



The Bucharest University of Economic Studies
Board of Trustees

Newsletter

www.ase.ro

August-September 2017



ASE'S BOARD OF TRUSTEES' NEWSLETTER
AUGUST-SEPTEMBER 2017

BUCHAREST SUMMER UNIVERSITY —13th edition, August 13-27, 2017

During August 13-27, 2017, The Bucharest University of Economic Studies and its Student Union (USASE) organized the International Summer School entitled “**Bucharest Summer University**”, under the patronage of ASE’s Faculty of Management and the Student Senate. The topic of the 13th edition of this summer school was “**Globalization through Business and Management. Becoming an Agent of Change**”.

This year’s edition provided its participants from Romania and abroad a multiple perspective on the opportunities and challenges in the business environment and in international management, training students for taking unique initiatives in these fields. This edition was attended by 70 participants from 17 countries: Albania, Armenia, Bosnia and Herzegovina, Bulgaria, Georgia, Germany, Ireland, Italy, Kosovo, Nicaragua, Poland, Republic of Moldova, Romania, Spain, USA, Vietnam, and Thailand. After the two weeks of lectures, seminars and debates facilitated by national and international experts, the attendees passed the final exam to obtain 5 ECTS.



Summer schools organized by ASE's Faculty of Business Administration in Foreign Languages

During July-September 2017, students and academics from ASE's Faculty of Business Administration in Foreign Languages (FABIZ), and their guests from Austria, France, Germany, Great Britain, Italy, The Netherlands and Romania, participated in a series of summer schools on globalization, entrepreneurship and foreign languages. Three out of ASE's five 2017 summers schools were organized by FABIZ in unconventional locations, either on the seaside or at the mountains, which enabled the organization of outdoor networking activities:

FABIZ-ASE Summer School "How to manage change – Challenges of Globalisation" was held in Constanta from August 26 to September 4. The 20 participants attended specialized courses delivered by international academics.

The **Summer School in Entrepreneurship and German Language** (July 23 – August 4 and August 6-18) and the **Summer School in Entrepreneurship and French Language** (August 20 – September 1) were held in Moieciu de Sus, Brasov county. The 250 attendees were students and pupils from all over the country.



Participation of ASE's team in the Summer School in Varna

On August 21-26, 2017 a team of four **students from ASE's Centre of Russian Language and Culture** participated in the **International Summer school in Russian** organized by the Varna Free University "Chernorizets Hrabar", the largest private university in Bulgaria, in partnership with the "Russkii Mir" Foundation in Moscow. Students participated in a competition based on homework made throughout the month of August, a an intense program, reach in lectures masterclasses and other interactive activities, coordinated by academics from

Russian and Bulgarian universities and also used Russian as a networking language with colleagues from European universities.



Summer School on the “Art of Wine Production” in Blaj - Jidvei

During September 3-9, 2017, ASE’s Faculty of Business and Tourism organized the **Summer School on the “Art of Wine Production” in Blaj - Jidvei**, in partnership with ASE’s Faculty of Agrifood and Environmental Economics, and the "1 Decembrie 1918" University of Alba Iulia and the Municipality of Blaj.

The main objective of this summer school was to acquaint its 30 participants with wine tourism, a less familiar and promoted form of tourism. Various study visits were organized at viticulture and winemaking economic agents, as well as tours of Blaj, Alba Iulia and Aiud. In groups, students elaborated projects on the topic of “Relaunching the Tarnave vineyard as a wine tourism destination”; moreover, attendees competed in a photography competition with sections entitled “The town’s history” and “The vineyard and the wine”.



September Admission session for ASE's Bachelor's, Master's and Doctoral study programs

During September 5-20, 2017, ASE organized the **Fall Admission session** for the Bachelor's, Master's and Doctoral enrolment numbers available after the July Admission Session. Following both Admission sessions, ASE welcomes 9,937 new students, as follows: 5809 first year on campus students, 720 distance students, 3230 Master's students, 178 Doctoral students. We welcome all students and wish the entire academic community a successful 2017-2018 academic year!

Opening of the academic year for the postgraduate study program in "Strategic Hospitality Management"

On September 7, 2017, **the postgraduate study program in "Strategic Hospitality Management" opened its courses**. The opening ceremony was attended by Prof. Ray Iunius, from Ecôle Hotelière de Lausanne (EHL), PhD Prof. Dalina Dumitrescu, Vice-rector for Scientific research, development and innovation, PhD Prof. Gabriela Țigu, program director, academic staff members, representatives of the business environments and a group of well trained students, willing to learn new things and develop new business relations.

The first module, organized during September 7-9, 2017, offered an introduction to the hospitality industry, focusing on the main international trends in the field. Moreover, participants agreed on organizational and content details referring to the final consultancy project to be elaborated at the end of this study program.

The second module was held during September 21-23 and 28-30, on topics such as Financial Management and Assets Management for Hotel enterprises, as well as Management Accounting, delivered by professors from EHL and ASE.



The team of ASE’s Centre of Russian Language and Culture – winner of the grand prize at the International Festival for Learners of Russian Language (Kamchia, Bulgaria)

During September 11-16, 2017, **eight students from ASE’s Centre of Russian Language and Culture participated**, for the fourth year in a row, **in the International Festival for Learners of Russian Language**, organized by the “Russkii Mir” Foundation from Moscow. The Festival, held in Kamchia (Bulgaria), reunited 300 student participants from 26 universities in 17 countries in Europe, Turkey, China, with ASE’s team being the only non-philological team. The teams competed on various levels: proficiency in Russian, knowledge of the work of Pushkin, singing, reciting, artistic creation, sports, karaoke and skills in setting up a country/ university stand. **ASE’s team won the grand prize of the Festival** – a trip from Moscow to Baikal, touring old Russian traditional towns. Congratulations to the entire team for this award, won with hard work, training, enthusiasm and determination to be the best!



ASE's Delegation to The 29th Annual EAIE Conference and Exhibition in Seville, Spain

During September 12-15, 2017, ASE's Delegation led by PhD Prof. Constantin Profireoiu, Vice-rector for International Relations, participated in the **29th Annual EAIE Conference and Exhibition in Seville, Spain**. The event organized by the European Association for International Education is one of the most prestigious events on the international education market, with over 5700 participants from higher education institutions in over 90 countries.

ASE's delegation aimed to consolidate the University's image on the international markets, to establish contacts in view of concluding new educational and research partnerships at international level, and to explore opportunities for cooperation with Spanish universities and Romanian communities in Spain. ASE's delegation comprised PhD Prof. Cecilia Ioana Popescu – Deputy-Dean of the Faculty of Marketing, PhD Prof. Ion Popa – Dean of the Faculty of Management, PhD Associate prof. Anca Bogdan – Director of International Relations, PhD Assistant prof. Cătălin Ploae – specialist in International Relations. (The visit was funded by means of the national project CNFIS-FDI-2017-0427 – Developing internationalization support structures within The Bucharest University of Economic Studies).

On September 21, 2017, ASE's International Relations Department organized an information and dissemination session on ASE's participation in this year's edition of the Annual EAIE Conference and Exhibition, for representatives of ASE's faculties' management teams.



ASE's Delegation to the International Conference on "Competitiveness and Innovation in Knowledge Economy" and the 26th Anniversary of the Academy of Economic Studies of Moldova

During September 22-23, 2017, ASE's Delegation, led by PhD Prof. Ion Smeureanu, Vice-rector for Development of the IT infrastructure and logistics, participated in the **International Conference on "Competitiveness and Innovation in Knowledge Economy"** and various events occasioned by the **26th Anniversary of the Academy of Economic Studies of Moldova** (ASEM), Chisinau. On this occasion, ASE's Delegation deposited a wreath on the bas-relief of PhD Prof. Paul Bran, ASE's Rector during 1996-2004 and Founding Rector of ASEM, and met with representatives of ASEM's management team to discuss about the development and consolidation of the cooperation relations between the two partner universities. The Delegation comprised PhD Prof. Florina Bran, PhD Prof. Cătălin Răzvan Dobrea, PhD Associate prof. Carmen Valentina Rădulescu, PhD student Cristina Dima, Lelia Jordan, International Relations Department.



Ceremony at Romania's Court of Auditors

On September 23, 2017, ASE's Rector, PhD prof. Nicolae Istudor, awarded Mr. Nicolae Văcăroiu, President of Romania's Court of Auditors, the **Virgil Madgearu Diploma with a Gold Medal**, on behalf of The Bucharest University of Economic Studies, as a token of the recognition of the institution's excellence and outstanding contribution to the country's economic and social development. In his address, ASE's Rector highlighted the important role played by Romania's Court of Auditors in the efficient management of public money, and congratulated the President of the institution, Mr. Nicolae Văcăroiu, for his entire activity on behalf of himself and ASE.



International Conference "Emerging Trends in Marketing and Management"

During September 28-30, ASE's Faculty of Marketing organized the 2nd edition of the **International Conference on "Emerging Trends in Marketing and Management"**. Guest speakers: Prof. Finola Kerrigan, University of Birmingham, Pablo Ferreiros, Marketer, professor & advisor, Albert Simsensohn – Global Director, Customer Proposition for Vertical Classifieds, NASPERS Limited, Dan Ștefan – Owner, Autonom Rent a Car. Participants:

academic staff members, doctoral students and researchers, representatives of the international business environment.

Events honoring the memory of ASE's former Rectors:

1. A Delegation from ASE and former colleagues deposited flowers and the tomb of **PhD Prof. Paul Bran, ASE's Rector during 1996-2004 and Founding Rector of ASEM**, on September 13, his birthday.
2. ASE's academic community reunited to honor the memory of **PhD Prof. Gheorghe Dolgu (1929-2017), ASE's Rector during 1971-1980**, who passed away on September 21, 2017. ASE's current Rector, PhD Prof. Nicolae Istudor and a group of colleagues deposited a wreath at his tomb and stood beside the grieving family.
On September 30, 2017, ASE's management team organized a commemoration reunion in honor of PhD Prof. Gheorghe Dolgu, which the participation of PhD Prof. Nicolae Istudor, ASE's Rector, of members of the University's Board of Trustees, and of the management team of the Faculty of International Business and Economics, former colleagues.
3. **Commemorative Round Table organized by ASE's Museum**
On September 22, 2017, ASE's Museum, the Association of Faculties of Economics from Romania – AFER, the Town Hall of Rucar, county of Arges, and the Rucar Local Council organized a **Round table** hosted by the "Victor Slavescu" Technological High School, **to commemorate 40 years since the death of Prof. Victor Slavescu (1891-1977), former Rector of ASE (in 1944)**, financier, statesman, academician. Among the speakers, we mention: PhD Prof. I. Talpos, PhD Prof. G. Filitti, PhD Prof. V. Manole, PhD Prof. C. Veghes, prof. St. Stanescu, M. Ghyka, I. Parnuta, pupil representative. Event moderators: PhD Prof. I. Vorovenci, head of ASE's Museum.

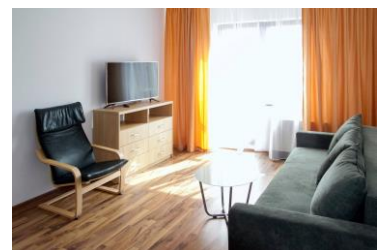
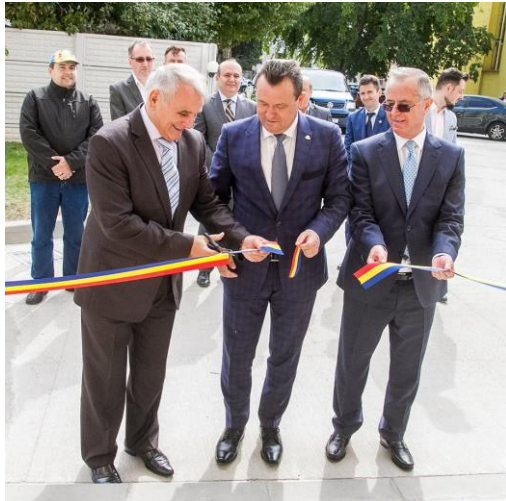


ASE inaugurated a new accommodation facility

On September 27, 2017, **The Bucharest University of Economic Studies inaugurated its 16th accommodation facility**, situated in 7 Occidentului Street, Bucharest. The construction began in 2009 and required sustained efforts to be completed at state-of-the-art standards. The event was attended by PhD Prof. Nicolae Istudor, ASE's Rector, PhD Prof. Pavel Nastase, the President of the University's Senate, PhD Prof. Eng. Petru Andea, State Secretary at the Ministry of National Education, representatives of ASE's Board of Trustees, academics and students.

The building has 7 rooms for business incubators, 5 rooms for research projects won by competition, 87 dorm rooms, 7 apartments, 5 reading rooms and a top floor restaurant. The total value of the investment is 13,720,274 RON, financed from loans given by the European Investment Bank, The Council of Europe Development Bank, the state budget by means of the budget of the Ministry of Education, local budgets and other legal sources.

The inauguration of the new accommodation facility is but one of the events dedicated to the opening of the 2017-2018 academic year in ASE.



45 years since the First Generation of CSIE Alumni

On Saturday, September 30, 2017, the **First Generation of Alumni of the Faculty of Economic Calculus and Economic Cybernetics** (February 1972), Specialization in Statistics for the Industry, Constructions and Transportation, reunited to celebrate **45 years since graduation**.

The reunion was attended by PhD Prof. Nicolae Istudor, ASE's Rector, PhD Prof. Emilia Titan, Deputy-Dean of today's Faculty of Economic Cybernetics, Statistics and Informatics (CSIE), PhD professors Mircea Manole and Ion Ravar.



Dear colleagues and students,

May you all have a successful academic year, in which knowledge-based performance and excellence, research, advanced study and ambition be the values that characterize the activity of our academic community, strong through each of its over 23 thousand members!

Welcome to the 2017-2018 academic year to you all!

Yours sincerely,

Rector,

PhD Prof. Nicolae Istudor

President of ASE's Board of Trustees

The Bucharest University of Economic Studies

6 Piata Romana, district 1, Bucharest, 010374, Romania

Tel. no.: +4021.319.19.00; +4021.319.19.01. Fax no.: +4021.319.18.99

www.ase.ro; rectorat@ase.ro