented with the support of Western partners, an interdisciplinary approach to the study of public administration. PAD currently has three lines of study (full-time and distance learning) in Romanian, Hungarian and German (the last two lines of study are intended to benefit minorities, which under the right to study in their mother tongue, want to pursue a career in government), unique situation in Romania so far.

BA in Public Administration (in Romanian)

MA In Public Administration (in Romanian)

MA in NGO Management (in English, accredited by EAPAA)

MA in Public Services Management in English, accredited by EAPAA)

MA in Economic Governance of Public Sector (in English, accredited by EAPAA)

MA in Community Development and Urban Planning (in English, accredited by EAPAA)

MA in Conflict Management (in English)

MA in Project Management and Program Evaluation in the Public Sector (in Romanian)

MA in Science, Technology and Innovation in Public Administration (in English)



School of Public Health



The School of Public Health (SPH) is the first undergraduate program in Public Health (all in English) available in all of Central and Eastern Europe. Students have the opportunity for personal and professional development in a multicultural environment.

The program covers every aspect of Public Health, allowing students to focus on their area of interest. This way, the program brings an interdisciplinary approach on Public Health tackling five major fields: Health Policy and Management, Social and Behavioral Health, Epidemiology, Statistics, and Environmental Health.

BA in Public Health (in English)





Political Science

The Department of Political Science is the oldest department in our college, dating back to 1992. It covers the study of politics in the broadest meaning of the word, from institutions and political processes to the way these influence citizen values and the development level of a society. Our students learn to understand the political phenomenon in its complexity, becoming part of a community that values the freedom of speech and the importance of participation, nevertheless acquiring valuable skills for the labor market.

BA in Political Science (in Romanian)

BA in Political Science (in English)

BA in Political Science (in Hungarian)

MA in International Development (in English)

MA in Communication and Political Marketing (in Hungarian)

MA in Management of Political Organizations (in Romanian and English)

MA in Research Design and Social Data Analysis (in English)

MA in Political Communication (in Romanian)

MA in Global Studies (in Romanian)



Communication and Public Relations



The department, benefiting from the presence of a young teaching staff, promotes teaching methods based on a constant interaction with the students. In this way, students are encouraged to think freely, to be creative and to present their opinions using valid arguments. Also, since we live in a society where technology advances in an alert rhythm, the novelty and applicability of the communication styles, as well as that of the information to be offered, become fundamental principles and values.

BA in Public Relations (in Romanian)

BA in Public Relations (in Hungarian)

BA in Public Relations (in German)

MA in Public Relations (in Romanian)

MA in Political Communication (in Romanian)

MA in Advanced Techniques in Communication (in Hungarian)



Advertising



Advertising

The BA program in Advertising is one of the few programs of this type in Romania. The program was developed in response to the needs of the advertising industry. The courses and seminars encompass both theoretical knowledge and practical examples from the market. The graduates with a BA diploma in Advertising work in advertising agencies as copywriters, account planners, account executives, media brokers etc.

BA in Advertising (in Romanian)

MA in Advertising (in Romanian)

MA in Advertising and Public Relations (in German and English)



Journalism Department



The Journalism Department was founded in 1993 and is now part of the College of Political, Administrative and Communication Sciences at Babeş-Bolyai University in Cluj-Napoca. During the last few years, it has developed some of the most competitive media and journalism study programs in Romania. The general and specialty skills and competencies acquired by studying at the Journalism Department allow our alumni to find work in a vast array of subfields of media and social communication: in the print press, in radio, television or in the online media, as reporters, news anchors, photo reporters, camera operators, audio-video editors, online editors or graphic editors/designers.

BA in Journalism (in Romanian)

BA in Journalism (in Hungarian)

BA in Journalism (in German)

BA in Journalism (in English)

MA in Sociocultural Communication (in Hungarian)

MA in Media Production (in Romanian)

MA in Media Communication (in English)

MA in Media Management (in Romanian, online)





Non-traditional learning

Since 1998 FSPAC offers distance and part-time learning education for BA and MA programs.

Students attend classes and courses whenever and wherever there is a computer and internet access, and they can easily plan out a schedule that works for them. Students who participate in this form of studying receive digital course materials along with the bibliography.

In the case of distance and part-time learning, each program adapts its teaching methods and techniques from the full-time studying form to the needs and motivations of the students who participate to this type of learning.

Because of the flexibility offered by online learning, not only undergraduate students, but also individuals who already have full-time jobs or other commitments, are able to take extra courses and even earn their college degrees online.

FSPAC provides distance (BA) and part-time learning (MA) programs for students who will benefit from:

Accredited programs - The curricula applied in full time education is identical to the curricula applied in distance and part-time education;

Permanently available - Online course materials that can be accessed 24/7.

Flexibility - Online education offers flexibility for students who have other commitments;

Networking Opportunities - Students are enrolled in online education programs network with professors, guest lecturers and peers from all over the world;

Open Scheduling - Online education allows professionals to continue their careers while working towards a degree;

Savings - There are no additional costs for transportation and accommodation;

Teaching language - Our online BA and MA programs are offered in Romanian;

For distance learning education (BA) our college offers accredited programs in the following fields: Communication and Public Relations, Journalism, Political Sciences, Public Administration.

For part-time education our college offers accredited master of arts (MA) in the following areas: Advertising, Media Management, Public Administration, Public Relations.

Special attention will be given to the prospective students from abroad, diaspora communities being highly encouraged to apply to our programs.



The College of Political, Administrative and Communication Sciences cooperates with prestigious universities from the Euro-Atlantic zone. This gives our students the possibility to study at our partner universities, the terms abroad being recognized upon return. Along with the mobility, the international agreements provide the opportunity to attend classes taught by guest foreign professors, making our students the beneficiaries of their expertise and knowledge. The academic exchanges are coordinated by The Centre for International Cooperation along with the responsible persons in each department.



International Relations

Our College maintains academic relationships with the following universities from the US:

- Michigan State University
- University of Delaware
- University of Pittsburg
- Florida State University
- State University of New York at Albany
- University of California, Irvine
- University of California, Berkeley
- University of California, Los Angeles
- University of Indiana
- University of Virginia
- University of San Diego
- University of Georgia
- University of Iowa

Within the ERASMUS/SOCRATES Program, our College holds bilateral agreements with:

- Universität Salzburg, Austria
- IHES, Brussels, Belgium
- IHECS, Brussels, Belgium
- Université Libre de Bruxelles, Belgium
- Tallin University of Technology, Estonia
- Université Paris 8, France
- Carl von Ossietzky Universität Oldenburg, Germany
- Ludwig Maximilians Universität, Munich, Germany
- Viadrina Universität, Frankfurt, Germany
- Corvinus University, Budapest, Hungary
- Universita degli Studi di Teramo, Italy
- Stichting Haagse Hogeschool, Haga, Netherlands

- University of Nijmegen, Netherlands
- Stiftelsen Högskolan Jönköping, Sweden
- School of Advanced Social Studies, Nova Gorica, Slovenia
- University of Ljubljana, Slovenia
- CEU Cardinal Herrera, Valencia, Spain
- Universidad Carlos III de Madrid, Spain
- Universitat Pompeu Fabra, Barcelona, Spain
- Universidad San Jorge, Spain
- University of Ankara, Turkey
- University of Sussex, United Kingdom
- University of Heidelberg
- University of Southern Denmark
- European Health Management Association



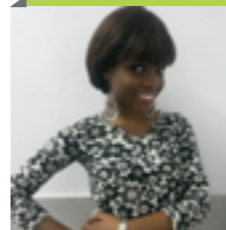
Out of the Classroom

Focusing on the current interests of its students, the College of Political, Administrative and Communication Sciences offers them the opportunity to participate in activities and projects within their areas of interest, thus having the chance to learn and relax at the same time.

The College provides the students with a lot of extracurricular activities coordinated and organized by members of the teaching staff. Some examples:

- **FSPAC Mountain Club**
- **50mm Photoclub**
- **Board Games Night**
- **Library Club**
- **Applied Research Club**
- **CinemAP**
- **Football championship**
- **Media History Club**
- **Theater Club**





Gloria Ogah, Nigeria, Master Student of Media Communication from 2013

FSPAC is an exceptionally warm, conducive and convenient place to study. I was thrilled when I first arrived by the warmth and acceptance of the people both within and outside the college. The city of Cluj-Napoca is organized, secure and extremely beautiful. Little wonder the great diversity with students from different parts of the world which gives richness and depth in knowledge of cultures and traditions. I must say FSPAC is a total package of a beautiful environment, astute lecturers/professors, knowledge impact, warm and hospitable people and fun filled environment. I totally love it here!

Donnielle Johnson, USA, MHIRT student at the Cluj School of Public Health in 2009

Being at CSPH was such an incredible experience. Everyone conducted their own research with such enthusiasm; I was often surprised at the passion for discovery that is characteristic of each researcher. I learned a great deal from being in such innovative and intelligent company. Moreover, the research I conducted was fascinating, and the responsibility I had was rewarding. I was able to work as practical work on a variety of projects ranging from collecting avian flu samples in the Danube Delta to collecting samples from the Roma community to test the air quality of their homes. In addition to the invaluable research experience I gained, I was able to witness the alluring beauty and charming culture of Romania. Interning at the CHPPH made me realize the value of international colleagues and their opinions. Without a doubt, I will use what I learned to improve my independent research here in the States. Furthermore, the experiences I had have definitely widened my perspective on global public health issues and the importance of public health research.

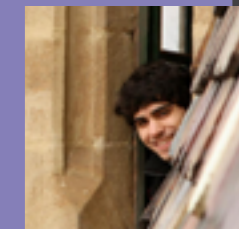


Madina Tulegenova, Kazakhstan, student at the Political Science Department from October 2010

I really like and enjoy being in Cluj. It is a beautiful city and people are very friendly and open to help in here. At the faculty I mainly like the flexibility of the schedule. We program the days of the courses along with our colleagues and then discuss this with the professors. Also, I like the fact that I can study in English. I really like the professors of the faculty. All of them are really intelligent and speak English perfectly. They are always ready to help you and explain the things you are having problems understanding.

Eduardo Alvarez-Lopez, Spain, Erasmus student at the Journalism Department from October 2011

I decided to stay in Cluj for two semesters because I fell in love with the city, the country and the atmosphere. I felt that one semester was not enough, so I decided to prolong my stay. I made really good friends from different countries and I learn a lot about their lives, about different cultures. Also, the teachers were nice to me. When I arrived to Romania I didn't know to speak English or Romanian, so all of them were very kind and they tried to help me all the time. With the colleagues it was the same; I felt very comfortable during the classes, even if I was from another country. The staff of the University was also very helpful and kind and they made my stay here much easier.



Dorothée Karekezi, Belgium, Erasmus student at the Journalism Department from October 2012

This Erasmus experience in Cluj will change my way of thinking forever. First I didn't want to participate in an Erasmus. But I have no regrets at all. I found here what I was searching for. After 5 months of staying in Cluj, I'm sure I will really miss this little city and its people. Now I'm more critical regarding my country. For example, compared to my city, Brussels, people here are more spontaneous and generous. It's so interesting to learn another culture and point of view on life. I appreciate this simple Romanian way to live. Each problem has a solution. As my Romanian friends like to say, "everything is possible in Romania!". I now consider Cluj my "second home" but I think it's better for me to leave it now because if I would have the opportunity to stay more, maybe I wouldn't go back to Brussels anymore!



Studying in Cluj-Napoca

Cluj-Napoca is the largest city in Transylvania, with a population of around 300,000. Cluj is a university and multicultural city (10 universities, 90,000 students) and offers plenty of opportunities to go out and have fun:

- There are 3 international film festivals during the year, with the TIFF topping them, boosting over 20,000 spectators each year.
- There are two national theaters (Romanian and Hungarian national theaters) accompanied by the National Philharmonic to cover any cultural interest or needs you may have.
- There's a booming night life between September and July in the bars and the beer gardens in the old center of the town.
- Music lovers can choose from several major music festivals (Peninsula, Electric Castle, Jazz in the Park).
- If outdoor activities are your thing, you can find a lot of beautiful places for taking one or two-day trips on the hills and mountains around the city (Cheile Turzii, Valea Ierii, Muntele Rece, Baisoara).
- Sports venues (football, tennis, basketball etc.) can be found in all the parks and neighborhoods of the city
- Finally, you can find anything you need for your shopping longings in the two large malls – one in the city (Iulius Mall) and one at the outskirts of the city (Polus Center).



FSPAC

The best Public Administration, Communication, Journalism and Political Science programs in Central Europe

Over 100 international students and graduates

4 teaching languages

Romanian
English
Hungarian
German

25 master programs

8 in English
13 in Romanian
3 in Hungarian
1 in German

Over 3,000 students.
Over 10,000 graduates.

70%
of faculty
has studied in US
or Western Europe

more than 10* student clubs

* each semester, new clubs are created



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