

UNIVERSITY: BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

FACULTY: *Business Administration in foreign languages*

Post-graduate program for training and continuous professional development: Design thinking for business
(taught in English)

Type of programme: FULL TIME

Bachelor's field of studies fundamenting the program : Business Administration

Academic qualification fundamenting the program: Business Administration

Professional competencies:

C3.1 Advanced understanding and innovative interpretation of the methods and tools of project management and communication

C4.3 Experimental use of the principles and methods of financial management and risk management in order to improve organisational performance

C5.5 Complex decision making for programs and projects based upon advanced quantitative and qualitative methods

Curriculum

starting with the academic year: 2021-2022

Nr. crt.	Subject	Teaching activities					Number of credits per subject	Assessment
		C	S	L	P	AP		
1.	Design thinking method	6	4				1	V
2.	Understanding the consumer needs	4	6				1	V
3.	Design thinking: Ideation, iteration and communication	4	8				1	V
4.	Prototyping and user testing	8	8				1	V
5.	Project financial analysis	4	6				1	V
6.	Capstone project – Design thinking				2	10	1	V
Total		70 hours					6	
Certification exam							2	E

Rector,

Prof. univ. dr. Nicolae ISTUDOR

Dean,

Conf. univ. dr. Tănase STAMULE

Program director,

Conf. univ. dr. Tănase STAMULE