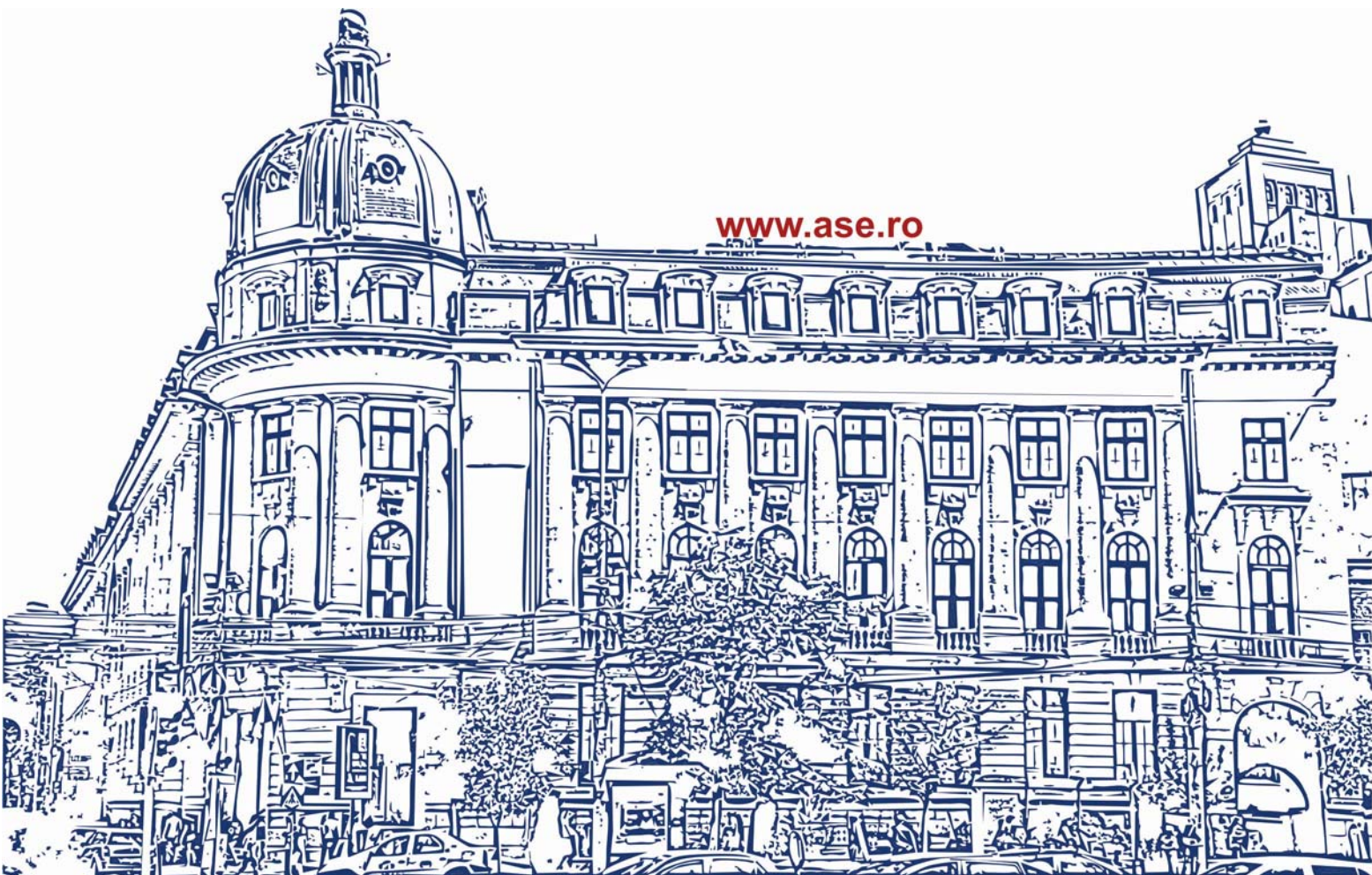




**Bucharest University of Economic Studies
Board of Trustees**

Newsletter



July 2019



BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

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ASE'S BOARD OF TRUSTEES' NEWSLETTER

NO. 7/ JULY 2019

Admission to Bachelor's, Master's and Doctoral programs

The most important activity undertaken in July and prepared throughout the academic year by means of continuous promotion campaigns is the **Admission contest to Bachelor's, Master's and Doctoral programs**.

It is a joint effort undertaken by the members of our academic community, whose outcome ensures the continuity of ASE's presence on the market for educational services at desired standards, and which validates the recognition that the ASE brand enjoys at domestic and international level.

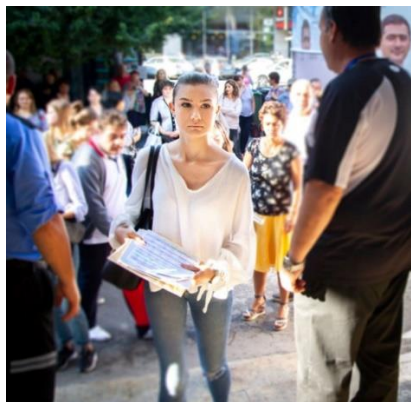
This activity has been based on a key component of external communication with potential candidates in view of attracting them to enroll at ASE, especially with target audiences for Bachelor's programs, communication consisting in designing and issuing messages related to the admission contest and procedures, and to the provision of a coherent and efficient information flow from the University to the candidates and vice versa.

The Marketing and Communications Office coordinated this component, ensuring the permanent guidance of candidates throughout the month, by means of an intensive online communication campaign through the institutional website www.ase.ro, and the University's official Facebook page, by classical means of communication – street postings at all the entrances to ASE's buildings, by responding to telephone calls, and direct counseling at the call center and info point, by disseminating information through news portals in mass media, as well as by SMS campaigns. The Bachelor's admission process was widely covered by leading national television and radio channels: Antena 1, DC News, Digi 24, Jurnalul Național, Kanal D, Observator, Realitatea TV, Ziare Live etc.

The outcome of these efforts is a very successful admission to Bachelor's programs, with 9122 applicants, namely 11% of this year's Baccalaureate graduates. Out of the high school graduates applying to ASE this year, 5332 were accepted, 240 more accepted candidates as compared to 2018. As regards the Master's admission process, there were 3075 applicants for the 76 Master's programs organized by ASE, with 2870 accepted candidates, which represents 200 more accepted candidates as compared to the previous year. During the Doctoral admission process, there were 291 applicants for ASE's 11 Doctoral schools in Economic Sciences and Law, with 154 accepted candidates. These good results can be enhanced during the September Admission session.

ASE's Board of Trustees wishes to thank all the members of our academic community involved in the admission process – members of central admission committees and registration committees, academic and administrative staff, volunteering students – for their joint effort undertaken to successfully complete this key event in the activity of the Bucharest University of Economic Studies.

For the remaining enrolment numbers of all academic programs, ASE organizes a September Admission session, as per the approved calendar.



Interview with PhD Prof. Nicolae Istudor, ASE's Rector, on the DC News portal

On July 15, 2019, PhD Prof. Nicolae Istudor, ASE's Rector, granted a lengthy **interview** to the DC News portal, during which he spoke about the 2019 Admission contest, entrepreneurship, trade conditions, promotion of Romanian products, investments in production facilities in Romania etc. The interview is available (in Romanian) at: <https://www.youtube.com/watch?v=RbsxQqZpDSk&fbclid=IwAR2O3N51RhBsHbIV1z9KzGqULgR5MX0u73UM2yWSBkecVNmPUVvxdMkLldc>.



Photo credit: www.dcnews.ro

Commercial Diplomacy Days in ASE

On July 2, 3 and 8, 2019, ASE hosted the **11th edition of the Commercial Diplomacy Days**, event organized by the Ministry for Business Environment, Trade and Entrepreneurship (MMACA), with the support of ASE and its Foreign Trade Excellence Center.

The event was opened by PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, and by Gabriela Mihaela Voicilă, State Secretary with MMACA. Discussions focused on the developments, challenges and perspectives of Romanian commercial diplomacy, as well as on the presentation of the Report on the Romanian Presidency of the Council of the European Union – initiatives, accomplishments and opportunities related to trade and the business environment.

The event was attended by representatives of the Ministry for Business Environment, Trade and Entrepreneurship, of Romania's diplomatic missions abroad (economic advisers), of professional associations, exporting firms, business people interested in promoting their products and services on foreign markets.



French students visiting ASE

At the beginning of July 2019, a group of **students from CNAM Paris** paid a visit to ASE's Bucharest Business School, where they had a working meeting with PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students, and PhD Prof. Alin Valentin Angheluță, Dean of Bucharest Business School. Discussions focused on the Romanian business environment – macroeconomic indicators, business opportunities, successful entrepreneurs etc.



Round table in ASE

On July 4, 2019, ASE hosted the **Round table** on “Leading Institutions in Public-Private Partnership for Rural Areas. Expectations, challenges and solutions”. The events was part of the second stage of the project entitled “Romanian Village – sustainable development center in the rural environment”, initiated by ASE, in partnership with the Romanian Academy and the “Gheorghe Ionescu-Șișești” Academy of Agricultural and Forestry Sciences.

ASE’s Rector was re-elected Vice-president of the National Council for Higher Education Financing - CNFIS

At the end of June 2019, the Ministerial Order on the membership of the National Council for Higher Education Financing (CNFIS) was approved, comprising PhD Prof. Nicolae Istudor. On July 4, CNFIS held its first meeting, during which Rector Istudor was re-elected Vice-president.

ASE’s Delegation to the “Tunisia Education Exposition”

During July 9-10, 2019, ASE’s Delegation attended the event entitled “Tunisia Education Exposition”, organized by the Ministry of Higher Education and Scientific Research of Tunisia, to contribute to the internationalization and modernization of the Tunisian higher education system. Representatives of leading world universities explored opportunities for concluding partnerships for academic cooperation and staff and student exchange programs. The event was attended by representatives of the international academic environment, higher education authorities, embassies, consulates, foreign language centers etc.



Pupils visiting ASE

On July 10, 2019, ASE was visited by a group of 60 pupils from the “Carol I” Commercial College from Constanța, accompanied by 5 teachers. The pupils were informed on the Admission process, ASE’s educational offer, student facilities and professional opportunities, and were accompanied on a guided tour of ASE’s campus: lecture rooms, the library, sports facilities etc.



ASE's Management attended the anniversary events dedicated to the French National Day

On July 12, 2019, ASE's Rector, PhD Prof. Nicolae Istudor, the President of ASE's University's Senate, PhD Prof. Pavel Năstase, and the Vice-rector for International relations, PhD Prof. Marius Profiroiu, attended the anniversary events organized by the French Embassy in Bucharest to celebrate the French National Day.

Summer school entitled “Incredible India: Hindi or exotic and contemporary realities” – first edition

On July 15-19, 2019. The Department of Modern Languages and Business Communication from ASE's Faculty of International Business and Economics organized the **Summer school entitled “Incredible India: Hindi or exotic and contemporary realities”**, first edition. The opening day and the one dedicated to Indian personalities were honored by the presence of the Delegation of the Indian Embassy in Bucharest, H.E. Mr. Thanglura Darlong, the Ambassador of India to Bucharest, Ms. Kimi Darlong and Mr. Bhaskar Bhatt, First Secretary. Special guest for the business people workshop was Mr. Kapil Rajput, owner of an Indian restaurant in Bucharest. During special workshops, participating students became familiarized with introductory elements to Hindi (the alphabet, greeting formulas) and Indian culture (history, religions, festivals and garments).



ASE's Delegation to the Conferral Ceremony of the title of DHC bestowed to PhD Prof. Nicu Marcu, member of ASE's academic staff

On July 17, 2019, ASE's **Delegation** led by PhD Prof. Nicolae Istudor, Rector, **attended the Conferral Ceremony of the Title of Doctor Honoris Causa** by the Politehnica University of Bucharest **to PhD Prof. Nicu Marcu**, for exceptional contribution to the development of the economic system supporting educational and advanced research activities.

The event, presided by Mr. Mihnea Costoiu, Rector of the Politehnica University of Bucharest, was attended by outstanding figures from the academic environment, among whom we mention: PhD Prof. Nicolae Istudor, ASE's Rector, Acad. Bogdan C. Simionescu, Vice-president of the Romanian Academy, Acad. Ioan Dumitrache, Secretary General of the Romanian Academy, Acad. Eugen Simion, Acad. Cristian Hera, PhD Prof. Sorin Cîmpeanu, Rector of the University of Agronomic Sciences and Veterinary Medicine of Bucharest (USAMV).



Photo credit: www.upb.ro

ASE's Rector's meeting with the members of the Non-teaching Staff Union

On July 18, 2019, ASE's **Rector**, PhD Prof. Nicolae Istudor, **met** in the Aula Magna **with the members of the Non-teaching Staff Union**. Discussions focused on a series of issues that the non-teaching staff are confronted with, and suggestions made for improvement are to be analyzed by the management team and receive a solutions, according to the law.

The Bucharest University of Economic Studies – a strategic partner of the mentoring program entitled “The Academy of Leadership and Pedagogy 2019”

During June 29 – July 19, 2019, for the second year in a row, the Bucharest University of Economic Studies acted as a **strategic partner of the mentoring program entitled “The Academy of Leadership and Pedagogy”**, organized by Teach for Romania, who is a member of the international network “Teach for All”. The program consists in various activities and projects meant to develop participants’ skills and attitudes so as to enhance their personal and professional development, with a view to their being able to act as future genuine leaders among pupils, parents, colleagues, representatives of local institutions.

As in the previous year, ASE provided support for the program by ensuring, for three weeks, the adequate space for the program’s theoretical activities, as well as accommodation and meal facilities in the Mihail Moxa campus. Thus, the Bucharest University of Economic Studies continues to get involved in corporate social responsibility initiatives, being an example of best practice in what concerns the active support of educational and social projects that generate improvement in school performance and a positive impact upon the community.





PhD Prof. Marius Profiroiu, Vice-rector, attended the Meeting of the National Council of rectors in Cluj

During July 19-21, 2019, PhD Prof. Marius Profiroiu, ASE's Vice-rector for International relations, attended the **Meeting of the National Council of Rectors**, hosted by the University of Agronomic Sciences and Veterinary Medicine of Cluj-Napoca (USAMV). Discussions focused on current issues related to the evolution and improvement of higher education, continuing professional development of academic staff members, internationalization efforts, promoting the educational offer of Romanian universities so as to increase their visibility in the international academic environment. Moreover, proposals were made as regards the harmonization of education legislation with labor and health legislation, and the harmonious enforcement across universities of the General Data Protection Regulation (GDPR). The meeting was attended by members of the managerial teams of universities and of the National Council of Rectors, as well as by representatives of the student organizations in Romania, who referred to specific issues.

The CNR Meeting was part of the anniversary events occasioned by the celebration of 150 years since the establishment of USAMV Cluj-Napoca and of 100 years of education in Romanian. On this occasion, PhD Prof. Marius Profiroiu bestowed an anniversary plaque to the members of the academic community of USAMV Cluj-Napoca, wishing them success in their endeavors to educate the young generation and remarkable achievements in education, research and academic innovation. The anniversary events were attended by members of the academic environment, foreign ambassadors to Romania, representatives of local authorities etc.

Launch conference for the POCU/380/6/13/125015 Project “Developing entrepreneurial skills for Doctoral and Postdoctoral researchers in the field of Economic Sciences (InovAnt)”

On July 22, 2019, ASE hosted the **Launch conference of the POCU/380/6/13/125015 Project entitled “Developing entrepreneurial skills for Doctoral and Postdoctoral researchers in the field of Economic Sciences (InovAnt)”**, project manager: PhD Prof. Dorel Paraschiv, Vice-rector for Liaison with the social and business environment and cooperation with students.

The project is coordinated by the Bucharest University of Economic Studies, with co-financing from the European Social Fund, the Human Capital Operational Programme 2014-2020; project partners: the West University of Timișoara, the “Alexandru Ioan Cuza” University of Iași, and the Financial Supervisory Authority. The project falls within the scope of the 6th Priority Axis “Education and skills” and aims to enhance the entrepreneurial training of Doctoral students and Postdoctoral researchers with a view to facilitating the transition from education to competitive economic sectors and smart specialization areas. The project’s total eligible worth is 6,874,227.91 RON, for an implementation period of 18 months, starting July 24, 2019. The project finances 67 Doctoral grants, amounting to 400 Euros/month and 30 Postdoctoral grants amounting to 600 Euros/month, granted for a 12-month period. Moreover, the 97 members of the target group benefit from the financing of research, international mobilities, access to international databases, programs complementary to Doctoral/Postdoctoral studies undertaken (entrepreneurial training modules customized function of the domain of study; transversal competence development modules; specialized career guidance and counseling services; internships).



The meeting of ASE's Advisory Board

On July 24, 2019, the **Advisory Board of the Bucharest University of Economic Studies reunited for a meeting** attended by members of ASE's Board of Trustees and representatives of the business and research environments: Mariana Gheorghe (Petrom), Leonardo Badea (the Financial Supervisory Authority - ASF), Mihai Busuioc (the Romanian Court of Accounts), Ionuț Simion (PwC - Romania), Radu Merica (the Romanian-German Chamber of Commerce and Industry), Lucian Albu (Institute for Economic Forecasting), Andreea Stanciu (ACCA Central Europe), Florin Pogonaru (The Businessmen's Association of Romania).

Debates focused on the consolidation of the University's relation with the business environment by developing joint educational and research projects on current topics of interest, aiming to provide solutions to issues arising in Romanian economy. Moreover, talks centered on the analysis of labor market developments, and employers' medium- and long-term requirements.

Reference was made to ASE's excellent positioning in international academic rankings, the enhancement of international visibility by enhancing human and material resources, supporting and focusing research activities on topics put forth by partners from the business environment.

The support offered by ASE's partners from the business environment is visible in the modernization of the education and research infrastructure, which leads to a higher number of applicants for the University's study and research programs.



PhD Prof. Nicolae Istudor, ASE's Rector, attended a meeting with representatives of the Bucharest City Hall and of CNMR

On July 26, 2019, PhD Prof. Nicolae Istudor, ASE's Rector, and Vice-president of the National Coalition for the Modernization of Romania (CNMR), participated in a **meeting with representatives of the Bucharest City Hall and of CNMR**, where talks focused on issues related to the absorption of European funds, the educational infrastructure in the Capital City of Romania, public transport, citizen safety, as well as other topics of interest which local authorities and the CNMR can tackle together to the benefit of the citizens. The meeting was attended by Gabriela Firea, General Mayor of Bucharest, Alexandru Cumpănașu, President of CNMR, directors and advisers from the Bucharest City Hall, with responsibilities in the fields under scrutiny etc.

Dear colleagues,

I would like to thank you all for the activity undertaken during the 2018-2019 academic year, and for your contribution to the outstanding results our University has obtained at national and international level. It is now time to rest.

I wish you health, and a well-deserved and joyful recess amidst your loved ones!

PhD Prof. Nicolae ISTUDOR

President of ASE's Board of Trustees



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