













Dealer - student25	Model - student25	Retailer - student25	Profit ex.ianuarie - R	Profit noiembrie - R	Sales Volume - stude	Sales Volume nov - R	Retail Price - stude	Retail Price nov - R	
Dealer A	Model 1	Retailer 1	230	2.500	1	1	374,900	4.075,000	
		Result	230	2.500	1	1	374,900	4.075,000	
	Model 3	Retailer 2	450	450	1	2	733,500	733,500	
		Result	450	450	1	2	733,500	733,500	
	Model 4	Retailer 1	907	890	1	1	1.478,410	1.450,700	
		Retailer 2	345	1.900	1	1	562,350	3.097,000	
	Result	Result	1.252	2.790	2	2	1.478,410	4.547,700	
		Result	1.932	5.740	4	5	1.478,410	9.356,200	
	Dealer B	Model 1	Retailer 2	2.463	550	2	1	3.266,520	896,500
			Retailer 4	1.709	1.200	1	1	2.785,670	1.956,000
Result		Result	4.172	1.750	3	2	3.266,520	2.852,500	
		Result	670	100	1	1	1.092,100	163,000	
Model 3		Retailer 2	367	380	1	1	598,210	619,400	
		Retailer 4	1.037	480	2	2	1.092,100	782,400	
Model 4		Retailer 2	1.251	930	2	1	1.476,780	1.515,900	
		Result	1.251	930	2	1	1.476,780	1.515,900	

Fig. 12. BEx Analyzer. Displaying data

Although, the debate was focused on the case study, lectures and laboratories are supported by a mix of modern teaching/learning techniques and methods.

## 4 Conclusion

The Master program project is an example of successful correlation between the society/business needs and educational needs. As key players in their environment, universities have multiple mechanisms of regional, national or international involvement. To remain a source of highly qualified labor force, universities should encourage different collaborations with other universities, companies, institutions. On the other hand, companies become more and more interested in being involved in UBC projects, e.g. the implication in curriculum development and delivery. This kind of projects are sustaining the dissemination of knowledge between firms and higher education institutions, having a benefic impact on all implied partners.

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