

Babeş-Bolyai University

Why do we choose UBB?

**Report on the students' motivation for choosing
Babeş-Bolyai University**

2021 – 2025

- summary report -



Centrul
Qualitas

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The study “Why Do We Choose UBB?” analyzes the responses of first-year undergraduate students to questions regarding their decision to study at Babeş-Bolyai University (UBB). The study has been conducted annually since the 2019–2020 academic year admission process. The analyses show that the respondent students ranked academic and professional considerations among the most important aspects, such as *the quality of study programs, the profession obtained through the chosen program, study conditions, and high employment prospects after graduation*, followed by *the university’s reputation* as a provider of higher education. Regarding the decisive consideration in choosing to study at UBB among first-year enrolled students, the situation is presented according to the data illustrated in Figures 1–5.

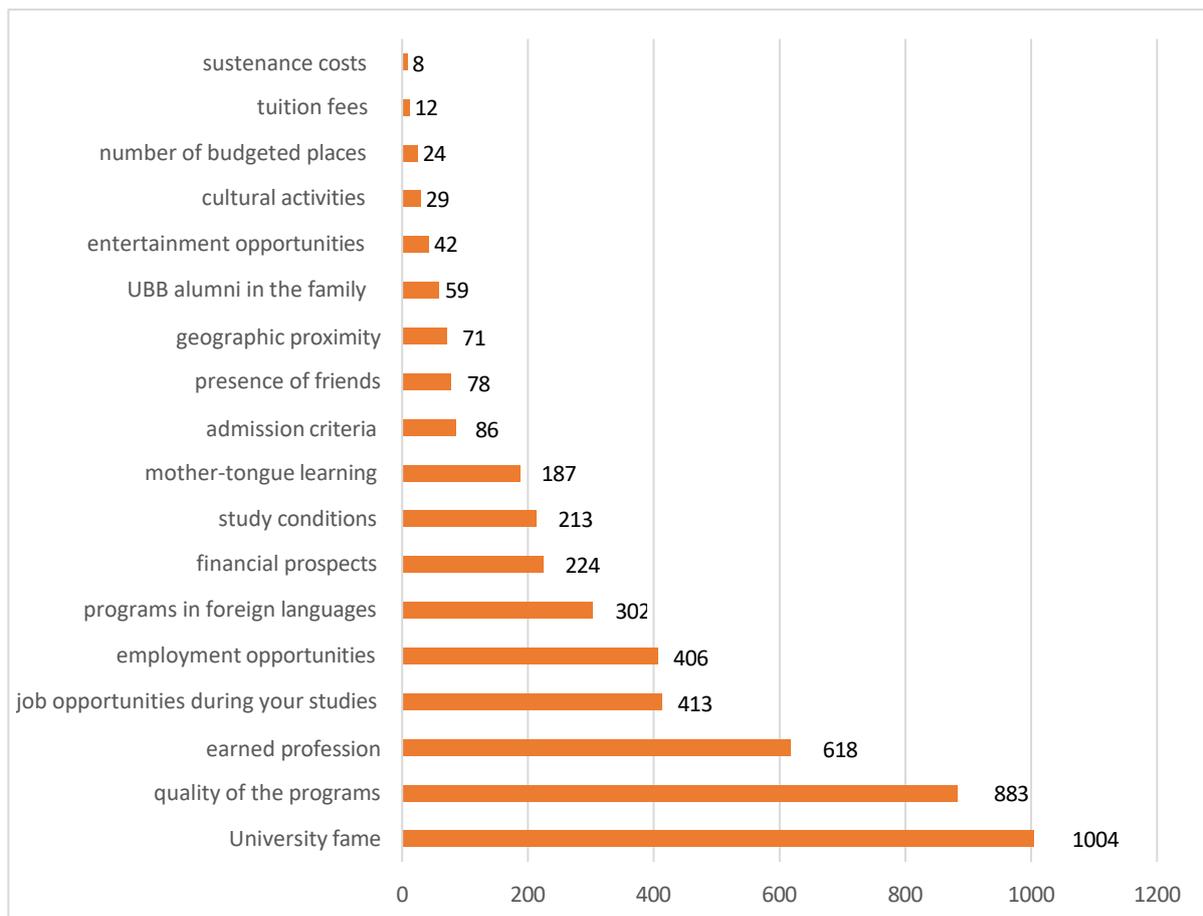


Figure 1. The decisive consideration for choosing UBB among first-year students, 2021 (4,993 respondents)

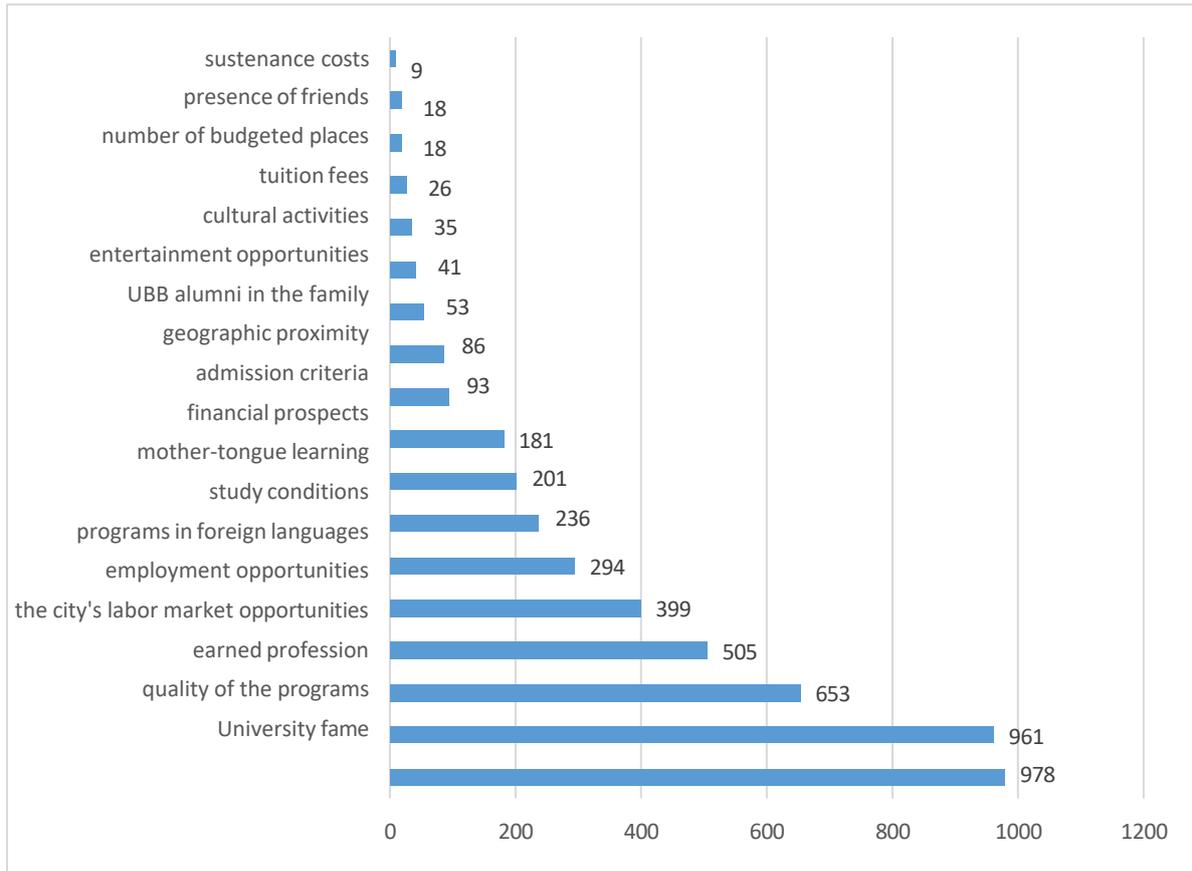


Figure 2. The decisive consideration for choosing UBB among first-year students, 2022 (5,174 respondents)

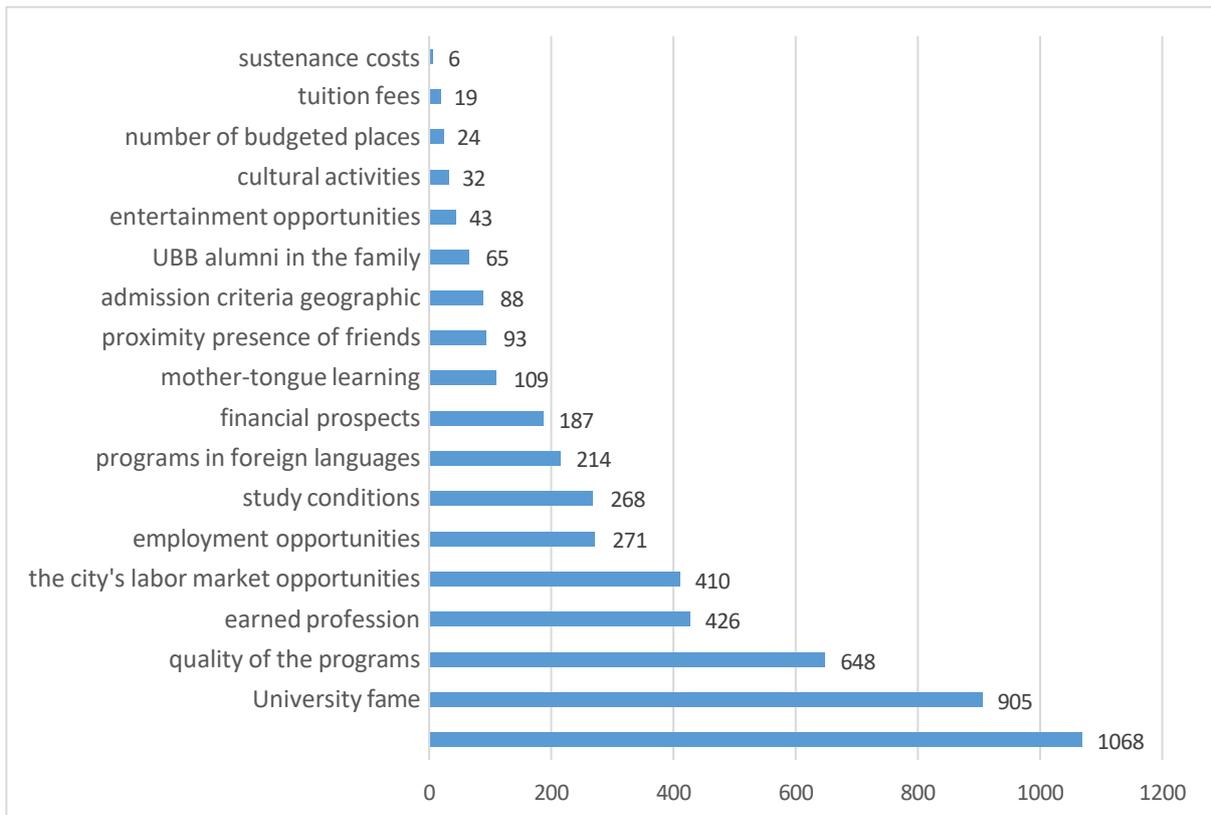


Figure 3. The decisive consideration for choosing UBB among first-year students, 2023 (5,190 respondents)

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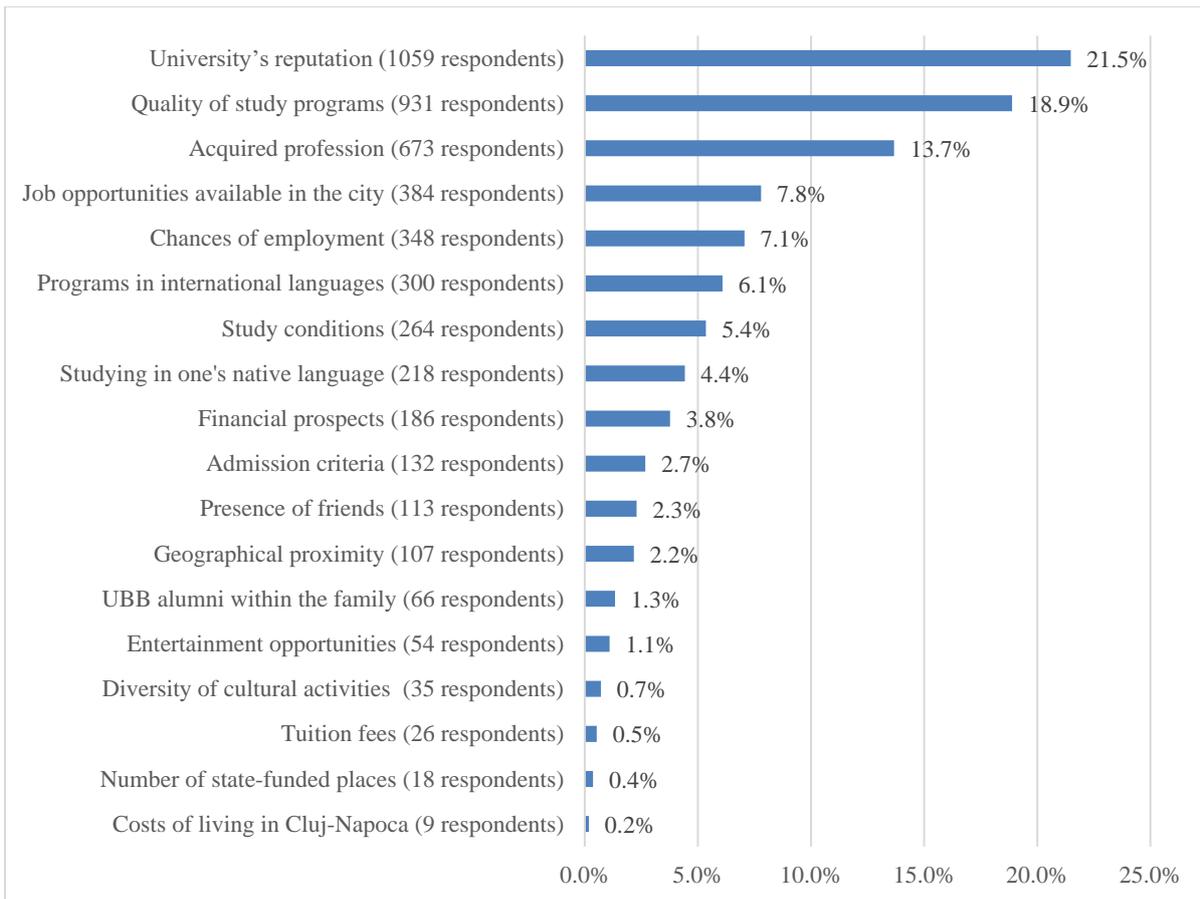


Figure 4. The decisive consideration for choosing UBB among first-year students, 2024 (4,929 respondents)

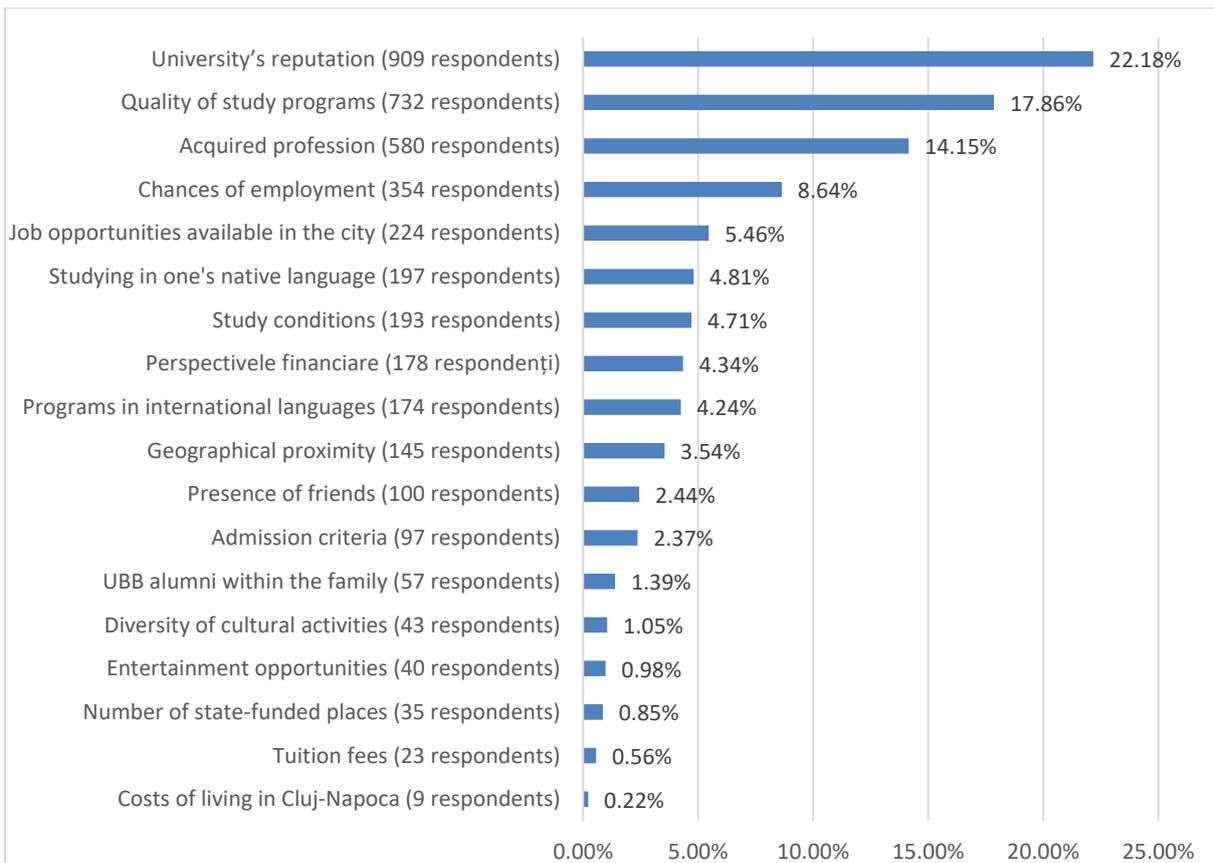


Figure 5. The decisive consideration for choosing UBB among first-year students, 2025 (4,099 respondents)

Regarding the sources of influence on which the decision of enrolled students to study at UBB was based, this is shown in figures 6-10.

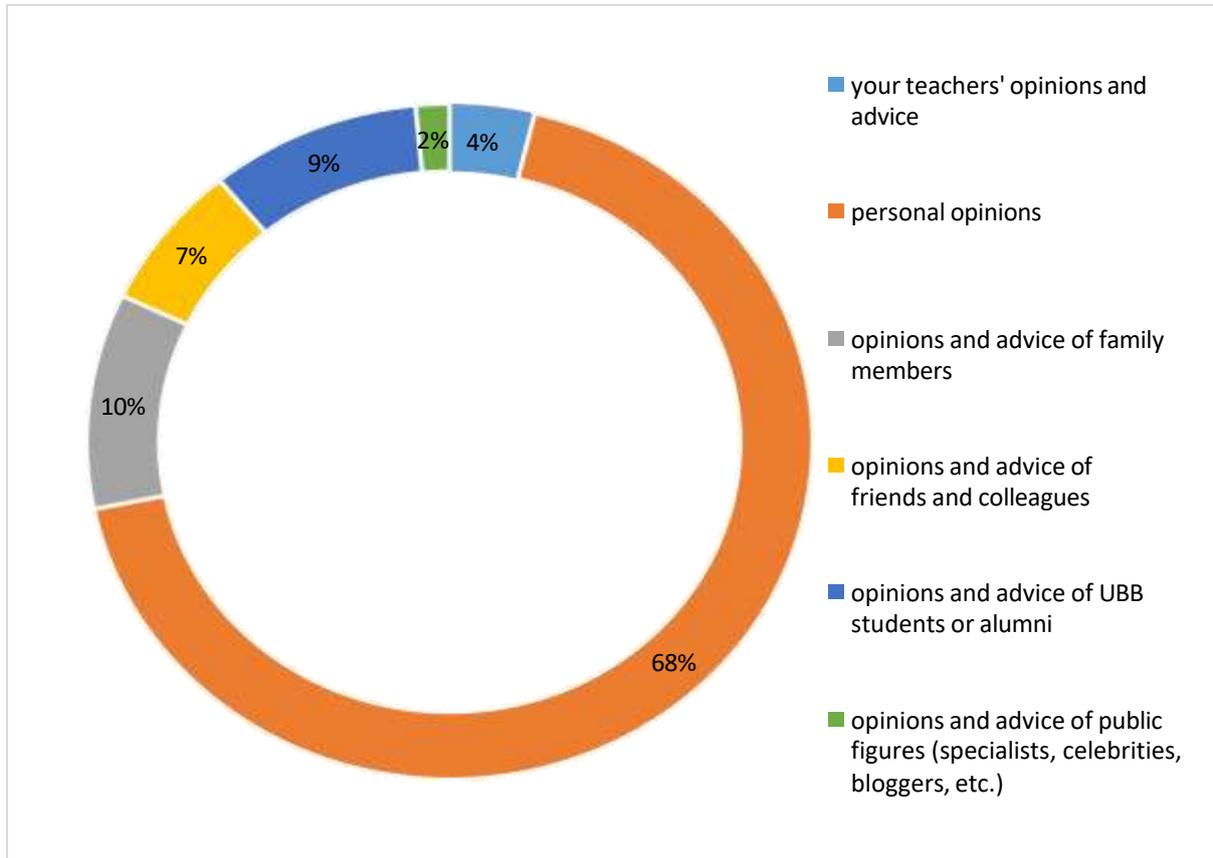


Figure 6. The share of the main sources of influence in choosing UBB among first-year students, 2021

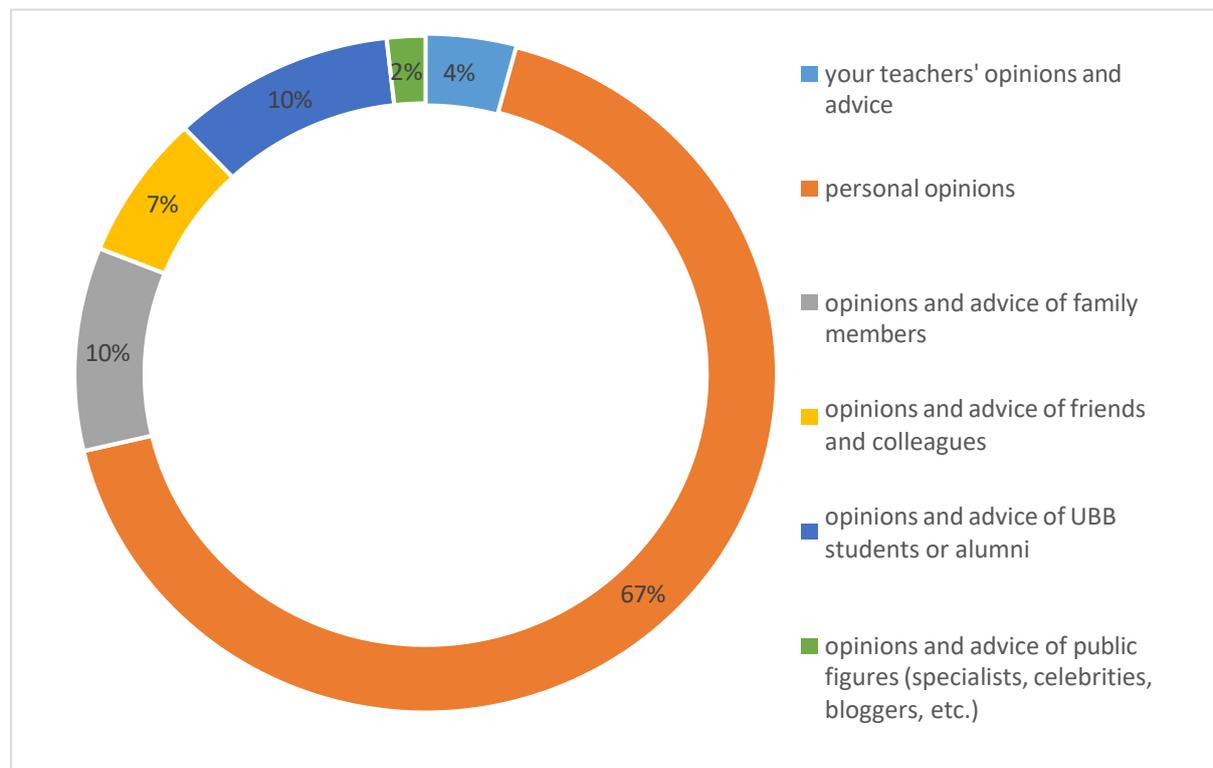


Figure 7. The share of the main sources of influence in choosing UBB among first-year students, 2022

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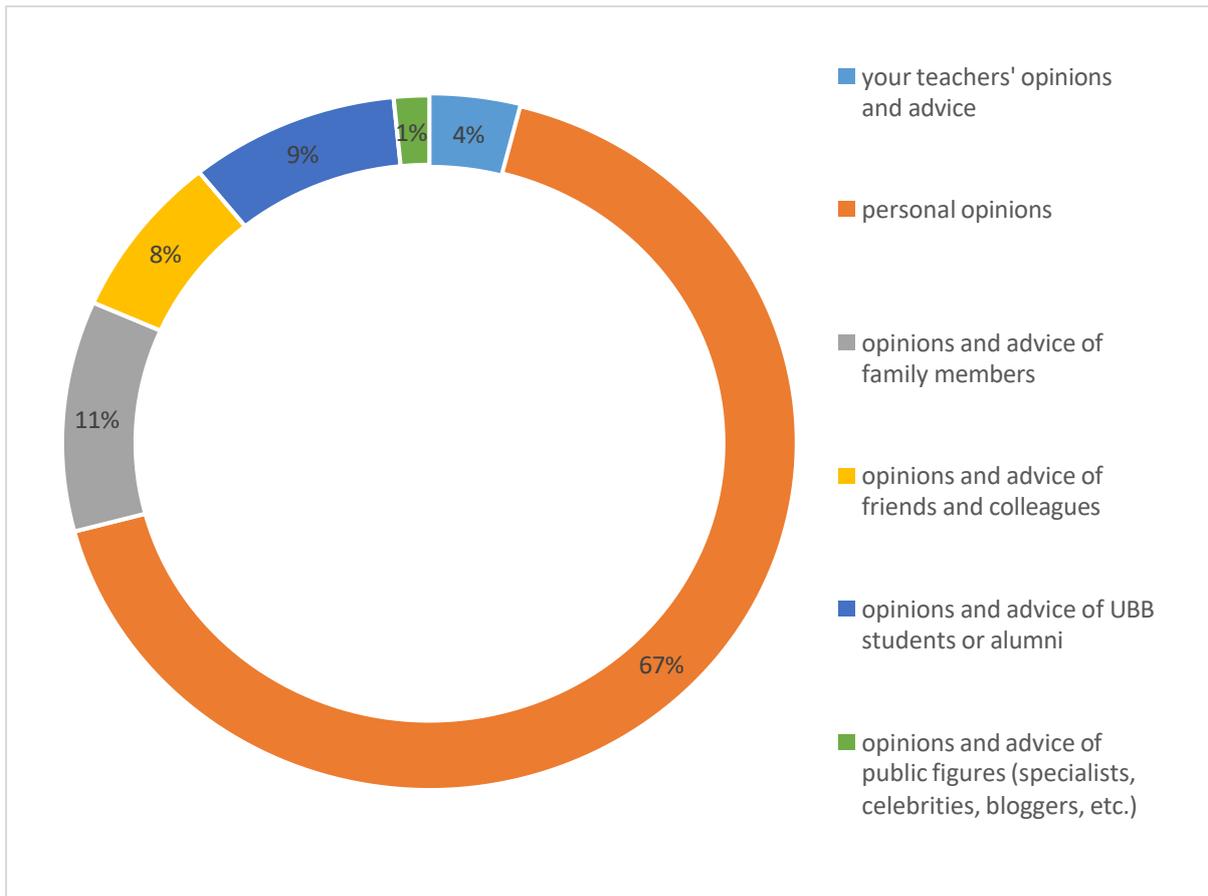


Figure 8. The share of the main sources of influence in choosing UBB among first-year students, 2023

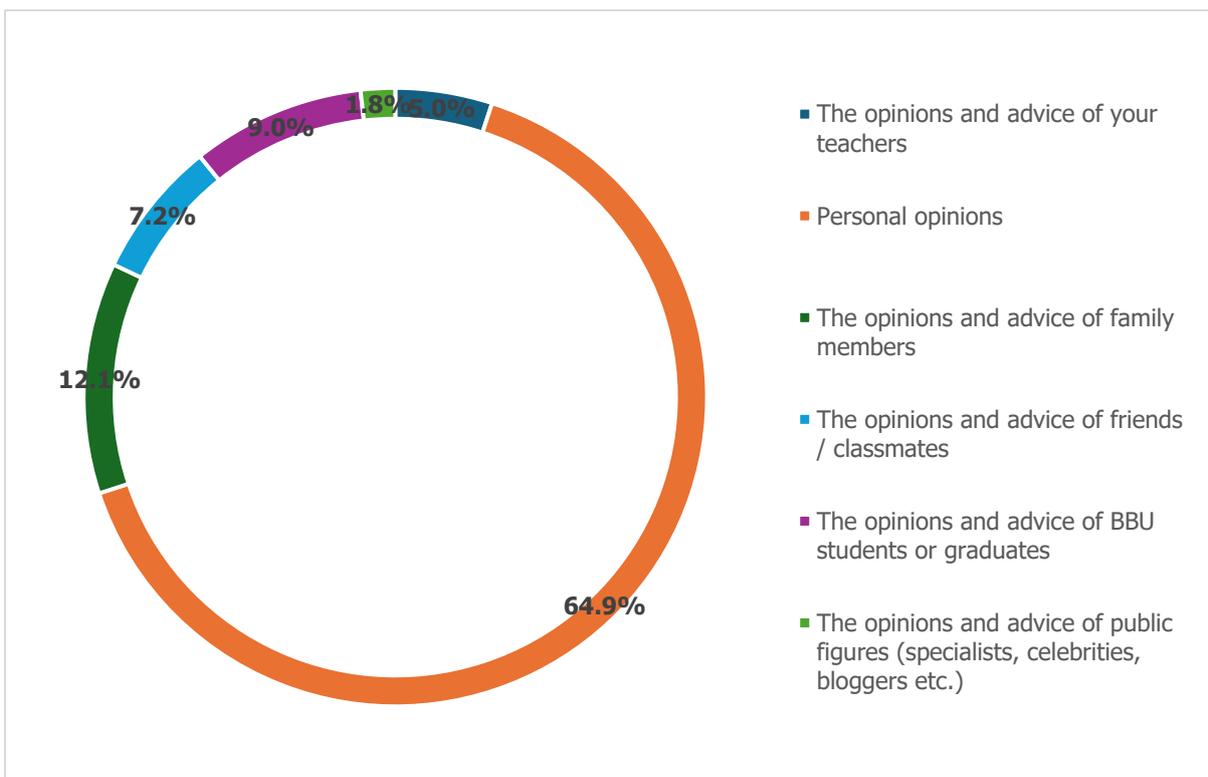


Figure 9. The share of the main sources of influence in choosing UBB among first-year students, 2024

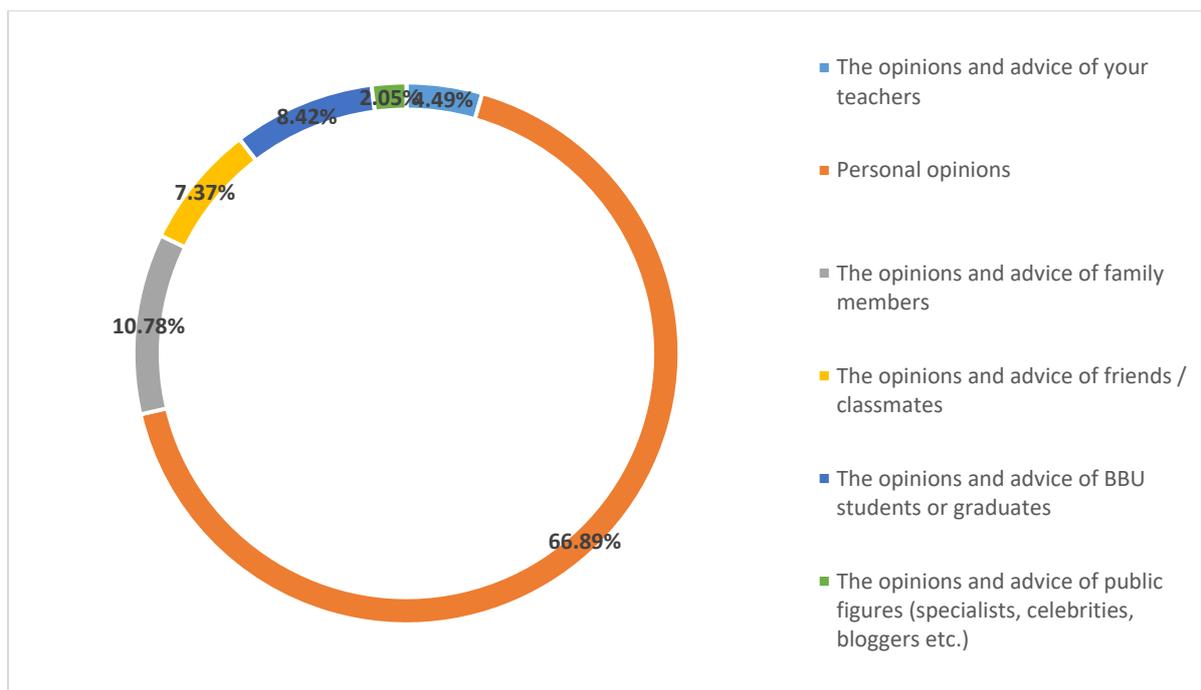


Figure 10. The share of the main sources of influence in choosing UBB among first-year students, 2025

Regarding the moment of crystallization of the decision to study at UBB, the situation was presented annually according to Table 1.

Table 1. The structure of the volume of enrolled students, by the moment of the decision to choose UBB as a university for further studies

Moment	2021 (4,993 respondents)	2022 (5,174 respondents)	2023 (5,190 respondents)	2024 (4,929 respondents)	2025 (4,099 respondents)
<i>Two years prior</i>	614	671	597	674	527
<i>More than two years prior</i>	727	705	691	651	552
<i>During the admission</i>	687	671	720	734	604
<i>Within the past six months</i>	1,155	1,197	1,214	1,244	1,071
<i>During last year</i>	1,480	1,597	1,655	1,638	1,345