



Transilvania  
University  
of Brasov

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# NEWSLETTER

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No. 120 April 2022

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## UNITBV CLIMBS IN THE NATIONAL METARANKING OF UNIVERSITIES

In the latest ranking made by the Ministry of Education, that is, 2021 National Metaranking, Transilvania University of Braşov is on the 6<sup>th</sup> place, up one position compared to the previous edition of the aforementioned top.

The 2021 National Metaranking was made by a commission appointed within the Ministry of Education, made up of academic teaching personnel from the following academic institutions: University of Bucharest, University of Arts of Târgu Mureş, "Gheorghe Asachi" Technical University of Iaşi, the Polytechnic University of Bucharest, "Iuliu Haţieganu" University of Medicine and Pharmacy of Cluj Napoca, "Ştefan cel Mare" University of Suceava, the Academy of Economics Studies of Bucharest, the West University of Timişoara and "Ion Ionescu de la Brad" University of Life Sciences of Iaşi. Thirty public universities and one private university were ranked, out of the total of 93 public and private higher education institutions in Romania.

The objectives of this national ranking consider:

- to identify the higher education institutions representative for Romania, performing at a scientific level and with international visibility in the global rankings;
- to differentiate between the higher education institutions in Romania on the basis of the score obtained following the application of the standard international methodology regarding the realization of the national Metaranking exercise;

- to establish a correct and at the same time fair analysis tool regarding the impact of Romanian universities in the international academic area.

The 2021 National Metaranking was based on nine global international rankings, acknowledged by *International Ranking Expert Group, Inventory of International Rankings* (IREG), which also include Romanian universities: *Shanghai Ranking's Academic Ranking of World Universities* (ARWU); *CWUR World University Rankings*; *CWTS Leiden Ranking*; *NTU Ranking - National Taiwan University Performance Ranking of Scientific Papers for World Universities*; *QS World University Rankings*; *SCImago Institutions Ranking*; *THE World University Rankings*; *URAP University Ranking by Academic Performance* and *US News Best Global Universities Rankings*.

"Babeş Bolyai" University of Cluj Napoca, the University of Bucharest and the Polytechnic University of Bucharest are on the first three places. Ranked 6<sup>th</sup>, Transilvania University of Braşov is the only hyper-comprehensive university in the ranking, which contains, in addition to the traditional fields of a comprehensive university, the components of Medicine and Technique.

Synthesis made by Victor BRICIU,  
Office of Marketing and Image

Source: [www.unitbv.ro/stiri-si-evenimente](http://www.unitbv.ro/stiri-si-evenimente)

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**Tabelul 2. Punctajele rezultate la metaranking-ul naţional 2021**

Nr	Cod	Universitatea	Punctaj
1	U19	UNIVERSITATEA "BABEŞ-BOLYAI" DIN CLUJ-NAPOCA	21.8020
2	U05	UNIVERSITATEA DIN BUCUREŞTI	17.8604
3	U01	UNIVERSITATEA POLITEHNICA DIN BUCUREŞTI	17.1583
4	U20	UNIVERSITATEA DE MEDICINĂ ŞI FARMACIE "IULIU HAŢIEGANU" DIN CLUJ-NAPOCA	13.9183
5	U30	UNIVERSITATEA "ALEXANDRU IOAN CUZA" DIN IAŞI	13.6076
6	U16	UNIVERSITATEA "TRANSILVANIA" DIN BRAŞOV	13.3573
7	U45	UNIVERSITATEA DE VEST DIN TIMIŞOARA	12.7969
8	U06	UNIVERSITATEA DE MEDICINĂ ŞI FARMACIE „CAROL DAVILA” DIN BUCUREŞTI	12.2580
9	U17	UNIVERSITATEA TEHNICĂ DIN CLUJ-NAPOCA	9.5467
10	U28	UNIVERSITATEA TEHNICĂ „GHEORGHE ASACHI” DIN IAŞI	8.6765

## AWARDING THE DIPLOMA OF EXCELLENCE OF TRANSILVANIA UNIVERSITY TO PROFESSOR RODICA ȚICĂ

The day of 16 March 2022 was the occasion for a great celebration at the Faculty of Product Design and Environment. Professor Rodica Țica, PhD in Chemistry, received the Diploma of Excellence for her entire academic and managerial activity, which was awarded by Transilvania University of Braşov.



The high distinction was handed over by Prof. dr. Eng. Ioan Vasile Abrudan, Rector of UNITBV, within a celebration organized in the round hall of the Rectorate. The celebration was also attended by representatives of the Board of Directors, namely Vice-Rectors Prof. dr. Eng. Simona Lache, Prof. dr. Mihaela Gheorghe and Prof. dr. Carmen Buzea, as well as Prof. dr. Eng. Codruța Jaliu, the Dean of the Faculty Product Design and Environment.



Her family members also enjoyed this celebration, along with a few department colleagues, the chemists to whom Prof. dr. Rodica Țică was a mentor within the chemistry department, or a professor during their university studies.

Professor Rodica Țică came as an Assistant to the Pedagogical Institute of the University of Braşov,

immediately after graduating from Babeş-Bolyai University of Cluj.



Starting in 1990, she became Head of the Department of Chemistry, a position in which, after her retirement, she also ended her academic activity. In 48 years of academic activity (43 years as a full Professor and other 5 as an associated Professor), she contributed with great dedication to the formation of numerous generations of chemists, chemistry and physics teachers, and specialists in the field of environmental protection - as graduates of the study programmes Physics-Chemistry, Pollution and Environmental Protection, Engineering and Environmental Protection in Industry. Furthermore, students at various other engineering study programmes also left their respectful mark on her blackboard during the Chemistry course of the first academic year. Many of them are today our colleagues, members of the University's academic teaching personnel.

We dare say she made the best impression to her colleagues, whom she taught something more than what can be learnt during student years, namely what it means to be a professor, to dedicate yourself to your job with professionalism, patience, fairness and love for students!

What can be more uplifting than to be, at a time of celebration, by the side of the one whom you are deeply fond of and you owe so much to?!

Prof. dr. Chem. Camelia DRĂGHICI  
Prof. dr. Chem. Dana PERNIU  
Faculty of Product Design and Environment

## REMARKABLE SUCCESS OF THE PIANIST SZŐCS BOTOND AT ROMANIA'S PAVILION WITHIN EXPO 2020 DUBAI

The young pianist Szőcs Botond has recently ended his series of recitals hosted with deference by the Romanian Pavilion at Expo 2020 Dubai, to the achievement of which the virtuosity and elaborate musical thinking of a performer under continuous self-improvement contributed. These elements, which are essential to achieving the desideratum of excellence - a perpetual upward search - gave a note of originality to the chosen repertoire, which featured famous compositions by Ludwig van Beethoven, Frédéric Chopin, Ciprian Porumbescu, Serghei Rachmaninov, as well as his own adaptations of Romanian and international soft music pieces.

The pianist originating in Braşov has already made a name for himself on the national and international music scene due to the numerous recitals and concerts given as a soloist during his study years at Transilvania University in Braşov, when he evolved under the dedicated guidance of Prof. dr. Stela Drăgulin, in the class of whom he is currently attending his doctoral studies.

His rich activity has given rise to an enthusiastic appreciation, materialized in acquiring both an unanimously favourable position from the perspective of reputable Romanian music critics, and valuable prizes in his competitive track record.

Szőcs Botond was once again acknowledged his unique talent, by the success he enjoyed among the international visitors to the Pavilion. Certainly, this success is only natural, as are the triumphs already attained in his previous pianistic career; and, perhaps most importantly, it anticipates new other such successes meant to cumulatively and unidirectionally contribute in marking the young pianist's path towards his targeted destination of professional and human self-accomplishment.

Maria-Magdalena LAZĂR, doctoral student  
Faculty of Music

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Szőcs Botond (right) with the European Commissioner for Agriculture, Janusz Wojciechowski (centre) and the Commissioner General of the Romanian Section, Ferdinand Nagy (left) at Expo 2020 Dubai

## TRANSILVANIA UNIVERSITY OF BRAȘOV CONTINUES THE PROGRAMME “PREPARATION FOR THE BACCALAUREATE” IN 2022 AS WELL

The courses of preparation for the baccalaureate examination keep being given, this year as well, at Transilvania University of Brașov, during the period March-May 2022, in a hybrid system: with physical presence in Romanian language and literature, and online in mathematics and computer science.



The preparation courses are given by the following UNITBV Professors: in mathematics - Prof. dr. Marin Marin, Prof. dr. Eugen Păltănea, Prof. dr. Radu Păltănea, Assoc. Prof. dr. Florin Isaia, Assoc. Prof. dr. Nicoleta Voicu, Assoc. Prof. dr. Nicoleta Aldea, Lect. dr. Alexandrina Proca, Lect. dr. Adelina Manea, Lect. dr. Diana Savin, Assist. Lect. dr. Adina Chirilă, Assist. Lect. dr. Cristina Păcurar; in computer science - Assoc. Prof. dr. Laura Ciupală, Assoc. Prof. dr. Adrian Deaconu, Assoc. Prof. dr. Lucian Sasu, Assoc. Prof. dr. Silviu Dumitrescu, Lect. dr. Ioana Plajer, Lect. dr. Nicoleta Enache, Lect. dr. Alexandra Baicoianu, Lect. dr. Honorius Galmeanu, Lect. dr. Vlad Monescu; and in Romanian language and literature - Prof. dr. Mihai Ignat, Assoc. Prof. dr. Stanca Măda, Assoc. Prof. dr. Georgeta Moarcăs, Assoc. Prof. dr. Ana Ene, Lect. dr. Alice Bodoc, Lect. dr. Dan Țăranu.

The courses of mathematics include notions of algebra, mathematical analysis, trigonometry and geometry; and the courses of computer science include knowledge about algorithms, graphs, vectors and matrices, sub-programmes, recursion, backtracking, the generation of combinatorial elements and variants of problems.

In Romanian language and literature, the topics of the tutorials aim to teach students how to

stylistically analyse literary and non-literary texts and how to use the Romanian language correctly and appropriately in different communication situations. The Romanian language and literature preparation courses are also focused on analysing the masterpieces of the great classics, canonical authors and interwar prose writers.

The preparation courses for the baccalaureate examination can be attended by the 11<sup>th</sup> and 12<sup>th</sup> graders, as well as by any other person who wants to take the baccalaureate exam this year. They can choose the modules to attend according to their options. All these preparatory activities are free to attend.

The information on the platform and login to the online courses, as well as the full programme of activities are displayed on the site [admitere.unitbv.ro](https://admitere.unitbv.ro), under the section “preparation for the baccalaureate”

<https://admitere.unitbv.ro/pregatirebacalaureat.html>

Synthesis made by Victor BRICIU,  
Office of Marketing and Image

Source: [www.unitbv.ro/stiri-si-evenimente](http://www.unitbv.ro/stiri-si-evenimente)

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## FACULTY OF ECONOMIC SCIENCES AND BUSINESS ADMINISTRATION AT EXPO 2020 DUBAI

Representatives of the Faculty of Economic Sciences and Business Administration organized, in two sessions, 28 February – 12 March 2022, and 25 – 31 March 2022, a series of interactive workshops at the Romanian Pavilion within World Expo 2020 Dubai.



These workshops were themed on “Legends of Transylvania on canvas and clay”, and the visitors were initiated into the secrets of the art of weaving and introduced into the specifically Transylvanian atmosphere by the students dressed in Romanian folk costumes.



Great attraction and interest were raised by the loom, the specifically Romanian clay houses, but also by the paintings depicting Romanian castles that the visitors were invited to make.



With passion and dedication, the undergraduate students Ana Francesca Ungureanu and Popa Vlad, the graduate student Ștefan Bulboacă and the doctoral students Eliza Nichifor, Monica Grigoriu and Ana Maria Udrea, under the guidance of Assoc. Prof. dr. Alina Tecău, Assoc. Prof. dr. Ioana Chițu and Prof. dr. Cristinel Constantin, explained the concept of the workshops to the visitors and invited them to interact and participate in the activities that they had prepared.



Assoc. Prof. dr. Ioana CHIȚU  
Faculty of Economic Sciences and Business  
Administration

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## DIALOGUES ON EDUCATION AND DISMANTLEMENT OF THE MYTHS ABOUT EDUCATION IN THE DIGITAL ERA

This year's edition of the *Dialogues on Education*, an event hosted by the Faculty of Psychology and Education Sciences to celebrate the Day of Transilvania University of Braşov, had as its topic of debate the education in the digital age - between myth and reality.



In the first part of the debate, the topic polarized the participants into technology “supporters” and sceptics”: the students in Pedagogy of Primary and Preschool Education, Special Psychopedagogy, the graduates and the academic teaching personnel members Assist. Lect. drd. Andreea Şiţoiu, Lect. dr. Oana Alina Bota, Lect. dr. Cornelia Lazăr, Assoc. Prof. dr. Mihaela Voinea.

An idea that has loomed large is that some of the myths of the digital age hide our fears about the future: Will school as we know it today still exist? Will there still be a work-school-home boundary? How will the human relationships evolve? We will find out the answers as we gradually accept technology as a reality of our personal and social development. One of the most discussed topics was, of course, the one related to the children's education in the future.



School needs to be redefined and reoriented in accordance with the spirit of these times in order to

adequately respond to the natural demands of the “Z” generation, which is the technology-friendly generation. The collaboration between teachers, parents as “digital immigrants” and children, students as “digital natives” is essential to capitalize on the technology as a tool of quality education.

Students, the future teachers, understood the need to be open to dialogue and to the objective analysis of the present, but especially of the future.



After presenting their arguments and some reflections on the changes imposed by technology in personal life, in the world of professions and in education, the participants in the dialogue gathered in a circle as a symbol of cooperation, respect and understanding. The dialogue between generations facilitated the analysis of multiple perspectives and emphasized once again the formative value of meaningful “meetings” and constructive discussions.

In fact, the education in the digital age increases the level of responsibility in each of us and appeals to purely human qualities that need to be developed at a deep level: empathy, creativity, collaboration, adaptation, because “to participate and thrive in a certain age requires to have a sense of self in line with the current economic and technological trends” (Shapiro, 2018).

Assoc. Prof. dr. Mihaela VOINEA  
Faculty of Psychology and Education Sciences



## THE FIRST GRADUATES OF THE PROF PROGRAMME



The project of the Ministry of Education, namely Professionalization of the teaching career – PROF (POCU/904/6/25/146587), co-financed from the European Social Fund - Human Capital Operational Programme 2014 - 2020, implemented between 1 January 2021 and 31 December 2023, aims to ensure professional mentoring throughout the entire teaching career, in the pre-university education system, by creating a coherent and reliable national system of professional training and by developing teaching skills. Within this project, the teaching, management, guidance and control staff in pre-university education were offered a training course, in order to meet the needs of the trainers of mentor teachers who will conduct training activities in the field of teaching career mentorship.

Among the general skills pursued within the programme, we mention:

- to raise the awareness of the axiological component in professional performance, a *sine qua non* condition of professional development, but also of the integration of the Romanian school in the European space, from the perspective of the *Community Acquis* in the field of education, as well as of transdisciplinary and interdisciplinary openings;

- to form a professional culture focused on the mastery of modern communication techniques;

- to raise the awareness of the approaches focused on the development of critical and creative thinking;

- to develop the skill of rethinking the contents and modelling the teaching and evaluation techniques according to the requirements of the reform, to the demands of the local community, to the specifics of the class, to the particularities of the students' age.

In January 2022, within the project, the final exams for the first series of trainees were held. The training activities were attended by 392 trainees from 12 counties, who were divided into 11 training groups, out

of whom 375 trainees graduated (11 dropped out and 6 failed). The trainers, amounting to 11, were both pre-university and academic personnel from the universities involved in the project, and it was still them who made the students' online assessment.

The training experience was appreciated by the graduates as being of great value, giving the trainees the opportunity to develop new skills related to didactic mentoring. One of the trainees mentioned that the presence of a direct mentor in the school premises "with a view to thoroughly knowing the teachers' initial and continuing training needs is an innovative solution" (C.M.) brought by this programme. The general atmosphere of the programme, determined by the relationships with both trainers and colleagues, was appreciated as warm, open to collaboration and cooperative learning. "The high professional and scientific class paved the way for an effective and open interrelation between the students" mentions a student (T.T.).

On a personal and/or professional level, the trainees emphasized the novelty of the presented information, as well as its presentation in an attractive and motivating form. New skills were formed and the trainees were clarified the concepts related to a successful mentor's qualities and duties, as well as the importance of his/her activity for teacher training and for the overall quality of the educational process.

At the same time, it is worth mentioning that the courses have also started for the second series of trainees, courses organized by Transilvania University of Braşov as Partner 2 in this project.

Lect. dr. Ramona HENTER  
Communication Expert CFCD

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## INTERCULTURALITY AND INCLUSION IN THE HEART OF ROMANIA, AT BRAȘOV

On 23 and 24 March 2022, "Sergiu T. Chiriacescu" International Conference Centre within Transilvania University of Brașov hosted the conference *Developing Services for Individuals with Disabilities* (DECIDE) as part of the Erasmus+ project no. 598661-EPP-1-2018-1-RO-EPPKA2-CBHE-JP, aimed at helping people with special needs in Uzbekistan, Tajikistan and Kazakhstan, so that they have access to education and enjoy the right to participate in everyday life.



The project targets inclusive education, social integration and the non-discriminatory treatment of people with special needs, in the field of education, in accordance with the Bologna Process and the UN criteria.

The meeting of the project committee was attended by rectors, vice-rectors, directors of international relations offices and professors, together with partners from Ireland, Greece, Germany and Great Britain.

Prof. dr. Eng., dr. marketing Angela Repanovici, from the Faculty of Product Design and Environment, is the coordinator of this project and of the conference organized by UNITBV.



The discussions pursued the specific objectives of the project, which can also be found at the address <https://decide.unitbv.ro>, namely the development and implementation of a common curriculum in order for the academic teaching personnel to be able to collaborate with the disabled students. Secondly, the curriculum stipulates the provision of assistive technology in libraries, the training of librarians, as well as the organization of media campaigns, with a view to raising the awareness of these perspectives.

The climax of the meeting in Romania was represented by the signing of the memorandum between Transilvania University in Brașov and Karakalpak University in Uzbekistan, this agreement involving collaboration and mutual involvement in multiple activities and projects.

Project Coordinator:  
Prof. dr. Eng., dr. marketing Angela REPANOVICI  
Faculty of Product Design and Environment

Organization volunteer team:  
Alexandra ANGHEL, Natalia IOVA, Alexandra  
HAȘEGAN, Ovidiu IMBUZAN  
3<sup>rd</sup>-year students in Communication and Public  
Relations

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## HAVE A FULL LIFE! ON VOLUNTEERING AND CREATIVITY IN COMMUNICATION

The students of the Faculty of Sociology and Communication first met Lorand (Boți) Balint in 2013, when he was Director of Strategy at *Publicis Bucharest*.



Since then, almost every year, he has been amidst students at various events in Brașov, or hosted us in Bucharest, either as Managing Director of *Leo Burnett* advertising agency, or as Marketing Director of the *Romanian Federation of Handball*, or as Director at *Publicis Sport & Entertainment*. At every meeting, to the students' questions and requests for advice on how to enjoy a successful career in advertising, Boți Balint also answered with his famous: "May you have a full life!" Hence the title of the event held in a hybrid format on 3 March 2022: *Have a full life! On volunteering and creativity in communication*.



The event, which was attended by first-year Communication and Public Relations students, also had a guest Sorin Psatta, former *Integrated Communication Director at Graffiti BBDO Romania*, the first international advertising agency to open a branch in our country, but also former teacher and mentor of Boți Balint.

The CRP students had, first and foremost, the opportunity to learn a lot about Romanian advertising.



The two guests were highly persuasive as regards the role of volunteering and the exposure to various experiences as a way to foster creativity and inspiration in communication. And they could only be convincing, considering that a great part of their presentation recounted their volunteering experience in the favelas of Rio de Janeiro a decade ago.

Assoc. Prof. dr. Florin NECHITA, Vice-Dean  
Faculty of Sociology and Communication

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## "HAVING A TALK WITH..." ASSOC. PROF. DR. FLORIN NECHITA AND ANDA ANCA, PRIME BRAȘOV, AT RADIO CAMPUS TRANSILVANIA

Through the project *Radio Campus Transilvania* we always succeed in highlighting the most beautiful and interesting topics that target and attract students and not only them. One of the most broadcast shows is, without a doubt, "Having a talk with...", a radio show format through which we want to invite the officials of Transilvania University of Brașov and other personalities from different fields of activity who have special achievements.



On 31 March 2022, the radio show "Having a talk with..." had Assoc. Prof. dr. Florin Nechita, Vice-Dean of the Faculty of Sociology and Communication, and Ramona-Anda Anca, from *PRIME Brașov* student association as guests in the studio.

To begin with, we addressed topics that mainly refer to the basics of marketing, precisely because it is a topic of great professional interest for our guest. Besides these, extracurricular activities are "my second nature", says the Professor. Extracurricular education (achieved beyond the educational process) has its well-established role and place in the formation of our personality. Education through extracurricular activities aims to identify and cultivate the optimal correspondence between aptitudes, talents; to cultivate a civilized lifestyle; as well as to stimulate the creative behaviour in various fields. We also addressed the topic of

personal branding and came to the conclusion that this is a process that clarifies and communicates what makes you valuable, special and different within the organization where you work, as well as within the industry, communities or market where you conduct your activity. Our guest gave all the students an impulse "to have a full life, to live as many experiences as possible".

In the second part of the show, we talked with Anda about *PRIME Brașov*, an initiative group that was formed within the *Communication and Public Relations* study programme at our University. This group has been operational since 2010, through a series of projects under the *PRIME Romania* brand, but also through our own events.

Why is it worth being a member of *PRIME Brașov*?! Because you can implement your most unconventional ideas for events, campaigns and more. You can gain practical experience and get to know specialists in the field. Here are three more reasons why you should volunteer at *PRIME Brașov*:

- you are a creative student, passionate about communication, as well as eager to best develop your skills;
- you are looking for a friendly and *smart* environment where to learn and where theory meets practice;
- you want to be part of a team of *cool* people, with whom to organize *fresh* events.

In late show, our guests wished us good thoughts and the courage to do beautiful things!

Arina-Codrina TACU,  
Radio Campus Transilvania  
3<sup>rd</sup>-year student, Communication and Public  
Relations

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## NINE YEARS OF STUDENT SHOW

Launched on 13 March 2013, in partnership with *Nova* Radio and TV Station of Braşov, the *Student Show* broadcast turned nine years of existence.



This project was, at the time of its launch, the only one of its kind in the country, specifically, a series of weekly broadcasts on topics of student interest, such as events of Transilvania University or even the entire community of Braşov. Dozens of students from several faculties have contributed to this project over the years, and for each of them, to research, shoot, edit and present the video footages has meant to express and assert themselves, as well as to overcome many limits.



The communication skills acquired within the project helped many *Student Show* team members build their own careers. For some, it even represented the gateway to the world of television.



The anniversary *Student Show* broadcast on 1 March 2022 also marked the debut of a new team of student TV producers, all of them in the first year at *Digital Media* master's programme. As with previous anniversary editions, the show was partly dedicated to messages from former team members. The other part included the presentation of some projects achieved during the first semester and focused on video content as their favourite form of expression.



The enthusiasm and involvement of the new team that brings this project to life, also confirmed by the following March broadcasts, are a guarantee that the *Student Show* will celebrate many editions in the future.

*Student Show* Project Coordinator  
Assoc. Prof. dr. Florin NECHITA, Vice-Dean  
Faculty of Sociology and Communication

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## A SPRING TOKEN OF JOY IN 2022 AS WELL

Every year, on 1 March, in order to celebrate the Day of Transilvania University of Braşov, the Faculty of Sociology and Communication organizes the event "A Spring Token of Joy". Now in its 9<sup>th</sup> edition, this event consists in offering traditional spring tokens created or purchased by the students in Social Assistance to the elderly.

If in past years the students had the opportunity to offer their traditional symbolic gifts to institutionalized elderly people, this year things were a little different. Accordingly, despite the weather outside, we succeeded in pouring out spring into the hearts and bringing smiles on the

faces of the ladies whom we came across on the route Eroilor Avenue – City Council Square of Braşov.

For the students who volunteered, this event was a real joy, because they had the opportunity to give and at the same time to receive, to be filled with positive energy from all the ladies who thanked them, revelled in the moment and even hugged them.

Lect. dr. Marinela ŞIMON,  
Faculty of Sociology and Communication

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## LAUNCH OF THE FOURTH EDITION OF THE ACADEMY OF ONLINE

The fourth edition of the Academy of Online was launched on 2 March 2022, its first course having been given by Andrei Prescură, *SEO & Content Strategist* within the online marketing agency *Romanian Copywriter*.



This year as well, the structure of eight courses given by the specialists from the two online marketing agencies of Brasov, *Romanian Copywriter* and *The Pharmacy*, was maintained, and the format of the event was with physical presence.



The other three trainers during this year's edition were Cătălin Ionașcu (*Project Manager* and founder of *Romanian Copywriter*), Zoe-Larisa Ionașcu (Copywriter at *Romanian Copywriter*) and Ovidiu Bălcăcian (co-founder of *The Pharmacy*).



The four trainers included examples and exercises inspired by real-case studies in the project portfolio of the two agencies, but also by the in-depth analysis of some case studies discussed in other disciplines from the perspective of online communication.

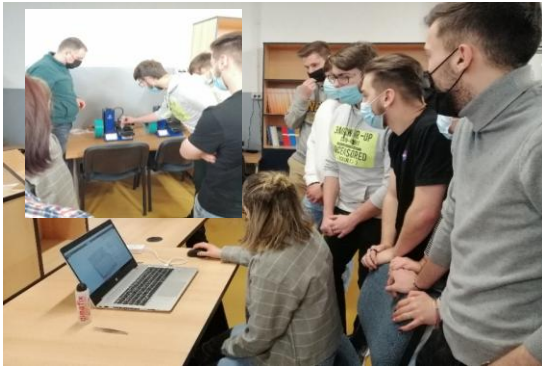
The novelty of this edition is the TikTok Ads course scheduled for 20 April 2022.

Assoc. Prof. dr. Florin NECHITA, Vice-Dean  
Faculty of Sociology and Communication

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## THE FIRST-YEAR STUDENTS' VISIT TO THE LABORATORIES OF THE RESEARCH & DEVELOPMENT INSTITUTE OF TRANSILVANIA UNIVERSITY OF BRAȘOV

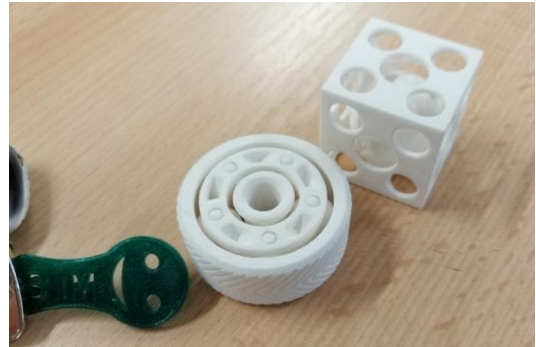
On the occasion of the Day of Transilvania University of Brașov, the first-year students of the Faculty of Materials Science and Engineering had the opportunity to witness a range of applications achieved with the technologies for obtaining materials and the testing equipment within the Research & Development Institute of our University.



The students were involved in obtaining various finished or semi-finished products, using both non-conventional (additive manufacturing) and conventional (hot casting and deformation) technologies.



They participated in the design and execution of some decorative objects made of PLA (polylactic acid) and PA6 (polyamide) using two types of additive technologies.



Moreover, both the way of obtaining metallic aluminium foams, the raw material of which is melt in an induction furnace, and the execution of a steel semi-finished product by free forging were shown to the visitors. Furthermore, the students were also trained how to determine the hardness of commonly used materials, including personal phone screens, as well as encouraged to discuss the differences observed between different brands and models.



Following this visit, the students expressed their interest and desire to get involved in the activities conducted within the research centres. In the end, the students also received some gifts (additively manufactured parts), especially as they had a direct contribution to the execution of some of them.

Lect. dr. Eng. Iuliana GHEORGIȚĂ  
Faculty of Materials Science and Engineering



## DAY OF THE UNIVERSITY AT NORBERT DETAEYE MEDIA CENTRE

The Festive Day of Transilvania University of Braşov was celebrated at Norbert Detaeye Media Centre through an event consisting in a presentation themed on "Digitization, a method of perpetuating the traditional motifs of the textile heritage", followed by a traditional sewing workshop.



The presentation, given in the presence of the Dean, Assoc. Prof. dr. Eng. Alin Olărescu, and of the students at the Faculty of Furniture Design and Wood Engineering, started with defining the notion of heritage and dividing it into natural and cultural, with examples of Romanian objectives and objects classified in the UNESCO Heritage, among which is the traditional spring token called "mărţişor" (little March).



The video presentation continued with exemplifying digitized motifs and their subsequent use in various stitches.

We then explained the difference between digitization, digitalization and digital transformation,

highly topical notions, and presented a concrete case of transposition into digital, vector format of a traditional motif, with a view to its being taken over by any type of numerical control machine tool.



In the second part of the event, the students learned some traditional Romanian sewing points, but which are also found in other cultures. Mrs. Rafila Săracu, member of the group *Romanian Quilting Bee in Şcheii Braşovului* joined us in this endeavour.



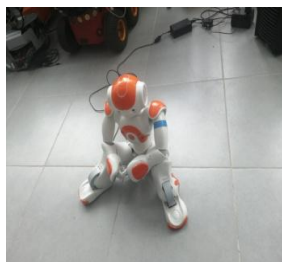
It was an oasis of peace and good thoughts, the joy and hope being also conveyed through the red and white symbol of the ancestral spring token of the "mărţişor".

Drd. Antonela LUNGU  
Faculty of Furniture Design and Wood Engineering

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## THE 1<sup>ST</sup> OF MARCH AT THE FACULTY OF MECHANICAL ENGINEERING

Laboratory L5 hosted the activity "Robotics and Virtual Reality". The visiting pupils and students were presented with state-of-the-art equipment used in virtual engineering. A series of demonstrations were also performed. At the same time, the students got in touch with the "world of robots".



The stages to be completed from concept through design to actual realization, as well as the virtual assessment of the design were presented.

During the same event, the mode of operation of both the holographic stands and the haptic systems was presented.

In Laboratory L9, the permanent mini-exhibition entitled "Steps through the history of Romanian engines" could be viewed. Pupils and students could see a series of engines developed at Braşov Tractor Plant, Braşov Truck Plant, Campulung Muscel ARO Plant. The presentation was accompanied by leaflets with the main technical data of the engines that were refurbished by the students of the faculty through a project financed by the university. Within the same laboratory, the students could also see the achievements of the students at the Faculty of Mechanical Engineering, in particular the Twizy car that won the first prize in 2019 at the competition organized by the RENAULT company.



Another point of attraction was the presentation of the test stands at low speed, with a mannequin and passenger.



On this occasion, the components of a mannequin used in crash tests, the way they are made, as well as the equipment used to record the experimental data were described to the pupils and students. The visitors had the opportunity to test the shock that they feel at low speeds.



By getting involved in discussions and through their questions, all visitors can be considered to have obtained useful information about both past and present technical preoccupations, but especially about the future directions developed within the Faculty of Mechanical Engineering.

The Day of Transilvania University of Braşov, at the Faculty of Mechanical Engineering was a genuine incursion into the past, the present and especially into the future of engineering.

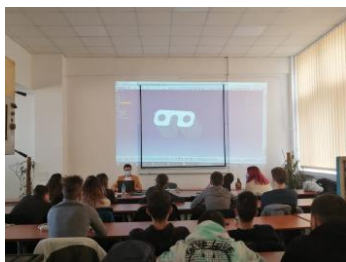
Prof. dr. Eng. Ioan Călin ROŞCA, Dean  
Faculty of Mechanical Engineering

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## DAY OF THE UNIVERSITY AT THE FACULTY OF TECHNOLOGICAL ENGINEERING AND INDUSTRIAL MANAGEMENT

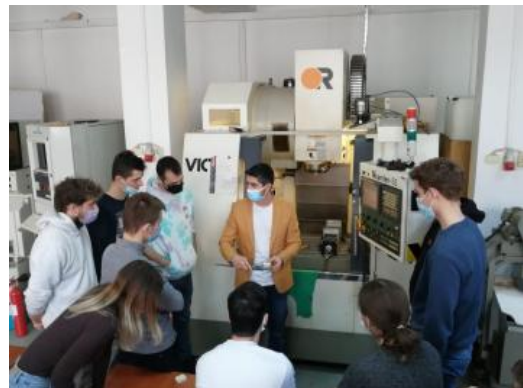
The events occasioned by the Day of the University at the Department of Manufacturing Engineering within the Faculty of Technological Engineering and Industrial Management also included the first stage of the SCARA CAD and 3D Printing competition for creative pupils. Four high-school education units of Braşov were represented at this activity: "Mircea Cristea" Technical College, Transilvania Technical College, "Hans Mattis-Teutsch" Fine Arts Vocational High School and the Transport Technical College.

The works were presented by 16 pupils and their 4 coordinating teachers. All the works proposed by the competitors (3D models) will be physically achieved through additive technologies in the Laboratory of Additive Technologies within the Department of Manufacturing Engineering. A jury made of members in the Department team, led by Prof. dr. Eng. Mircea Viorel Drăgoi, ranked the works, with a view to awarding the prizes in the three sections of the competition. The event enjoyed a favourable response from the participating pupils, who highly appreciated the activity, publicizing it on their high schools' social media pages.

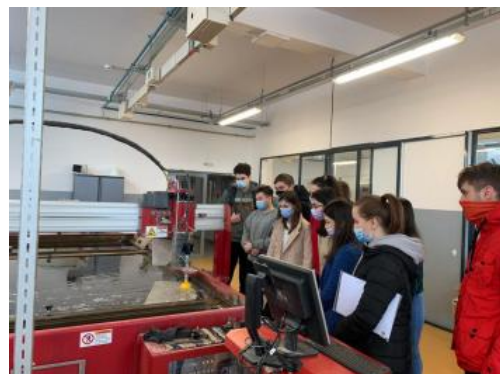


In the Department of Engineering and Industrial Management, the workshop "Industry 4.0 - limits and challenges" was coordinated by Prof. dr. Eng. Adriana Florescu, who deciphered for the pupils some riddles of the concepts of industrial manufacturing digitalization. The main historical stages that marked out the

evolution of the production of goods were presented, as well as the future directions in the context of which our graduates conduct their activity on the labour market. The challenge "From idea to product in 50 minutes" was successfully solved by Lect. dr. Eng. Marius Daniel Năsulea. Starting from a sketch of a piece, our colleague showed the attending college and high school pupils how to model the piece using a CAD design environment and then, in the numerical control lab, how to manufacture this piece on the Victor Vcenter manufacturing equipment 55.



In the Lab of Advanced Manufacturing Systems and Technologies, Dr. Eng. Sorin Barabas initiated the students in Engineering and Business Management into waterjet and abrasive cutting technology.



The students were very interested in this flexible method of processing the pieces, which offers multiple possibilities in terms of shape and complexity.

Lect. dr. Eng. Alexandru FILIP, Vice-Dean – Faculty Technological Engineering & Industrial Management

## DAY OF THE UNIVERSITY AT THE FACULTY OF FURNITURE DESIGN AND WOOD ENGINEERING



The Day of Transilvania University of Braşov was celebrated at the Faculty of Furniture Design and Wood Engineering through an event in which the students were invited to visit the exhibition themed on *Furniture Design and Restoration* and then a fretwork workshop.

Assoc. Prof. dr. Eng. Alin Olărescu, the Dean of the Faculty, explained to the first-year students that, since 2011, the 1<sup>st</sup> of March has been celebrated as the University's Festive Day.

In the Faculty's exhibition hall, the students' creations are displayed, along with several pieces of furniture and other wooden objects restored within the faculty.



The second-year student, Andrei Dan coordinated the fretwork workshop where he first showed his colleagues a few of his works, mentioning that the fretwork technique is used for cutting and decorating.

Then he presented the working tools: saw frame, saw blades, cutting support, adhesive paper, aracet.

He explained what the execution phases are, starting with the choice and cutting of the model, the preparation of the material, up to the actual fretwork; and he even made a demonstration in this regard.



Intrigued and eager to try, the students took turns experimenting with fretwork, their favourite pattern being a butterfly.



The meeting was a moment of genuine socialization, namely an interactive communication and an opportunity of joy.

Drd. Antonela LUNGU  
Faculty of Furniture Design and Wood Engineering

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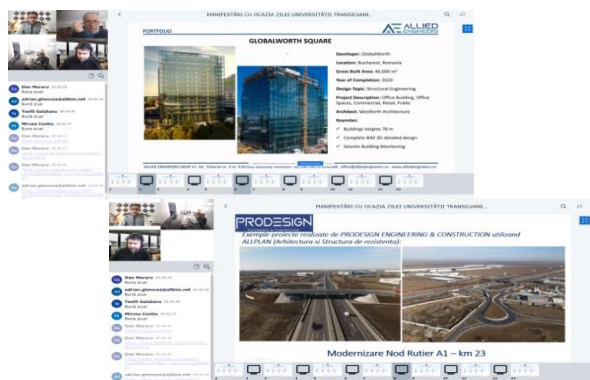
## DAY OF THE UNIVERSITY AT THE FACULTY OF CIVIL ENGINEERING

The events occasioned by the Day of the University – 1 March 2022 are part of the recent years' consistently promoted actions within the Faculty of Civil Engineering, with a view to developing and consolidating collaborative relationships with the economic environment, on concrete topics of major interest to students.

The actions proposed by the faculty in collaboration with the representatives of the economic environment were conducted both online and with physical participation in an atmosphere dominated by lectures and interactive discussions on the presented topics. The events organized from 1 to 3 March brought together the representatives of the participating companies and their collaborators, with more than 70 students accompanied by the faculty teaching personnel, according to the agenda briefly presented below.

The section *Software applications in buildings and facilities* was held online, with two lectures specific to the field of *Constructions and Installations*, titled "We have been teaming up with engineers for 30 years" and "Fair price for gas and energy".

ALLPLAN company of software applications also participated in the first event, together with two design companies in civil, industrial and agricultural constructions, namely railways, roads and bridges, with experience and outstanding achievements. The presentation was accompanied by relevant images, which raised the audience's interest and curiosity, materialized in interactive discussions based on questions and clarifying answers.



The second event was mainly addressed to the Bachelor's degree programme *Building Services* and

was a successful meeting between students and the president of "Intelligent Energy" Association. The meeting was marked by the clarity of the lecture and the answers formulated, in an atmosphere based on dialogue and logical argumentation.

The event *Students facing user demands* conducted under this section, bearing the name of *PCCC - Functional system of internships for students in the field of constructions and communication routes, with physical attendance*, brought to the table of dialogue and exchange of ideas the students of the study programmes *Railways, Roads and Bridges*, respectively *Civil, Industrial and Agricultural constructions*, faced with employer demands, expressed through the lecture and the answers given by the representatives of *Professional Association of Roads and Bridges – Bucharest Branch*.



The event ended with the adhesion of a significant number of students to the Association's proposals, such as to participate in the project defined by the theme of the lecture and to carry out the semester internship at the *Railways, Roads and Bridges* units affiliated to this professional association.

The conducted events aimed at strengthening the faculty's relations of collaboration with representative entities of the business environment and with professional associations, as well as at forming the students' real perception towards the employers' ever-increasing demands.

Prof. dr. Eng. Ioan TUNS, decan  
Faculty of Civil Engineering

## GRADUATES CELEBRATING THE DAY OF TRANSYLVANIA UNIVERSITY OF BRAȘOV

The first and last of the six events hosted by the Faculty of Sociology and Communication to celebrate the Day of Transilvania University of Brașov had as guests two graduates of the Bachelor's degree programme *Communication and Public Relations*.



On Monday, 28 February 2022, Ioana Moașa, graduate of the 2014 class, spoke to the students attending the event titled *Theory and Practice in Communication* about her professional path and the importance of combining theory with practice obtained through involvement in extracurricular and volunteer activities.



Ioana is currently *Communication Manager South Central Europe* at *Unilever* company. Ioana was among the best students of her generation, which didn't stop her from volunteering with PRIME (*Association of European Students in PR and Communication*) or from attending a three-month internship programme in the advertising agency

*Publicis* of Warsaw through the *Erasmus* programme.

On Saturday, 5 March 2022, Octavian Aftanașă, another graduate passionate about advertising, former president of PRIME and a student particularly active in volunteer activities, gave the presentation *Creativity in communication*. He was accompanied by Anca Gânscă, *Communication Coordinator* at *Brașov Community Foundation*. During the time when Octavian was a student, Anca was the coordinator of Incubator 107, a particularly active organization in the local community.



The two guests presented their careers to the current students, starting with the activities organized within the faculty, up to their current jobs. They spoke to the students about the formative role of volunteering within PRIME and *Incubator 107*. The presentation was interactive and the participating students had the opportunity to learn more about the role of good communication in building fruitful relationships with the customers.

The two meetings proved inspirational especially for the first-year students in *Communication and Public Relations*, who thus received two other decisive impulses in their endeavour to re-establish PRIME Brașov Association.

Assoc. Prof. dr. Florin NECHITA, Vide-Dean  
Faculty of Sociology and Communication  
Anda ANCA, 1<sup>st</sup>-year student  
Communication and Public Relations

## DAY OF THE UNIVERSITY AT THE FACULTY OF MUSIC

1 March marks the Day of Transilvania University of Braşov, giving the students of various faculties the opportunity to organize anniversary events.



As every year, the students of the Faculty of Music were present on stage, in the Performance Hall of Memo Complex, to delight the audience with musical jewels of the instrumental repertoire, allowing the spring to pour out into our souls.



A novelty for this year was the fact that, in the two recitals prepared by Lect. dr. Leona Varvarichi, the first-year students were also included, who after only one semester of training performed alongside their older and more experienced

colleagues. Everyone's performance was up to the occasion, being highly appreciated by the audience.

The two recitals featured both music pieces for the piano solo repertoire (Sarah Păun, 1<sup>st</sup>-year IM and Alexandra Mitu, 2<sup>nd</sup>-year IM, class of Prof. dr. Anca Preda-Uliță) and music pieces for chamber bands - duo, trio or quartet (Andreea Tofanel - viola, Roberto Gherman - violin, Maria Botosencu - violin, Ferencz Tihamer - cello, Deak Abigel - viola, Ionel Suciuc - clarinet).



Lect. dr. Cristina Buga and Lect. dr. Lioara Fraţilă participated in both recitals, accompanying some of the aforementioned students on the piano. The repertoire included pieces composed by L. van Beethoven, J. Brahms, W. A. Mozart, M. Bruch, R. Schumann, Fr. Schubert, Bro. Chopin and C. Saint-Saens.

Lect. dr. Lioara FRĂŢILĂ  
Faculty of Music

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## EVENT DEDICATED TO SIMULATED MEDICAL MANEUVERS AT THE FACULTY OF MEDICINE

In order to celebrate the Day of Transilvania University of Braşov, on 1 March 2022, the Faculty of Medicine organized the event "Simulated medical maneuvers on complex mannequins".



This event is occasioned by the recent endowment of the Faculty of Medicine with modern simulation equipment, which allows students to acquire the clinical skills so needed in medical practice.



The practical demonstrations were coordinated by the Lect. dr. MD. Adrian Bărăcan, holder of the *Intensive Therapy* discipline and Assist. Lect. dr. MD Alexandru Laculiceanu.



More than 30 students completed the skill stations in basic and advanced life support for adults and children and auscultation of heart sounds.



The event took place at the Research & Development Institute within Transilvania University of Braşov, which will also host the Simulation Centre of the Faculty of Medicine.



Assoc. Prof. dr. MD. Andrea Elena NECULAU,  
Faculty of Medicine

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## CHARITABLE CROSS-COUNTRY RACE "I'M RUNNING FOR MY MOM"



On 6 March 2022, the local Branch of AMiCUS organized the first edition of the charitable cross-country race "Running for my mom", for the benefit of ADRA Romania Association.



The donations collected following this sporting event were used to help victims of domestic abuse, offering them financial and emotional support.



The cross-country cause brought together people of all ages, eager to combine their passion for sports with charity.



The cross-country results rose to the occasion, and the participants were extremely excited.

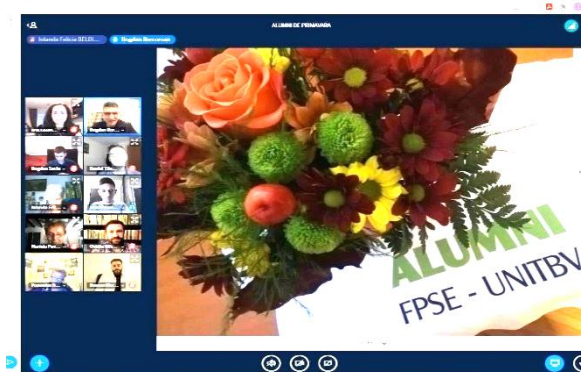
Now they are looking forward to the future editions.

Iulia ZINCĂ, student  
Faculty of Medicine

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## SPRINGTIME ALUMNI AT PSE

For a few years, in early spring we have been celebrating the Day of Transilvania University of Braşov at the Faculty of Psychology and Educational Sciences, also through the *Alumni Day* event.

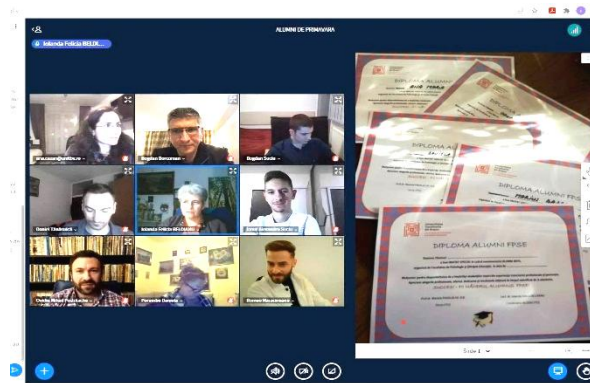


This spring, which winter is still reluctant to part with, has been brightened for us by the guests of "Spring Alumni". Since in our fields of activity, namely psychology and pedagogy, most professionals are women, we considered it appropriate to have as guests six surprise male graduates, who stood out through a successful professional development: Bogdan Borcoman (psychotherapist), Romeo Mărăcineanu (psychopedagogue), Ovidiu Mihail Postolache (clinician psychologist), Ionuț Alexandru Suci (schoolmaster), Bogdan Suci (graduate student in Psychology) and Daniel Tănăsuică (teacher).

Our guests shared with the students some of the challenges, obstacles and successes of their academic and professional experience, for a few hours on a weekend evening. Thus, we met two former engineers, an engineer-sylviculturist and a civil engineer who, at some point in their lives, turned to another professional option, initially closer to their needs and later to their professional development resources and desires.

We also had guests who confessed that it is the profession to have chosen them, and that now they appreciate even more what they learned and are aware that, in working with special people and children, there is a need for sensitivity, but also for competence.

We met former students, today's guests, whose wish, since childhood, has been to be worth holding a chair. Thus, the students got acquainted with both a *Schoolmaster* and a *Teacher*, gifted for the profession which, unless honest with yourself and with the others, you cannot fulfil without a calling. Not least, we had as a guest him who is becoming a representative voice for those who have succeeded in turning special learning needs into an example of mobilization, with a view to overcoming them.



We take this opportunity to thank our valuable guests, the students and the colleagues involved, as well as the audience at large.

We invite you to discover the whole story on:  
<https://www.facebook.com/FPSE.UnitBv>.

Lect. dr. Iolanda BELDIANU, ALUMNI FPSE Officer  
Assoc. Prof. Dr. Daniela PORUMBU,  
Expert for the socio-economic environment

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## GRADUATES WHOM WE TAKE PRIDE IN – RADU MICLEA



Born on 5 February 1996 in the town of Agnita (county of Sibiu), I graduated from “August Treboniu Laurian” Technical College of Agnita, math and computer science track.

It is then that my passion for the exact subjects dates back to. After graduating from college, in 2015, I was admitted to the Faculty of Technological Engineering and Industrial Management of Braşov, more precisely to the Industrial Economic Engineering specialization.

During the 3<sup>rd</sup> academic year (2017-2018), in the first semester, I won an Erasmus+ mobility, at the University of Southern Denmark (SDU) in Odense, where I had a unique experience, from a professional point of view, through both the curricular disciplines and the exceptional way of teaching the courses, which pursue a mostly practical learning goal. The experience was also agreeable through the multicultural interactions with many students coming from different countries around the globe.

After returning from the Erasmus+ mobility, I also participated in AFCO 2018 with the project “Capitalization on the structures made of composite materials in the aerospace industry”, one of the projects that I developed within the Erasmus+ mobility exchange, being ranked 3<sup>rd</sup> in the

Engineering section. Based on this project, I also obtained one of the Schaeffler Private Excellence Scholarships “10 for 10” in the fall session 2018.

Within *Schaeffler Romania* company, I took part in two summer internships. The former was hosted by the Department of *Industrial Engineering* in 2016, and the latter - by the *Manufacturing Engineering* Department, *Technology* section, in the summer of 2018.

I was one of the founding members of “JobStud” group within Transilvania University of Braşov, the main objective of which was to connect the students with the practice and work places offered by the partner companies.

After completing the four years of undergraduate studies (2019) at the end of which I obtained the highest grade in the final graduation exam, I pursued the master’s degree at the same faculty, specializing in *Innovative Manufacturing Engineering*.

During the second semester of the second academic year, I participated in another Erasmus+ mobility, this time at NOVA University of Lisbon, where I had as my main objective the drafting and achievement of my dissertation entitled “Design and implementation of a weevil dispersal device”, for which I got the highest mark.

After completing the two years of graduate studies (2021), on 1 September 2021, I joined Schaeffler Romania as a *Project Manager Officer* (PMO), with the main task of providing assistance in the coordination of projects within the *Automotive* department on a global level.

Radu MICLEA

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