



# FSPAC

**College of Political, Administrative and  
Communication Sciences**

[contact@fspac.ro](mailto:contact@fspac.ro)



**Babeş-Bolyai University**  
Mihail Kogălniceanu nr. 1, 400084  
Cluj-Napoca, Romania  
[www.ubbcluj.ro](http://www.ubbcluj.ro)

# 2019/2020

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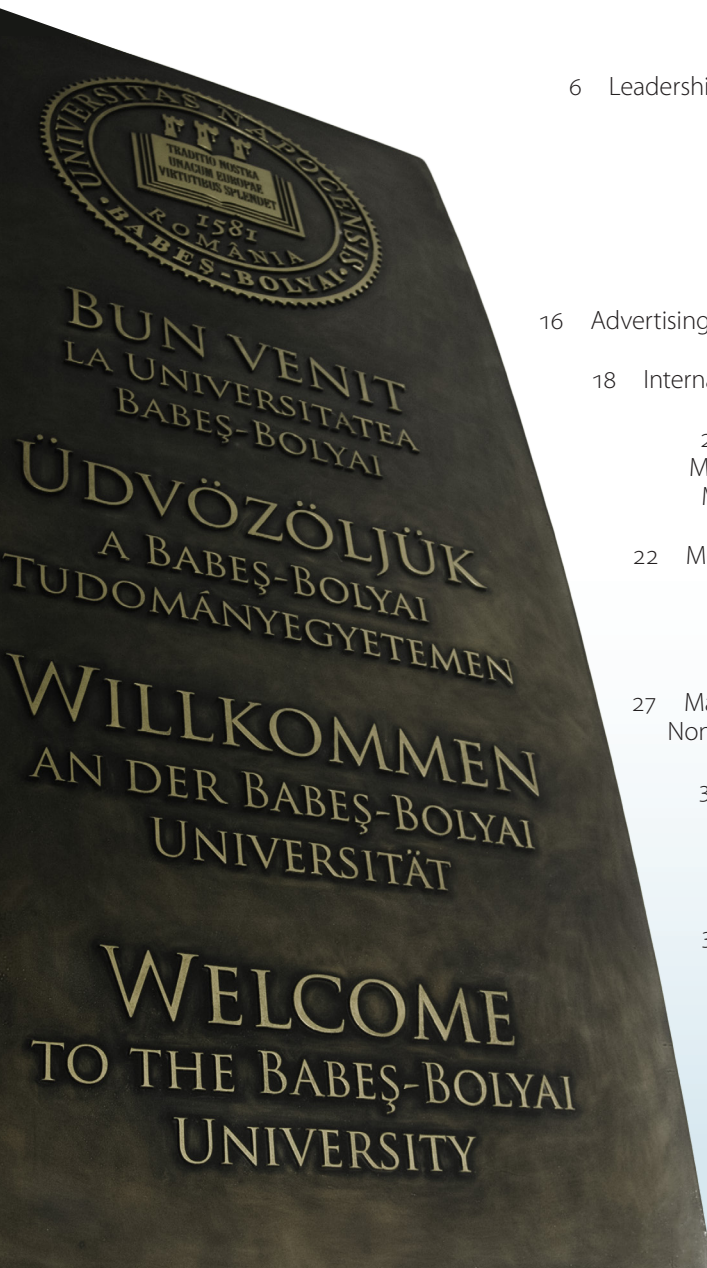
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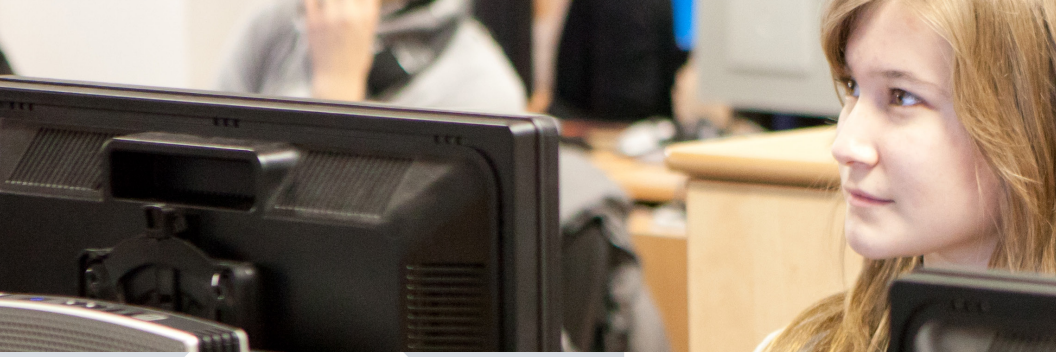




# EUROPE/US EDUCATIONAL HUB

**Babeş-Bolyai University** is the largest public institution of higher education in Transylvania and the second largest in Romania. The establishment of a Jesuit College in Cluj in 1581 laid the foundation for the city's long-standing reputation in higher education in Central Europe. Considering its multicultural Transylvanian heritage, **Babeş-Bolyai University** has almost 140 years of uninterrupted academic tradition in Cluj-Napoca. Its entire student body amounts to over 53.000 students enrolled in 248 study programs within 21 colleges where the over 1700 permanent teaching staff cover a wide array of fields ranging from the hard sciences to social sciences and humanities, including arts.

**The College of Political, Administrative and Communication Sciences** at Babes-Bolyai University is a unique institution in the Romanian educational landscape due to its Western legacy and international cooperation programs. The young and dynamic faculty members emphasize both interdisciplinary empirical research initiatives and community outreach activities. The four main undergraduate study programs, **Political Science, Communication Science and Public Relations, Journalism** and **Public Administration** have been ranked as top-quality higher education programs in Romania.



# QUALITY ASSURANCE

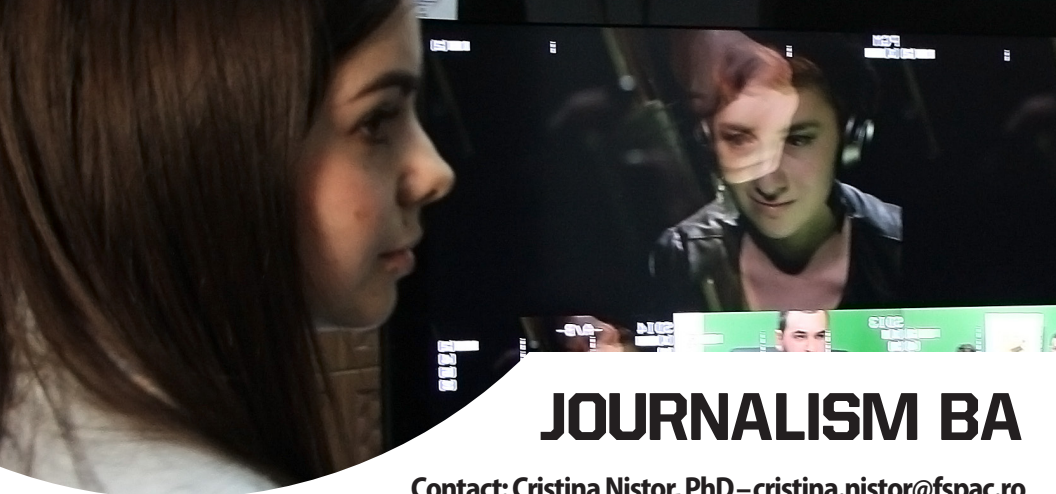
**T**hrough the involvement and continuous development of all those participating in the educational process, the internal organization of the university quality assurance process aims at establishing and meeting the performance criteria for the activities that cover the following three dimensions: teaching activities, scientific research and provision of services.

The criteria that allow Babeş-Bolyai University to evaluate the quality of higher education programmes or institutions are diverse, responding to the multiple dimensions of the academic activity: legal, professional, economic, managerial, the relationship with students' expectations, the relationship with employers' expectations, the relationship with the labour market, organizational, openness towards the future.



# STUDY PROGRAMS





# JOURNALISM BA

Contact: Cristina Nistor, PhD – [cristina.nistor@fspac.ro](mailto:cristina.nistor@fspac.ro)



**T**he Journalism BA program taught in English at FSPAC is the newest of the Journalism study programs taught in four languages: Romanian, Hungarian, German and English. Taught in the multicultural Transylvanian context, the six-semester study program focuses on international media and delivers key competences in news writing, photojournalism, broadcast journalism and online media.

The curriculum features production activities in simulated newsrooms, project-based competitions, optional courses aimed at developing practical skills in creative writing, photo editing, layout and design for both print and online media, and video journalism.

The young faculty teaching in the study program emphasize critical thinking, team work and the development of student projects, especially in the online media. The regular teaching staff is supplemented by visiting professors from Spain, Ireland and France.

Extracurricular activities in student media institutions such as UBB Radio, UBB TV and the 50mm Photo Club provide opportunities for both professional experience and socializing.

*When I decided to study in Cluj, I did not know anything about the city or the faculty. I just looked up the courses and the programs on the website. I arrived in Cluj in the last week of September. By the beginning of November, I had already fallen in love with the city. The main reason why I like it so much is because of the student environment. Moreover, in the city there are a lot of possibilities of visiting places or sightseeing. There are lots of cultural events, interesting clubs and cafés, leisure places and sport facilities.*

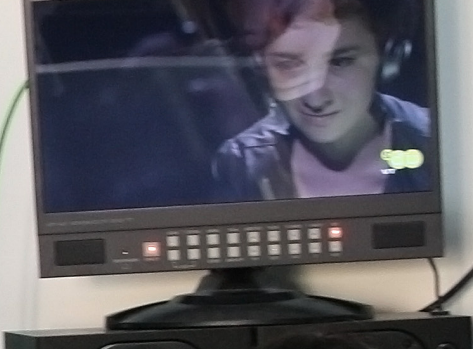
Joel Hernandez Cazorla, Spain

# EJTA

European Journalism Training Association

\*Each semester requires students to choose one of the two optional courses set in italics, in addition to the mandatory ones. ➔

\*\*The total number of ECTS credits for the disciplines (including the optional course) in each semester is 30.



DISCIPLINES*	ECTS**
<b>SEMESTER I</b>	
Introduction in Media Studies	5
Visual Communication	5
Introduction in Reporting	5
English Grammar	4
Creative Writing	3
Academic Writing	4
<b>Media and Popular Culture</b>	<b>4</b>
<b>SEMESTER II</b>	
Photojournalism	4
Radio Journalism	4
TV Journalism	4
Online Journalism	4
News Writing	4
Media Internship (I)	6
<b>Audio-Video Editing</b>	<b>4</b>
<b>Photo Editing</b>	<b>4</b>
<b>SEMESTER III</b>	
European Journalism	5
Investigative Reporting	5
Public Institutions and policies	3
New Media Theory	5
Radio Workshop	4
Physical Education (I)	2
<b>Verbal and Nonverbal Expression</b>	<b>4</b>
<b>Editorial Design</b>	<b>4</b>

DISCIPLINES*	ECTS**
<b>SEMESTER IV</b>	
Styles of Writing	4
Production of a Publication	4
European Media Law	4
TV Workshop	4
Physical Education (II)	2
Media Internship (II)	6
<b>Data Journalism</b>	<b>4</b>
<b>Multimedia</b>	<b>4</b>
<b>SEMESTER V</b>	
Media Research Methods	5
Ethics and Professional Deontology	5
Media Relations	5
Online Communication	4
Foreign Language	3
<b>Intercultural communication in the media</b>	<b>4</b>
<b>Alternative Media</b>	<b>4</b>
<b>Videojournalism</b>	<b>4</b>
<b>SEMESTER VI</b>	
Opinion Writing	5
Media Analysis	5
Political Journalism	5
Introduction in Social Sciences	4
Introduction in Advertising	4
Foreign Language	3
<b>Social Media Analysis</b>	<b>3</b>
<b>Film Studies</b>	<b>3</b>



# LEADERSHIP OF THE PUBLIC SECTOR BA

Contact: Bogdana Neamțu, PhD – [neamtu@fspac.ro](mailto:neamtu@fspac.ro)

**E**ducation and professional development are considered central issues in civil service development and public administration reform. The contemporary economic and social environment poses numerous and complex challenges to those holding leadership positions, who need to be equipped with the adequate set of skills and competencies in order to have a proper response.

FSPAC's *Leadership of the Public Sector* program is designed to offer the necessary skills and competencies, to master these challenges, through a modern interdisciplinary approach and innovative disciplines, by combining theoretical knowledge from fields such as sociology, public administration, political science, management and economics with practical skills and abilities. LPS classes are designed to develop critical thinking, proactiveness and problem solving skills. Leadership is about building consensus and persuade followers, which means that a significant part of activities involve group tasks and initiatives. The program also extensively uses „the case method”, in which students analyze practical policy issues for which they need to find solutions and sell them to critical stakeholders.





The program is conceived as a complete experience that offers students the skills and know how they need to lead public and nonprofit organizations. The program is constructed around different and diverse activities – classroom debates and simulations, team working groups, project based activities – meant to provide students with the opportunity to practice different leadership roles through active participation, self-reflection and feedback. Throughout the three year period, students are empowered to create and cultivate their own leadership qualities and put them into practice by taking part in our specific development activities (internship programs, research projects, volunteering, community development and community action).

After graduation, students have the possibility to continue their educational development by following our American MPA program which offers the possibility to further specialize in either public service and NGO management or community development and governance.

## **Career**

Graduates of this program will work in all levels of government (European, state, regional, and local), in nonprofits, in international organizations, consulting firms, and in the private sector.

DISCIPLINES*	ECTS**
<b>SEMESTER I</b>	
Introduction to Public Administration	6
Environmental policy	6
Computer Skills	5
Introduction to Political Sciences	5
Research Methods in Social Sciences	5
Foreign language	3
Physical education (I)	2
<b>SEMESTER II</b>	
Political Economy	6
Academic Writing	5
Organization Theory	5
Internship 1	3
Foreign language	3
Physical education (II)	2
<b>SEMESTER III</b>	
Administrative Law	8
Public Finance and Budgeting	7
Regional Policies	5
Decision Making	5

DISCIPLINES*	ECTS**
<b>SEMESTER IV</b>	
Financial Management	5
Public Management	6
Public Governance	6
Programme Evaluation	6
Internship 2	3
<b><i>Community Development</i></b>	<b>4</b>
<b><i>Urban Planning</i></b>	<b>4</b>
<b>SEMESTER V</b>	
Human Resources Management	5
Public Policy	5
Leadership	7
NGO Management	5
European Union: Mechanisms and Institutions	4
<b><i>Organization Development and Change Management</i></b>	<b>4</b>
<b><i>Ethics</i></b>	<b>4</b>
<b>SEMESTER VI</b>	
Research Seminar	7
Public Marketing	7
Project Management	7
Internship 3	3
<b><i>Conflict Management</i></b>	<b>6</b>
<b><i>Public Policy Analysis</i></b>	<b>6</b>

\*The semester with two courses in italics requires students to choose at least one of the two optional courses, in addition to the mandatory ones.

\*\*The total number of ECTS credits for the disciplines (including the optional course) in each semester is 30.

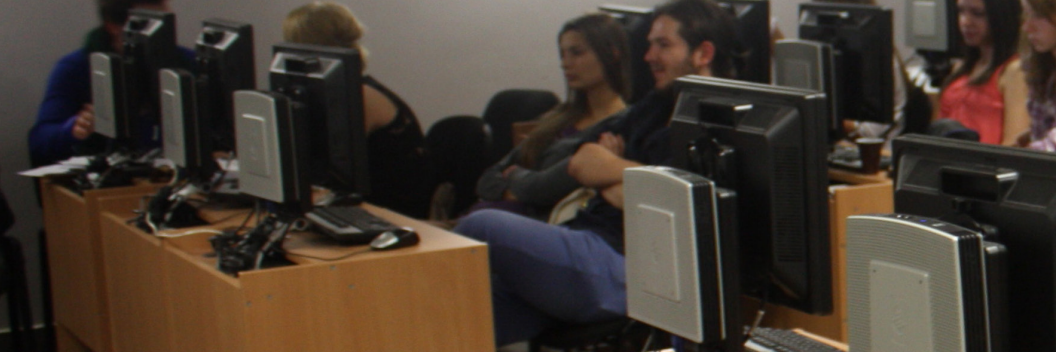


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UNIDIR  
La vérification de la maîtrise  
des armements

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de la Commission européenne  
de Belgique et de la Région wallonne  
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Security and Military  
New Titles and  
Welt Trends  
Zeitschrift für Internationale Politik  
Konfliktherd  
Kaukasus



# POLITICAL SCIENCE BA

Contact: Bogdan Radu, PhD – [bogdan.radu@fspac.ro](mailto:bogdan.radu@fspac.ro)



*My name is Celina Balaj and I belong to the first generation of students graduating the BA program in Political Science, and I can say that I am very pleased with my decision. During my studies I encountered young and dedicated professors that always encouraged me and thus I am now enrolled in an MA program in International Relations at the Vienna University, specializing in International Relations. I consider that our faculty has one of the best departments of political science in Romania, if not the best.*

Celina Balaj, Spain

**T**he BA program in **Political Science** at Babeş-Bolyai University aims to offer an inside perspective on how democracy is constructed and consolidated in Romania and other “new” democracies. We have the unique advantage of being able to explore and analyze fundamental political and social change as it unfolds. Therefore, if you are interested in understanding how democracy becomes consolidated, how EU membership affects it, how former communist countries undertake changes in values and become multicultural societies, our young team is happy to welcome you. We strive to create an interactive and democratic milieu in which students’ ideas and involvement in the department’s research and extracurricular projects are encouraged.

Our department has been ranked first in the country in excellence in research in different rankings, and many of our academic staff gained their graduate education at prestigious universities in Western Europe and the United States of America. We are well connected with both the political and policy making spheres and the civil society sector and offer many opportunities for internships that help our students find a career path at early stages during their studies.



Career opportunities: political analyst, social scientist, civil servant, European civil servant, civil society, political counselor, campaign specialist, diplomacy.

### Research and extracurricular activities:

The Center for the Study of Democracy (CSD) is an organized research unit affiliated with the Department of Political Science and gathers students and professors alike interested in topics centered upon democratic transition and consolidation, political culture, education and its relationship with democracy, elections and political participation, migration, international relations and democratic values, deliberative democracy, leadership, minorities' rights and integration.

We encourage our students to participate in various projects run by partner local nongovernmental organizations, allowing students to become involved in the community.

DISCIPLINES*	ECTS**
<b>SEMESTER I</b>	
Introduction to political science	6
Introduction to social science methodology	6
Political institutions. The Romanian political system	5
Introduction to political anthropology	4
Academic writing	3
Computer skills	3
Foreign language	3
Physical education	2
<b>SEMESTER II</b>	
Multiculturalism and intercultural communication	4
Introduction to international relations	5
The history of political thought. Classical political theory	5
Constitutional Law	5
Foreign language	3
Physical education	2
<b>Gender studies</b>	<b>4</b>
<b>Open course from other departments and faculties</b>	<b>4</b>





DISCIPLINES*	ECTS**
<b>SEMESTER III</b>	
Comparative politics: theory and method	6
Qualitative methods in political sciences	4
International relations theory	4
Political philosophy. Modern political theory	4
Introduction to public administration	4
<b><i>NGO management</i></b>	<b>4</b>
<b><i>Open course from other departments and faculties</i></b>	<b>4</b>
<b>SEMESTER IV</b>	
Quantitative methods in political science. Applied statistics	5
European parties and party systems	5
Public policy	4
Political ideologies. Democratic theory	5
Introduction to political economy	4
Professional internship	3
<b><i>Electoral politics</i></b>	<b>4</b>
<b><i>Citizenship and human rights</i></b>	<b>4</b>
<b><i>Civil society and political culture</i></b>	<b>4</b>
<b><i>Gender studies</i></b>	<b>4</b>
<b>SEMESTER V</b>	
Research seminar	5

DISCIPLINES*	ECTS**
Political behavior	4
Transition and democratization in East Central Europe	7
Political ethics	5
<b><i>Multiculturalism and intercultural communication</i></b>	<b>4</b>
<b><i>NGO management</i></b>	<b>4</b>
<b><i>Comparative legislative procedures</i></b>	<b>4</b>
<b><i>Open course from other departments and faculties</i></b>	<b>4</b>
<b>SEMESTER VI</b>	
Political institutions: EU: law, institutions and policies	6
Public policy analysis	7
Ethnopolitics	6
Professional internship	3
<b><i>Electoral politics</i></b>	<b>4</b>
<b><i>Citizenship and human rights</i></b>	<b>4</b>
<b><i>Civil society and political culture</i></b>	<b>4</b>
<b><i>Gender studies</i></b>	<b>4</b>

\*Semesters I-IV require students to choose *one* of the optional courses set in italics, in addition to the mandatory ones. Semesters V and VI require students to choose *two* optional courses.

\*\*The total number of ECTS credits for the disciplines (including the optional courses) in each semester is 30.



# PUBLIC HEALTH BA

**Contact: Răzvan Cherecheș, PhD – [info@publichealth.ro](mailto:info@publichealth.ro)**

**T**he Cluj School of Public Health (SPH) ([www.publichealth.ro](http://www.publichealth.ro)) is the first undergraduate program in Public Health available for students in Romania and in the entire Central and Eastern Europe.

In the context of the 21st century, public health represents a field that addresses some of the world's most important priorities: the one of protecting and improving the health of the communities we live in. In accordance with this, the SPH program was designed in order to prepare independent professionals in the field of Public Health at the highest standards. The program is customized so as to cover every aspect of Public Health's field, but it also allows 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.

The program is based on a distinctive teaching and learning model which follows the pattern of the structural reform of the system, and seeks to change the face of higher education. There are several key differences from the classical, theoretical teaching system, and these include: innovative teaching and learning practices; courses that bring theory together with job experience; applied research studies and community oriented projects; experienced and engaged professors, some of them being international professors from universities in Europe and United States of America; acknowledgement of both national and international context; access to online bibliography; informal educational setting and extracurricular activities.

## **Career opportunities:**

As a public health professional you will have the opportunity to work in a challenging and dynamic field as Public health is much more than treating patients; public health is about preventing problems before they happen.

Depending on your interests and skills, together with the knowledge and abilities acquired during the program, you can pursue a career in health policy and management, health administration, social and behavioral health, epidemiology, biostatistics, environmental health or health education in local, national or international settings, whether private or public and belonging to the profit industry or to the nongovernmental field. All these include institutions, organizations, NGOs, hospitals, agencies, medical group practices, health departments, universities, firms, government agencies where you can work in positions like researchers, project managers, consultants, professors, policy makers, health analysts, all this in order to improve access to health care, control infectious diseases, reduce environmental hazards, reduce domestic violence, combat substance abuse, prevent injuries and determine people to adopt healthy behaviors.

## **SPH Career-building program**

In order to support the professional development of our students and help them make a smooth transition into the labor market, but also to develop their skills according to the market needs, we created the SPH Career-building program. Based on several partnerships with significant/leading private companies working in the field, the program encompasses several mechanisms to support the above mentioned objectives, including:

- C-SPH Career Board assemble – consisting of representants from each of the partner companies. On regular meetings, they decide on how to adapt the curricula and students' set of knowledge and skills according to labor market.
- C-SPH Internships program – in order to apply the knowledge acquired during courses in real-life situations our students have the possibility to undertake different internships offered by our partner institutions.
- Corresponding to the institutional needs of our partner companies the SPH students have the opportunity to compete for different job positions offered by our partners.

## **Research and extracurricular activities:**

As a student at SPH you have access to a portal of opportunities and activities that contribute to your professional development, but that will also enrich your personal experience. You will have the opportunity to explore each topic beyond the textbook in a program especially designed to link learning, teaching and research in a way in which theoretical knowledge can be applied. You won't just learn about how to promote healthy habits, you will also learn how to develop, implement and evaluate public health programs which will encourage this; you won't just study theories, but you will conduct studies and develop new ones. All of our students will have access to these opportunities as our educational and extracurricular activities will involve:



DISCIPLINES*	ECTS**
<b>SEMESTER I</b>	
Introduction to Public Health	6
Introduction to Public Administration	6
Health psychology	6
Health Systems	6
<b>Health Geography and GIS</b>	<b>6</b>
<b>Quality management</b>	<b>6</b>
Foreign languages	3
Sport	0
<b>SEMESTER II</b>	
Introduction to research methods	6
Statistics	6
Public management	6
Social epidemiology	6
<b>Health sociology</b>	<b>6</b>
<b>Strategic planning</b>	<b>6</b>
Foreign languages	3
Sport	0
<b>SEMESTER III</b>	
Prevention of communicable and non-communicable diseases	5
Communication methods	5
IT and Health Services	5
Health policy	5
<b>Occupational health and ergonomics</b>	<b>5</b>
<b>Qualitative research methods</b>	<b>5</b>
<b>Human resources</b>	<b>5</b>
Professional practice	3

- community oriented projects and activities which transform knowledge into practice by giving you the opportunity to work directly on the field;
- direct implication in research projects, both in research and project management positions undertaken within internships;
- customized training programs.

DISCIPLINES*	ECTS**
<b>SEMESTER IV</b>	
Advanced research methods	5
Social determinants of health	5
Public economics	5
Health services finances	5
<b>Environmental health policy</b>	<b>5</b>
<b>Healthcare management</b>	<b>5</b>
<b>Pharmaceutical management</b>	<b>5</b>
Professional practice	3
<b>SEMESTER V</b>	
Program design, implementation and evaluation	6
Social Marketing	6
Scientific writing	6
Applied research methods	6
<b>Maternal and Child Health</b>	<b>6</b>
<b>Health economics</b>	<b>6</b>
Professional practice	3
<b>SEMESTER VI</b>	
Health law and ethics	6
Health campaigns	5
Violence and injury prevention	5
Organizational analysis and design	5
Grant writing and implementation	3
<b>Evidence+based practice and policy</b>	<b>3</b>
<b>Mental health</b>	<b>3</b>
<b>Health economics</b>	<b>3</b>
Professional practice	3

\*Each semester requires students to choose one of the optional courses set in italics, in addition to the mandatory ones.

\*\*The total number of ECTS credits for the disciplines (including the optional course) in each semester is 33.



# ADVERTISING AND PUBLIC RELATIONS MA

Contact: Delia Balaban, PhD – [balaban@fspac.ro](mailto:balaban@fspac.ro)



*I liked the practical orientation of the master program and the interaction with teachers from abroad, showing us interesting perspectives on the subject. Open-minded teachers and helpful colleagues made my master a success.*

Helena Bähr, Germany

**T**he Advertising and Public Relations MA was developed as a response to the development of the communication market and it is addressed to both BAs in communication and alumni of different other programs. During four semesters, relevant theoretical aspects of communication, advertising and PR will be presented by a teaching staff that has a solid international experience. We are focused on the development of practical skills in the field.

The MA students will learn the advertising and PR processes and how to interact with clients and the media. Practical seminars encourage working in groups and the design of PR and advertising campaigns are part of the program. Of special interest for the program are the new advertising and PR instruments that are related to new media and social network sites.

## Carrer opportunities:

Several positions in advertising and PR agencies such as: creating director, copywriter, media planner, PR officer.



Working positions in the field of communication in several public and private organization such as: spoke person, PR manager, communication manager.

### Extracurricular activities:

**The Student Advertising Festival** that is developed together with Amprenta Advertising, Reset Media, Trend Communication, Vitrina Advertising and IAA YP.

**The Vitrina Seminar:** each year the Vitrina advertising agency from Cluj-Napoca organizes a special class for our MA students that is held by several practitioners from the agency from several departments.

**The Branding Workshop:** a practical seminar where MA students are encourage to develop branding projects and they meet practitioners.

### Research:

Some of our main interest are advertising and new media, PR and new media and social network sites. Several of the papers of the MA alumni were published in the Transylvanian Review of Communication Sciences

DISCIPLINES*	ECTS**
<b>SEMESTER I</b>	
Research methods in PR and advertising	6
Marketing	6
Advertising	6
Communication theories	6
History of advertising	6
<b>SEMESTER II</b>	
Strategic communication management	6
Media systems	5
Ethics in PR and advertising	6
Audio-video advertising	6
Internship	3
<i>History of culture and civilisations</i>	<b>4</b>
<i>Tendencies in contemporary culture</i>	<b>4</b>
<b>SEMESTER III</b>	
Public Relations	6
BTL Instruments	6
Internal communication	5
Crisis communication and PR	5
Internship	3
On-line advertising and PR	5
<b>SEMESTER IV</b>	
Research seminar	4
Branding	8
Outdoor advertising	7
Event marketing and management	7
<i>Quality management</i>	<b>4</b>
<i>European governance</i>	<b>4</b>

\*Semesters II and IV require students to choose one of the two optional courses set in italics, in addition to the mandatory ones.

\*\*The total number of ECTS credits for the disciplines (including the optional course) in each semester is 30.



# INTERNATIONAL DEVELOPMENT MA

Contact: Bogdan Radu, PhD – [bogdan.radu@fspac.ro](mailto:bogdan.radu@fspac.ro)

The MA program in **International Development** at the College of Political, Administrative and Communication Sciences started in 2010 through a start-up grant from the Romanian Ministry of Foreign Affairs and the United Nations Development Program. Romania is an emergent donor in international development and also a country with extensive recent experience in democratization and democratic consolidation. Therefore, studying international development in Romania is a very attractive option for those interested in how new member states of the European Union assume their roles as emergent actors (Romania's international development cooperation policy official website is <http://www.aod.ro/>).

We carefully balance theoretical knowledge with the acquisition of practical skills central to this field, such as leadership, project management and research design. Our teaching staff includes recognized specialists in the field from Romania and abroad, and also practitioners coming from the governmental and non-governmental sectors. In this program we capitalize on Romania's experience with transition to democracy and correlate it with international development. Students and professors alike debate over hot topics such as migration, global health and post-conflict reconstruction. We offer exciting internship opportunities, either with the Romanian Ministry of Foreign Affairs or with high-profile non-governmental institutions.



Romanian Ministry of Foreign Affairs



United Nations  
Development Programme



Official Development Assistance



DISCIPLINES	ECTS
<b>SEMESTER I</b>	
Introduction to the study of international relations and comparative politics	8
International political economy	8
Introduction to social science methodology	8
Academic writing	6
<b>SEMESTER II</b>	
Developing nations. Democratic transition and international development	7
International organizations and international development	8
Public policy analysis	7
Theories and approaches in international development	8
<b>SEMESTER III</b>	
Migration and international development	8
Development assistance and post-conflict reconstruction	6
Participatory research: applied methods for sustainable results	8
Project management	8
<b>SEMESTER IV</b>	
Professional internship	10
Research seminar (dissertation writing)	8
Program evaluation	6
Optional course	6

### Career opportunities:

Working directly in the development field either in a governmental or a non-governmental organization, at the national or international level, or as a political analyst, social scientist, political counselor.

### Research and extracurricular activities:

The Center for the Study of Democracy (CSD) is an organized research unit affiliated with the Department of Political Science and gathers students and professors alike interested in topics centered upon democratic transition and consolidation, political culture, education and its relationship with democracy, elections and political participation, international relations and democratic values, deliberative democracy, leadership, minorities' rights and integration. We encourage our students to participate in various projects run by partner local non-governmental organizations, especially those directly involved in the field of international development.



# CONFLICT ANALYSIS AND MANAGEMENT INTERNATIONAL MASTER PROGRAM (IMPACT)

Contact: Christian-Radu Chereji – [chereji@fspac.ro](mailto:chereji@fspac.ro)



**T**he International Master Program in Crisis and Conflict Management (IMPACT) is unique in Romania and has been running for the last 8 years as an interdisciplinary academic project under the auspices of the Public Administration and Communication Science Departments of FSPAC. The master program combines academic excellence with practitioner depth, offering both knowledge in the field of conflict studies and skills in the management and resolution of interpersonal, intergroup or interstate conflicts.

The classes are interactive and the participants are involved in research projects meant to develop the skills they need to effectively manage crises and conflicts. Among the major areas of study are mediation and negotiation techniques, shaping decision processes in crisis situations, strategic management and methods of amicable conflict resolution.

*When I finally decided to come to Romania some friends were worried about my choice, but life here has been wonderful, the fees are quite affordable for an average family, my classmates are fantastic and gregarious, the professors and administrative staff are highly competent and always willing to be of help during and after classes. Generally speaking, Romanians are extremely welcoming, especially towards people of colour.*

*Studying at Babeş-Bolyai University also provides you a unique opportunity to discover the beauty and culture of Romania, where ancient castles stand side by side with modern architecture. The colleges, parks, restaurants, libraries and social life that make up the atmosphere in this truly amazing country draws thousands of students from all over the world. Indeed it's a home away from home and I'm glad I made the choice to be here.*



The research projects included in the master's program focus mainly on offering feasible solutions to situations of actual conflict, to situations which currently affect society. Our students have the opportunity to take part in projects run by the Center and its partners, public and private institutions from Romania and abroad. The focus point of the program is conflict analysis, our basic philosophy being that durable resolution cannot be conceived without a proper and in-depth understanding of the conflict dynamics.

The program benefits from a young and dynamic teaching staff, whose members have certified national expertise in their fields of teaching. The staff is not only made up of faculty members, but also of practitioners in the field of conflict resolution, and of certified mediators.

\* The total number of ECTS credits for the disciplines in each semester is 30.

\*\* Students must choose the three optional courses from Babeş-Bolyai University's other MA programs.

<b>DISCIPLINES</b>	<b>ECTS*</b>
<b>SEMESTER I</b>	
Conflict Theory and Research	8
Theory and Practice of Social Research	8
Civilisation, Culture and Conflict in the Modern World	8
Optional course 1**	6
<b>SEMESTER II</b>	
Effective Communication	8
Strategic Decision Making	8
Negotiations	8
Optional course 2**	6
<b>SEMESTER III</b>	
Strategic Planning	8
Conflict Management	8
Mediation Techniques	8
Optional course 3**	6
<b>SEMESTER IV</b>	
ADR Systems	8
Perfecting Skills in Conflict Resolution	8
Practice in the Field of Conflict Resolution	8
Dissertation Preparation	6

# MEDIA COMMUNICATION MA

**Contact: Andreea Mogoş, PhD – [mogos@fspac.ro](mailto:mogos@fspac.ro)**

**T**he contemporary media market is constantly changing as new technologies emerge and create new forms of engagement within networked online and offline institutions, groups, communities. The MA in **Media Communication** taught in English at FSPAC offers students a better understanding of media technologies, messages, production, distribution and reception practices and equips students with the skills necessary to become media consultants, media analysts, researchers, professional communication specialists, online system designers, campaign managers or spokespersons.

The curriculum features research-oriented courses that emphasize the use of new tools for data collection and analysis, project-based courses that encourage team-work and the development of professional competencies in real life environments, skills-oriented courses focusing on digital media production, web design and storytelling and theoretical courses that aim to contextualize communication, describe frameworks and discuss the contributions of different scholars to media theory. The Media Communication MA program encourages the development of critical thinking, peer learning and teamwork in the multicultural Transylvanian context and FSPAC's interdisciplinary framework.

The faculty members teaching in the study program come from a wide range of fields and offer different perspectives on contemporary media communication. The regular teaching staff is supplemented by visiting professors from the USA, Spain, Ireland and France.





DISCIPLINES*	ECTS**
<b>SEMESTER I</b>	
New Media Culture	6
Media Studies	6
European Communication	6
Design in the Digital Media	6
<i>Web Design</i>	<b>6</b>
<i>Advertising</i>	<b>6</b>
<b>SEMESTER II</b>	
Media and the Social Construction of Reality	6
Communication in Virtual Communities	6
Institutional Branding	6
Profesional Media Internship	6
<i>Media Systems and Industries</i>	<b>6</b>
<i>Multimedia Production</i>	<b>6</b>
<b>SEMESTER III</b>	
Media Ethics	6
Structures and Languages Specific to Anglo-Saxon Media	6
Visual Storytelling	6
Profesional Media Internship	6
<i>Media Diversity</i>	<b>6</b>
<i>Communication Techniques</i>	<b>6</b>
<b>SEMESTER IV</b>	
Storytelling	6
Visual Culture	6
Marketing, advocacy, lobby and voluntary work	6
Media Semiotics	6
Profesional Media Internship	6

Students in Media Communication are encouraged to take part in the Journalism Department's ongoing research projects, but also to develop their own research initiatives. The College of Political, Administrative and Communication Sciences values interdisciplinary approaches that manage to successfully blend theoretical frameworks and methodological tools from fields like sociology, psychology, information science, arts and the humanities. The study program's curriculum and regular staff are focused on researching digital media forms and systems, their structure, development, usage and interaction and also creating comprehensible visualizations of research results that enable dissemination to a larger, heterogeneous audience within the framework of science communication.

Extracurricular activities in student media institutions such as UBB Radio, UBB TV and the 50mm Photo Club provide opportunities for both professional experience and socializing.

\*The courses set in italics are the optional courses offered for the first three semesters. Other courses worth a minimum of 6 credits can be chosen instead.

\*\*The total number of ECTS credits for the disciplines (including the optional course) in each semester is 30.



# MASTER OF PUBLIC ADMINISTRATION

**One of the few PA programs accredited by EAPAA (European Association for Public Administration Accreditation)**

**Graduates of this program receive a EU degree and a certificate from Michigan State University, US**

**Contact: Bogdana Neamțu, PhD – [neamtu@fspac.ro](mailto:neamtu@fspac.ro)**

*European Association  
for Public Administration  
Accreditation*

**EAPAA**  
ACCREDITED  
[www.eapaa.org](http://www.eapaa.org)

**IPPSR**  
CERTIFICATE  
MICHIGAN STATE  
UNIVERSITY

**T**he Master of Public Administration (MPA) has two distinct tracks:

- Economic Governance of the Public Sector (EGPS)
- Community Development and Urban Planning (CDUP)

Each track has its own coordinator – a faculty member responsible for curriculum development, the establishing of strategic partnerships with foreign universities, the marketing of the program towards domestic and international students etc.

- Dan Lazăr, PhD, Professor, Vice-rector for Financial Affairs, Babeș-Bolyai University, email: [lazar@fspac.ro](mailto:lazar@fspac.ro), (Economic Governance of the Public Sector)
- Bogdana Neamțu, PhD, Associate Professor, Co-Director Center for Good Governance Studies, email: [neamtu@fspac.ro](mailto:neamtu@fspac.ro), (Community Development and Urban Planning)



## Mission

The Master of Public Administration program offers a professional education designed to prepare students for the challenges and opportunities of a career in the public sector or in related public and private firms. The program is built around two core specializations, each with its own focus: community development and urban planning; and economic governance of the public sector. Instruction includes the roles, development, and principles of public administration; public policy management and implementation. Throughout the coursework, we emphasize interdisciplinary by drawing from fields such as economics, sociology, law, anthropology, political science, and regional planning in order to equip MPA graduates with skills and knowledge covering a broad range of topics and disciplines relevant to the public sector. Depending on their interest, MPA students can focus their studies during the second year on a variety of public sector fields such as urban planning, transportation, economic development, public finances, local budgeting and investments, urban management, community development, environmental policy, cultural policy etc.

## Unique features of the MPA program

- A management, analytical, and policy-making focus that allows students to concentrate in one of many specialized fields;
- A focus on research and on involving students in preparing and conducting research studies in accordance with their individual research interests;
- A faculty whose international expertise and professional knowledge is remarkable; in addition part-time faculty of noted professionals at national and local levels;
- Internship opportunities;
- An extensive alumni network;
- An extensive network of foreign partner universities.





## Quality guarantees

- Best graduate program in public administration at the national level (2011, Romanian Agency for Quality Assurance in Higher Education).
- The first and only master programs in Romania accredited at the European level by EAPAA (European Association for Public Administration Accreditation).
- The master programs offers, in addition to the degree awarded by Babeş-Bolyai University, a certificate awarded by IPPSR (Institute for Public Policy and Social Research) at Michigan State University, US.
- Curriculum designed in accordance with what is currently being taught at the foreign partner universities, especially Michigan State University, University of Delaware, Corvinus University/Budapest, and Florida State University.
- Numerous courses taught on a modular basis by visiting professors from the foreign partner universities.
- One of the few PA programs accredited by EAPAA (European Association for Public Administration Accreditation).

## Career opportunities

Graduates of an MPA program work in all levels of government (European, state, regional, and local), in nonprofits, in international organizations, consulting firms, and in the private sector.

## DISCIPLINES ECTS\*

### SEMESTER I (both tracks)

Economics and public finances	6
Organizational theories	6
Methods and research techniques in social sciences	6
NGO management	6
Comparative public administration	6

### SEMESTER II (both tracks)

Public management	6
Community development	5
Public policy analysis	6
Ethics	5
Comparative administrative and European law	6
Short term internship	2

### SEMESTER III (CDUP track)

Introduction to urban planning	5
Strategic planning	6
Project management	6
Local economic development	7
Environmental policies	6

### SEMESTER IV (CDUP track)

Community and regional policies	5
Applied methods for urban analysis	7
Planning law	5
Public contracts and public-private partnership	6
Sustainable urban development	7

### SEMESTER III (EGPS track)

Public budgets	7
Management of public revenues	7
Project management	6
Auditing in public institutions	5
Accounting in public institutions	5

### SEMESTER IV (EGPS track)

Management of public investments	7
Public procurement	7
Budgetary law	5
E-government	6
Support tools for decision-making	5



# MANAGEMENT OF PUBLIC AND NON-PROFIT ORGANIZATIONS MA

Contact: Bogdana Neamțu, PhD – [neamtu@fspac.ro](mailto:neamtu@fspac.ro)

**T**he master program in Management of Public and Non-Profit Organization has two distinct tracks:

- **Public Services Management** (PSM)
- **NGOs Management** (NGOM)

Each track has its own coordinator – a faculty member responsible for curriculum development, the establishing of strategic partnerships with foreign universities, the marketing of the program towards domestic and international students, etc.

- Călin Emilian Hînțea, PhD, Professor, Dean, College of Political, Administration and Communication Studies, email: [hintea@fspac.ro](mailto:hintea@fspac.ro) (Public Services Management)
- Balogh Martin, PhD, Associate Professor, email: [marton@fspac.ro](mailto:marton@fspac.ro), (NGOs Management)

*European Association  
for Public Administration  
Accreditation*

**EAPAA**  
ACCREDITED  
[www.eapaa.org](http://www.eapaa.org)

**IPPSR**  
CERTIFICATE  
MICHIGAN STATE  
UNIVERSITY



## Mission

This master program endeavors to strengthen the provision of public services in the society by preparing students for leadership and management positions in the public and nonprofit sectors. Through the coursework, we emphasize the development of abilities important to the effective and ethical management of governmental and nonprofit organizations. The curriculum is designed to aid students in developing the skills and techniques used by leaders and managers to implement policies, projects, and programs that resolve important societal problems. Our commitment is to prepare the graduate students to be effective leaders and managers in a dynamic and increasingly diverse professional environment, be it public, non-profit or private. We are doing this by offering a strategic approach regarding the study of the public and non-profit sector.

## Unique features of the MA program

- A focus on leadership and strategic planning;
- A practice-oriented and research-based graduate educational experience;
- A focus on research and on involving students in preparing and conducting research studies in accordance with their individual research interests;
- A faculty whose international expertise and professional knowledge is remarkable; in addition part-time faculty of noted professionals at national and local levels;
- Internship opportunities;
- An extensive alumni network;
- An extensive network of foreign partner universities.

## Quality guarantees

- Best graduate program in public administration at the national level (2011, Romanian Agency for Quality Assurance in Higher Education).
- The first and only master programs in Romania accredited at the European level by EAPAA (European Association for Public Administration Accreditation).
- The master program offers, in addition to the degree awarded by Babeş-Bolyai University, a certificate awarded by IPPSR (Institute for Public Policy and Social Research) at Michigan State University, US.
- Curriculum designed in accordance with what is currently being taught at the partner universities, especially Michigan State University, University of Delaware, Corvinus University/Budapest, and Florida State University.

DISCIPLINES	ECTS*
<b>SEMESTER I (both tracks)</b>	
Economics and public finances	6
Organizational theories	6
Methods and research techniques in social sciences	6
NGO management	6
Comparative public administration	6
Introduction to philanthropy and the development of the non-profit sector**	6
<b>SEMESTER II (both tracks)</b>	
Public management	6
Community development	5
Public policy analysis	6
Ethics	5
Comparative administrative and European law	6
Legal provisions for the non-profit sector**	6
Short term internship	2
<b>SEMESTER III (PSM track)</b>	
Human resources management	6
Strategic planning	6
Public marketing	6
Research seminar	6
Project management	6

DISCIPLINES	ECTS*
<b>SEMESTER IV (PSM track)</b>	
Financial management	6
Program evaluation	7
Leadership in public organizations	6
E-government	6
Organizational development	5
<b>SEMESTER III (NGOM track)</b>	
Social capital and public participation	5
Fundraising	7
Human resources management	6
Project management	7
Strategic planning	5
<b>SEMESTER IV (NGOM track)</b>	
Communication – Forms, techniques and models in the non-profit sector	6
Mediation, conflict and negotiation	6
Marketing, advocacy, lobby and volunteering	6
Program evaluation for NGOs	5
Financial management for NGOs	7

\* The total number of ECTS credits for the disciplines for each track in every semester is 30.

\*\* For the NGOs Management track.

- Numerous courses taught on a modular basis by visiting professors from the foreign partner universities.

## Career opportunities

Graduates of an MPA program work in managerial positions at all levels of government (European, state, regional, and local), in non-profits, in international organizations, consulting firms, and in the private sector.



# RESEARCH DESIGN AND SOCIAL DATA ANALYSIS MA

**Contact: Bogdan Radu, PhD – [bogdan.radu@fspac.ro](mailto:bogdan.radu@fspac.ro)**

**T**he MA program in social science research design and data analysis offers both theoretical and practical knowledge regarding all the phases of conducting social inquiry. Although the program is offered within the Political Science Department, the competences and abilities acquired reflect a broader and interdisciplinary view of social sciences. The courses and seminars offers valuable insight into ontological and epistemological issues, while emphasizing heavily practical research skills, able to assist any young social scientist in finding an interesting job, be it academic, policy oriented or indeed corporate.

If you are interested in learning how to conduct a survey, from the very beginning steps of conceiving the questionnaire and structuring the sample, to the very end phase of multivariate data analysis and prediction, if you are interested in how social science and market research come together in the making of public opinion, then you will find this MA program a true asset in your professional development.





DISCIPLINES	ECTS*
<b>SEMESTER I</b>	
Introduction in research methodology	8
Academic Writing	7
Social Statistics and SPSS	8
Optional course 1**	7
<b>SEMESTER II</b>	
Quantitative research methods	8
The structure of social research	7
Qualitative research methods	8
Optional course 2**	7
<b>SEMESTER III</b>	
Game theory	7
Complex analysis of preferences	7
Dissertation research seminar	7
Professional internship	2
Optional course 3**	7
<b>SEMESTER IV</b>	
Participatory Action Research	7
Program evaluation	8
Ethics	8
Optional course 4**	7

\*The total number of ECTS credits for the disciplines (including the optional course) in each semester is 30.  
 \*\* Open choice courses from other departments and faculties.



# PUBLIC HEALTH MA

**Contact: Răzvan Cherecheș, PhD – [chereches@fspac.ro](mailto:chereches@fspac.ro)**



Our MPH Program is established within Cluj School of Public Health, College of Political, Administrative and Communication Sciences, Babeș-Bolyai University Cluj-Napoca. This program provides an exciting opportunity for public health professionals and others interested in the field to obtain a Master's Degree in Public Health.

We provide a strong academic foundation in the core disciplines of public health by including advanced and elective coursework as well as a capstone project. Our MPH planned areas of concentration are tracked in 4 main domains.

Moreover, the MPH is focusing on optional courses that would help the student choose the desired/appropriate subjects so that, at the end of the program, their specialization on a certain track will be even more specific. View the competencies equivalents here.



## DISCIPLINES

## ECTS\*

### SEMESTER I

Healthcare organization delivery and financing	6
Introduction to environmental health	6
Principles of public health	7
Basic principles and methods of epidemiology	7
Public health law	4
Public health nursing	4
Infectious disease epidemiology	4

### SEMESTER II

Public health for professionals seminar	6
Biological basis of public health	6
Social and behavioral aspects of public health	7
Basic principles of statistical inference	7
Comparative health systems	4
Emergency preparedness. The public health perspective	4
Zoonoses epidemiology	4

### SEMESTER III

Public health leadership	8
Global health	8
Program development in health promotion	7
Program evaluation	7

### SEMESTER IV

International health economics	4
Global perspectives in epidemiology	4





# SCIENCE, TECHNOLOGY AND INNOVATION IN PUBLIC GOVERNANCE MA

Contact: Raluca Antonie, PhD – [raluca.antonie@fspac.ro](mailto:raluca.antonie@fspac.ro)

**T**he *Science, Technology and Innovation in Public Governance* MA is the first and only Romanian public administration academic program focused on science and technology use in governance. It answers an increasing need for a decision-making process based on reliable data, which are the result of research. It also gives students the opportunity to use their analytical and interpretation skills and competences on the labour market.

The *Science, Technology and Innovation in Public Governance* curriculum is conceived taking into account the labour market demands and it aims to:

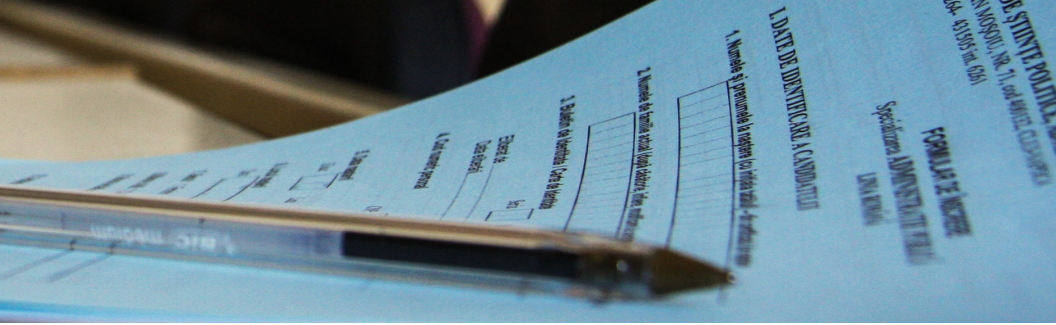
- Develop knowledge linked to the research design, data analysis and interpretation, critical analysis of research reports;
- Develop the skills and abilities to work with softwares that are used in governance (e.g. SPSS, GIS)
- Develop management abilities focused on improving the decision-making process through the use of up-to-date and reliable data sets.

<b>DISCIPLINES</b>	<b>ECTS*</b>
<b>SEMESTER I</b>	
Science, Technology and Innovation in Society	6
Strategic Planning	6
Research Methods	6
Fundamentals of GIS	6
Project Management and Evaluation	6
<b>SEMESTER II</b>	
Statistics and SPSS	5
ICT Innovation and Sustainable Development	5
Applications of GIS	5
Game Theory	5
Applied Methods for Urban Planning	5
Buliding Expertize	5
<b>SEMESTER III</b>	
Impact Assessment	5
European Union: Institutional Frameworks and Decision-making Processes	5
Economic Development	5
Entrepreneurship	5
Leadership	5
Decision Making	5
<b>SEMESTER IV</b>	
Environmental Governance	6
E-Government	6
Demographics	6
Infographics	6
Ethics	6



# ADMISSION PROCEDURES





# ADMISSION PROCEDURES FOR INTERNATIONAL STUDENTS

## Bachelor's (BA) and Master's (MA) levels, 2019-2020

The programs are offered each academic year provided there are at least 15 applications; students will be notified in advance if the program will not be offered and will be given the possibility to apply to a different program offered by FSPAC.

### I. REGISTRATION CALENDAR

Registration period: April 1<sup>st</sup>, 2019 – August 31<sup>st</sup>, 2019

### II. ADMISSION DOCUMENTS\*

Candidates send their admission documents, via mail, to the Centre for International Cooperation (68, Avram Iancu Street, 400083, Cluj-Napoca, Romania). The necessary registration documents are the following:

1. **application form** in 2 original copies (downloadable from [http://www.cci.ubbcluj.ro/degree\\_students/non\\_eu\\_students.php](http://www.cci.ubbcluj.ro/degree_students/non_eu_students.php))
2. **candidate's contact data** (correspondence address, phone number, e-mail address) and 2 recent photos.
3. **high-school graduation diploma** or its equivalent – certified copy *in the original language and certified translation*, at notary public (in Romanian, German, English or French, if the original is not issued in one of these languages).
4. **Bachelor diploma** or its equivalent (*only for the application for master programs*) – certified copy *in the original language and certified translation*, at notary public (in Romanian, German, English or French, if the original is not issued in one of these languages).



5. **transcript of records** pertaining to the previous studies – certified copy or certified translation at notary public (in Romanian, German, English or French, if the original is not issued in one of these languages) and the analytical curriculum in case of candidates that request equivalence for certain periods of studies.
6. **birth certificate** – certified copy or certified translation at notary public (in Romanian, German, English or French, if the original is not issued in one of these languages).
7. **passport copy** – valid for at least 6 months after the date of issue of the Acceptance Letter
8. **medical certificate** (in Romanian, German, English or French) attesting that the applicant does not suffer from any contagious diseases or any other affections incompatible with the future profession.
9. **language proficiency certificate.** Exempted are the candidates coming from states whose official language is the study language of the program they have applied for, and also the candidates who can prove with documents that they have studied for at least 4 years academic programs in the study language of the program they have applied for. For further details regarding the language certificates accepted by the university, please log on to [http://www.cci.ubbcluj.ro/degree\\_students/files/non-EU%20students/admitere%202017-2018/Certificates%20of%20Linguistic%20Competences.pdf](http://www.cci.ubbcluj.ro/degree_students/files/non-EU%20students/admitere%202017-2018/Certificates%20of%20Linguistic%20Competences.pdf)
10. **receipt** attesting the payment of the processing fee (50 EUR – in EUR – account: **RO 16 RNCB 0106026604700008**, opened at Banca Comerciala Romana, branch Cluj-Napoca, str. George Baritiu nr. 10 - 12, RO - 400027 Cluj-Napoca, Romania, SWIFT CODE: RNCBROBU).

**\* Before sending the application form please make sure to check the Admissions section on our website (<http://fspac.ubbcluj.ro/en/>) for possible further changes.**





## LINGUISTIC COMPETENCE PROCEDURES FOR THE ADMISSION OF NON-EU CITIZENS, 2019-2020

### CERTIFICATES OF LINGUISTIC COMPETENCE RECOGNIZED BY BABEŞ-BOLYAI UNIVERSITY

#### English language certificates:

- Cambridge FCE for SCHOOLS (First Certificate in English) B2
- Cambridge CAE (Certificate in Advanced English) C1
- Cambridge CPE (Certificate of Proficiency in English) C2
- Cambridge BEC (Business English Certificate) B2, C1
- IELTS (International English Language Testing System) B2 (5.0-6.0), C1 (6.5-7.0), C2(7.5-9.0)
- TOEFL IBT (Test of English as a Foreign Language – Internet-based Tests) B2 (86-109), C1 (110-120)
- TOEIC (Test of English for International Communication) – Listening: minimum 400, Reading: minimum 385, Speaking: minimum 160, Writing: 150
- LCCI - ELSA (London Chamber of Commerce and Industry International Qualifications – English Language Skills Assessment) B2, C1
- LCCI – JETSET (Level 5, 6) B2, C1
- LCCI – EFB – (Level 2, 3) B2, C1
- TRINITY ISE (Integrated Skills in English) ISE II B2, ISE III C1, ISEIV C2
- ECL Independent User B2, Proficient User C1
- Linguistic competence certificate issued by the university's Alpha or Lingua Centres (minimum score: 15, B1 level)

The certifications may be presented in the first six months after the start of the study programme.



## V. FEES

**Documents processing fee: (50 EUR - in EUR – account: RO 16 RNCB 0106026604700008**, opened at Banca Comerciala Romana, branch Cluj-Napoca, str. George Barițiu nr. 10-12, RO-400027 Cluj-Napoca, România, SWIFT CODE: RNCBROBU).

### Tuition fees

BA level: **400 EUR/month** (500 EUR/month for the BA in Public Health), received for a period of 9 or 10 months (depending on the curricula).

MA level: **450 EUR/month** (500 EUR/month for the MA in Public Health), received for a period of 9 or 10 months (depending on the curricula).

PhD level: **500 EUR/month**, received for a period of 9 or 10 months (depending on the curricula).

The monthly quantum of the tuition fee is maintained throughout the entire study period.



## **VI. ENROLLMENT OF STUDENTS BASED ON THE ACCEPTANCE LETTER**

Preconditions for enrollment, after receiving the acceptance letter:

- For arts and sports higher education: promotion of ability tests.
- When enrolling, candidates present their study documents (from the admission documents) in original.

In case the candidate presents himself/herself for enrollment after the 30-day term since the visa issuance date, but no later than November 30th (for objective reasons), faculty secretariats will allow enrollment, provided that the tuition fee has been entirely paid.

### **Babeş-Bolyai University**

Mihail Kogălniceanu nr. 1  
400084  
Cluj-Napoca  
Romania  
[www.ubbcluj.ro](http://www.ubbcluj.ro)

### **College of Political, Administrative and Communication Studies**

Traian Moşoiu nr. 71  
400132  
Cluj-Napoca  
Romania  
[fspac.ubbcluj.ro](http://fspac.ubbcluj.ro)

### **Centre for International Cooperation**

Avram Iancu nr. 68  
400083  
Cluj-Napoca  
Romania  
Phone: 0040 264 429 762  
Fax: 0040 264 429 755  
[cci.ubbcluj.ro](http://cci.ubbcluj.ro)



Cluj-Napoca is the most important academic and cultural centre of Transylvania. Located at the confluence of national and international communication routes, Cluj-Napoca is the fastest growing city of Romania. Besides the modern European city look, Cluj-Napoca still preserves the symbols of its evolution. The architectural style is a harmonious mingle of Gothic, Renaissance, Baroque and, more recently, Art Nouveau styles.

Cluj-Napoca hosts more than 80 000 students who study in six public universities: Babeş-Bolyai University, Gheorghe Dima Music Academy, University of Art and Design, Iuliu Hațieganu University of Medicine and Pharmacy, University of Agriculture and Veterinary Medicine and Technical University.