



The Bucharest University of Economic Studies
Board of Trustees

Newsletter

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ASE'S BOARD OF TRUSTEES' NEWSLETTER

JULY 2017

Admission to Bachelor's, Master's and Doctoral study programs – July 2017

The University's most intense activity during the month of July 2017 was the **Admission process for Bachelor's, Master's and Doctoral study programs**. Throughout the month of July, ASE's own resources – academic and administrative staff members, volunteering students – have all been actively involved in this highly successful admission process. Moreover, the admission process benefited from a constant and coherent communication campaign with all candidates for all study programs, which was conducted *online* – through the institutional webpage www.ase.ro and ASE's official Facebook page, by *classical means* – through outdoor displays and indoor displays in each of ASE's buildings, face-to-face – at the premises of the Marketing and Communication Office and at the info-point set up for Master's candidates, by phone (over 2000 calls were answered during July alone), by responding to the queries received on the designated e-mail address admitere@ase.ro, all this to facilitate candidates' access to all information regarding the admission steps and to preserve a good University image among the target audience.

Ever since the first registration day, ASE registered a record number of candidates to its Bachelor's study programs on campus – over 3100. The total number of candidates registered for Bachelor's study programs on campus was over 9150, nearly 10% of the total Baccalaureate graduates in July 2017 at national level. The ratio of candidates per available state subsidized enrollment numbers was 3.42 at University level. At the end of the July Admission process for Bachelor's study programs on campus, 95% of ASE's state-subsidized and unsubsidized places were filled, which is the best result in recent years.

A warm thank you to all those involved in the July Admission process – candidates, registration committees, academic and administrative staff members, volunteering students – for their considerable efforts to successfully carry out such an important activity.

The July Admission process was amply covered by the main national TV and radio broadcasters: TVR, Antena 1, Antena 3, B1, București FM, Digi 24, Pro TV, România TV,

Realitatea TV, by news agencies and portals, by publications with nation-wide coverage, Adevărul, Național, Ziarul Financiar newspapers a.o.

In September, ASE organizes another Admission session for the remaining Bachelor's, Master's and Doctoral enrolment numbers.



Cooperation Protocol between The National Council of Rectors and The Romanian Municipalities Association

On July 3, 2017, The National Council of Rectors (CNR) and The Romanian Municipalities Association (AMR) concluded a **Cooperation Protocol**, whose objective is to “support common initiatives and efforts to develop programs and activities so as to represent and promote the legitimate interests of the two organizations” in view of ensuring the efficiency of higher education in local public administration. By signing the aforementioned Protocol, the students from the faculties that train civil servants will have the opportunity to work in

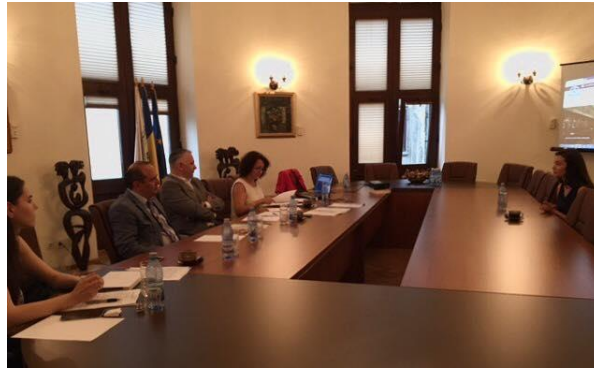
local public administration offices, whereas universities will provide training courses for municipality employees. The document was signed by Robert Sorin Negoia, AMR President and Mayor of Sector 3 Bucharest, and by PhD Prof. Mihai Sorin Cimpeanu, CNR President and Rector of the University of Agronomic Sciences and Veterinary Medicine in Bucharest. The meeting took place at the AMR headquarters in Bucharest and was attended by PhD Prof. Nicolae Istudor, Rector of The Bucharest University of Economic Studies, Gheorghe Falcă, Mayor of the Arad Municipality and AMR First Vice-President, Adrian Mocioniu, Mayor of the Slobozia Municipality, PhD Prof. Ovidiu Folcu, Rector of the Romanian-American University a.o.

ASE opens the Training Center in Predeal

In early July 2017, ASE's Board of Trustees announced the opening of the University's **Training Center in Predeal**, which has preferential fares for ASE's employees. The Center comprises 33 double rooms that can be rented for 100 RON/night by ASE's employees and 120 RON/night for other categories of customers, while single rooms can be rented for 80 RON/night. Requests have been received since July 6. The Center is an ideal location for scientific events and teambuilding activities, as it also comprises 5 conference rooms, an amphitheater, an event room and a dining room for catered meals.

Admission interviews for the Postgraduate study program in "Strategic Hospitality Management"

On July 3, 2017, the Bucharest University of Economic Studies and Ecole hôtelière de Laussane – the most internationally prestigious hospitality management school - jointly organized the **Admission interviews for the Postgraduate program in "Strategic Hospitality Management"**. Following the interviews, the first series of trainees has been selected.



ASE-Google Strategic Partnership

On July 5, 2017, ASE`s Aula Magna hosted the **Launch of the Strategic Partnership between The Bucharest University of Economic Studies and Google**. The partnership aims to prepare a training program to develop the digital competences of the academic community with the help of the practitioners from the business environment. The event was attended by PhD Prof. Nicolae Istudor, ASE`s Rector, Liviu Pop, Minister of National Education, Elisabeta Moraru, Country Business Development Manager - Google Romania, Philipp Justus, Vice-President for Central Europe at Google, Victor Negrescu, Minister-Delegate for European Affairs, Cătălin Drulă, President of the Committee for Information Technology and Communications - Chamber of Deputies, members of the academic community.

The Google Digital Workshop inaugurated in ASE aims to support start-ups, by offering a workspace for student entrepreneurs, and by training youth through sessions meant to develop business and digital competences. Thus, the center aims to become a meeting point between students and local SMEs. A group of specialists is to offer free-of-charge consultancy to local SMEs on the use of digital instruments and online marketing.





Information session for Erasmus students

On July 5, 2107, ASE's Aula Magna hosted an **Information session for outgoing Erasmus students**. During the meeting moderated by PhD Prof. Marius Profiroiu, ASE's Vice-rector for International Relations, discussions focused on: administrative issues regarding students' preparation for their future learning experience, safety issues, documents to be submitted to the destination universities. The meeting was also attended by representatives of Romania's Ministry of Foreign Affairs, representatives of ASE's Department for International Relations, specialists in intercultural studies and members of the Erasmus Student Network.



ASE's Participation in the Conference entitled "European Union: Stronger than Yesterday"

On July 6-7, 2017, PhD Prof. Nicolae Istudor, ASE's Rector, participated in the **Conference entitled "European Union: Stronger than Yesterday"** organized in Sinaia by the European Commission Representation in Romania. The event was also attended by: Leonard Orban, Presidential Advisor – Department for European Affairs, Brigid Laffan, Director -

Robert Schuman Centre for Advanced Studies and Director - Global Governance Programme, European University Institute, Mihnea Motoc, Deputy Director - European Political Strategy Centre, Daniel Dăianu, Member of the Board of Directors of the National Bank of Romania. The conference debates focused on the ten priorities of the European Union for the upcoming period: jobs, growth and investment; the digital single market; Energy union and climate; the internal market; a deeper and fairer economic and monetary union; a balanced EU-US free trade agreement; justice and fundamental rights; migration; EU as a stronger global actor; democratic change.



ASE – visited by MBA students from Conservatoire National des Arts et Métiers – CNAM Paris

During July 3-7, 2017, MBA students from Conservatoire National des Arts et Métiers – CNAM Paris came for a one-week **study visit** in Romania. The purpose of their visit was to become familiar with the Romanian business environment by a series of meetings with local entrepreneurs and visits to Romanian and foreign companies operating in Romania. At the end of their stay, the French students analyzed the Romanian business environment and presented their proposals for improvement.



Interview with PhD Prof. Nicolae Istudor, ASE's Rector, in the "Formula AS" Magazine

In July, PhD Prof. Nicolae Istudor, ASE's Rector, gave an interview to the "Formula AS" Magazine on the issue of 2017 agricultural developments. Thus, Prof. Nicolae Istudor briefly touched upon statistical data on Romania's cereal crop diversity and the country's huge potential to return to its status of Europe's grain provider by correctly exploiting its agricultural land. The interview can be read in Romanian in Issue No. 1274 of the "Formula AS" Magazine or online at <http://www.formula-as.ro>.

Forum entitled "Commercial Diplomacy Week"

On July 10, 2017, the Aula Magna of The Bucharest University of Economic Studies hosted the **Forum entitled "Commercial Diplomacy Week"**, organized by the Romanian Ministry for Business Environment, Trade and Entrepreneurship (MMACA). The event was attended by PhD Prof. Nicolae Istudor, ASE's Rector, Ilan Laufer, Minister of Business Environment, Trade and Entrepreneurship, Mircea Dobre, Minister of Tourism, Teodor Meleşcanu, Minister of Foreign Affairs, Robert Negoită, President of The Romanian Municipalities Association, members of the business community, economic advisors from MMACA's representation network, diplomatic representatives of Romania's trade partners, representatives of central and local authorities.

The Forum was opened by PhD Prof. Nicolae Istudor, ASE's Rector, who delivered a speech within the panel entitled "Attaining excellence through institutional cooperation and curriculum harmonization". Prof. Istudor congratulated the Ministry for Business Environment, Trade and Entrepreneurship for organizing this event, emphasizing the active involvement of ASE's academic community in this project, and the University's contribution – through the experience and expertise of the academic staff members and researchers from all of ASE's 12 Faculties - to the thorough training of Romania's specialists in international relations, as well as of future entrepreneurs. Moreover, ASE's Rector welcomed the Government's initiative to ensure the continuing training of specialists in Economics and Business Administration by means of partnerships concluded between companies and universities.

The Forum aimed to set strategic objectives regarding: the diversification of outlets for Romania's investments and exports, the enhancement and streamlining of the endeavors to attract foreign investments, the identification of new initiatives and major cooperation projects that could lead to the internationalization of Romanian companies.



Cooperation Agreement between ASE and University of Tirana

On July 11, 2017, PhD Prof. Nicolae Istudor, ASE's Rector, hosted the meeting with HE Mr. Ilir Tepelena, Ambassador of the Republic of Albania to Bucharest, and Ms. Eva Nastas, First Secretary of the Embassy. During the meeting, discussions focused on aspects regarding a bilateral cooperation agreement between The Bucharest University of Economic Studies and the University of Tirana. The Albanian Delegation showed interest in the Economic Informatics curriculum offered by ASE, with representatives of the Aleksandër Moisiu University of Durrës expressing their wish to use this curriculum as a model.



PhD Prof. Nicolae Istudor, ASE's Rector – member in the Laudatio Commission for the Conferral of the Title of Doctor Honoris Causa by the University of Craiova

On July 13, 2017, PhD Prof. Nicolae Istudor, ASE's Rector, acted as a member in the University of Craiova's Laudatio Commission for the Conferral of the Title of Doctor Honoris Causa to PhD Prof. Gigel Paraschiv. Prof. Paraschiv received the Title of Doctor Honoris Causa at the initiative of the Faculty of Mechanics during the Festive Gathering of the Senate of the University of Craiova. In addition, ASE's Rector participated in the celebration events of the 40th Anniversary of the Faculty of Mechanics; events also attended by outstanding members of the academic community of the University of Craiova, academic staff members, students and alumni, as well as representatives of the social and business environment.



Conference entitled “Models for assessing corporate risk in knowledge-based society”

On July 14, 2017, the Bucharest University of Economic Studies and Coface Romania jointly organized the **Conference entitled “Models for assessing corporate risk in knowledge-based society”**. The main objective of the conference was to disseminate the results of the joint scientific research project undertaken in 2014-2017. The project entitled “A new model for assessing corporate risk: a scientific instrument for knowledge-based management” benefits from 80% financing from the Executive Unit for the Financing of Higher Education, Research, Development and Innovation (UEFISCDI), while Coface Romania provides the rest of the financing as a private partner. The conference reunited researchers from the academic environment, specialists from the business environment, and representatives of the regulatory authorities, who debated on the results of the research project and their practical applications.

Sports Marketing in the Context of Globalization: Major Trends, Opportunities and Perspectives

On Wednesday, July 19, 2017, ASE`s Romanian-Canadian MBA Program organized the event entitled **“Sports Marketing in the Context of Globalization: Major Trends, Opportunities and Perspectives”**. Guest speaker: PhD Prof. Andre Richelieu from Université du Québec à Montréal - UQAM, who teaches Marketing Management as part of the Romanian-Canadian MBA Program organized by The Bucharest University of Economic Studies.

Public debate on “The economic and juridical status of brick-and-mortar distributors of consumer goods”

On July 19, 2017, The Bucharest University of Economic Studies and the Association of Goods Distributing Companies from Romania organized a **public debate on “The economic and juridical status of brick-and-mortar distributors of consumer goods”**. The debate was attended by direct and indirect participants in the chain of consumer goods distribution. The aim of the event was to offer professional support to the Parliament and Government in the latter`s attempt to elaborate laws on domestic trade regulation, based on the following principles: encouraging the development of domestic economy, competition fairness, economic welfare for all economic agents, development of SMEs along the entire economic chain from production to trade, ensuring food safety and consumer access to a wide range of

quality products, improving the administrative, trade and tax laws referring to the maximum commercial space allowed for at the level of territorial administrative units.

Meeting with Mr. Liviu Pop, Minister of National Education

On July 24, 2017, PhD Prof. Nicolae Istudor, ASE's Rector, participated in a meeting with Mr. Liviu Pop, Minister of National Education, and other representatives of the member universities of the National Council of Rectors. Meeting venue: the Central Library of the University Politehnica of Bucharest.

Forum entitled “Model NATO Youth Summit 2017 - Defence and Dialogue in Eastern Europe”

On July 31, 2017, ASE's Aula Magna hosted the opening ceremony of the **Forum entitled “Model NATO Youth Summit 2017 - Defence and Dialogue in Eastern Europe (DDEE)”**, organized in Bucharest during July 31-August 5 by Euro Atlantic Diplomacy Society, ASE's partner for the project entitled “Academy of Hope - Volunteering out of Love for Life”.

DDEE is the most important summer event dedicated to youth passionate about diplomacy, leadership and international relations. The event benefits from the support of The Bucharest University of Economic Studies.



Dear members of our academic community!

The Board of Trustees' team wishes to warmly thank you for the activities undertaken during the 2016-2017 academic year to maintain the high standards of the University, for your truthfulness to ASE's values and for the successful completion of common projects!

We wish you an enjoyable holiday with your loved ones! May we all replenish our energy for the upcoming academic year!

All the best,

PhD Prof. Nicolae ISTUDOR

President of ASE's Board of Trustees



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