



UNIVERSITATEA DE  
MEDICINĂ, FARMACIE,  
ȘTIINȚE ȘI TEHNOLOGIE  
DIN TÂRGU MUREȘ

# U2B UNIVERSITY TO BUSINESS

- **CONCEPT AND BRAND FOR THE RELATIONSHIP WITH BUSINESS AND INSTITUTIONAL ENVIRONMENT**

A PROJECT OF:



**STUDENT ENTREPRENEURSHIP  
SOCIETY**



**C.R.P.M.  
COMPARTMENT OF LABOR MARKET RELATIONS**

# U2B Concept

UMFST



Active partner for the business community and anchored in the economic and educational reality

• **U2B** = All university's activities with potential to be developed in partnership with companies or public institutions

• Companies / public institutions



Roles



1. Internship partners

2. Employers

3. Beneficiaries of works, activities or services provided by the university

4. Educational and research partner

• **LINKS OF ACTIVITY WITHIN U2B :**

• 1+2 = INTERNSHIP MARKET PLACE

• 3+4 = ACTIVITIES FOR BUSINESS AND INSTITUTIONAL COMMUNITY

# U2B Concept Implementation Environment:

Online

• **U2B.UMFST.RO**

Online platform for relationship with companies and public institutions

Offline

1. Integrate the concept in the university's marketing strategy, as a specific and openminded way to interact and communicate with labor market
2. Printed dedicated materials dedicated to companies, etc.

# U2B.UMFST.RO (beta version)

- **Purpose** → Creating a portal where all the information related to the business environment / labor market relationship is available in a structured, centralized and easily accessible form

- **Benefits**

