

FACULTATY OF ECONOMICS
DEPARTAMENT OF BUSINESS ADMINISTRATION AND MARKETING

Erasmus+ Blended Intensive Programme
Business Ethics and CSR (Corporate Social Responsibility)
Becoming ethical and socially responsible

13 - 17 October 2025 (online lectures)
20 - 24 October 2025 (onsite activities)

BIP description:

Business ethics and Corporate Social Responsibility (CSR) play a crucial role in the success of businesses. Studying ethics and CSR is important for students because it can prepare them for the challenges of a rapidly changing business landscape. As consumers become more socially conscious and demand that companies act in an ethical and socially responsible manner, businesses that fail to prioritize these values are likely to struggle.

Alba Iulia is a city located in the central part of Romania, in the province of Transylvania. It is known for its rich history, cultural heritage, and beautiful architecture. It is the home to the largest and best-preserved fortress in Romania, the Alba Carolina Citadel, which was built in the 18th century on the site of a former Roman castrum.

Alba Iulia provides the perfect backdrop for a deep dive into the world of business ethics and CSR. Throughout the event, students will have the opportunity to learn from business experts and leaders who will share their experiences and insights on business ethics and CSR during the study visits and lectures and will participate in workshops and group activities that will allow them to gain practical skills for their future career. They will also have the chance to work and network with like-minded students from other countries and present their ideas on how to help a company *become ethical and socially responsible*, all while exploring the beautiful sights and sounds of Alba County and the surroundings.

Profile of participants: students in the field of economics. Max 5 students from the each partner institution

Period:

13 - 17 October 2025 (online lectures)
20 - 24 October 2025 (physical part)

Application process:

- Candidates should register for this BIP [Business Ethics and CSR \(Corporate Social Responsibility\) \(20-24 October 2025\): Registration · UAB International Events \(UAB Events\)](#)
- Candidates can show interest and establish contact with the **BIP's responsible person Assoc. Prof. Ph.D. Silvia Maican** (smihalache@uab.ro), for any questions, support or pre-invitation letters, needed for applying for the grant at the home institution;
- Candidates **must apply** for the Erasmus+ short mobility grant at their **home institution**;
- Deadline for nominations of a candidate by his/her home institution to University "1 Decembrie 1918" of Alba Iulia (relint@uab.ro): **3rd October 2025**
- **Deadline for registering for the BIP is: 3rd October 2025**

Fees:

- There is **no participation fee**. Students get free lunch (Monday to Friday) and one official dinner
- Students pay for their transportation and accommodation from their Erasmus grants
- Accommodation (5 min from UAB) is around 40-50 euros/person/night including breakfast (the closest are: **Hotel Cetate** <https://www.booking.com/Share-NfT0ev>; **Carolina Heritage** <https://www.booking.com/Share-MJxGPbE>).