

Summer schools organized by ASE in 2019

In June-September 2019, the Bucharest University of Economic Studies organized a series of **summer schools**, continuing the tradition of offering students the possibility to capitalize on their intellectual potential, participate in study visits, recreational activities and debates with specialists from the business environment, with a view to permanently developing on a personal and professional level, and to finding a pleasant and useful way of combining learning with social networking.

Summer School in Japanese Language and Culture

On June 24-28, 2019, ASE's Centre of Japanese Studies, with the support of the International Relations Office, organized the **fourth edition of the Summer School in Japanese Language and Culture**. During the week, students participated in daily classes, "kitsuke" workshops, Japanese marzipan dolls workshop, creative teamwork games, "anime" quiz and other cultural activities organized with the help of volunteers.



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).



“Bucharest Summer University”

On August 11-25, 2019, the Bucharest University of Economic Studies organized the 15th edition of the “Bucharest Summer University”, in partnership with the Students’ Senate, with the academic mentoring of ASE’s Faculty of Agrifood and Environment Economics. This year’s topic was “Breaking the Frontiers: Bioeconomy Strategies & Policies and Environmental Challenges for a Sustainable Future”.

The aim of this project was to engage students from over 30 countries in dialogue and debates with leading specialists from the academic and business environments, to promote exchange of ideas and identify solutions for problems arising in the environmental field and sustainable development. During the two weeks, students enjoyed numerous educational and cultural activities, such as: participating in lectures and debates with specialists in the field, study visits to leading wineries in Romania and to the headquarters of Alka and Angst, tours of the Capital City of Romania (City Tour, bike tour), visits to museums in Bucharest (the “Grigore Antipa” National Museum of

Natural History, the Romanian Peasant Museum), a trip to the country (the Transfăgărășan, the Bâlea Lake, the Vidraru Dam, Brașov, Predeal), as well as other activities (visit to the National Bank of Romania, to the Peleş Castle, the Bran Castle, Treasure Hunt, Global Village, Karaoke a.o.).

The 15th edition of the “Bucharest Summer University” ended with the final evaluation of participants, who received 5 ECTS credit points.



Summer schools organized by the Faculty of Business Administration in Foreign Languages – FABIZ

During July 21 – August 2 and August 4-16, 2019, ASE’s Faculty of Business Administration in Foreign Languages organized the 8th edition of the Summer school in “Entrepreneurship and German Language” in Moieciu de Sus, county of Brașov, followed in August 18-30, 2019 by the third edition of the Summer school in “Entrepreneurship and French Language” and the third edition of the Summer school entitled “How to Manage Change – The Digitisation Revolution”. These summer schools were organized by FABIZ with the support of the Students’ Union from

the Bucharest University of Economic Studies (USASE), of the Pro Magna Association and of the Society for Business Excellence.

The summer schools organized by FABIZ reunited nearly 250 participants, in three main categories: students from leading Romanian universities, senior pupils from renowned national colleges and high schools from all over Romania and representatives of the sponsoring institutions. Each module comprised intensive 40-hour German or French language classes delivered by teachers from Germany, Austria, France, French Polynesia and Morocco, with sound skills of teaching German/ French as a foreign language. There were a total of 14 teachers. Apart from the language lessons, the program included presentations on entrepreneurial, economic, social and cultural topics, delivered by representatives of FABIZ and of project partners.

The summer schools organized by FABIZ represent an opportunity for improving the entrepreneurial, economic and foreign language skills of students from ASE and other universities, as well as of pupils from large national colleges and high schools from all over Romania interested in becoming students in ASE.

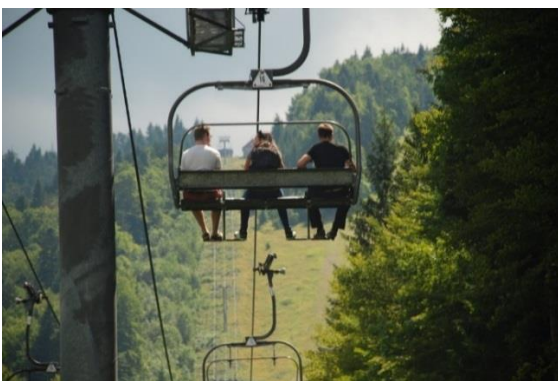


“Data Science Summer School”

On August 16-24, 2019, ASE organized the second edition of the “Data Science Summer School”, the first of its kind in Romania. The summer school benefited from the expertise of professors and specialists from the University of Chicago and Ohio University (USA), the University of Oslo (Norway), Research Studios Austria and the Polytechnic University of Madrid (Spain).

The schools’ activities were hosted by ASE’s “PhD Prof. Ion Gh. Roșca” Training Center Complex in Predeal and reunited Master’s, Doctoral, Post-doctoral students and young specialists from Romania and abroad. The program included interactive lectures, hands-on sessions, discussions and projects which enhanced participants’ theoretical knowledge and practical abilities in various fields of data science: statistics, machine learning, text processing, data cleansing and processing, data management, data visualization, graphical analysis.

The summer school was organized by ASE’s International Relations Office, in cooperation with the Faculty of Economic Cybernetics, Statistics and Informatics, and the Faculty of Finance and Banking, supported by partner Ericsson.



Summer school entitled “Health and Beauty through Tourism”

On September 2-8, 2019, ASE’s Faculty of Business and Tourism organized at Băile Tuşnad, the Summer school entitled “Health and Beauty through Tourism”, with the support of the Town Hall of Băile Tuşnad (through Mr. Albert Tibor, Mayor of Băile Tuşnad and President of the National Association of Spa and Wellness Resorts in Romania) and of the local tourism agency.

Apart from lectures on tourism issues, students benefited from hands-on activities such as the analysis of natural ecosystems and protected areas (Lake St. Ana and Tinov Mohoş), the monitoring of a craft beer production processes (at the Csiki Sör Beer Factory), getting acquainted with the mineral springs and mofettes in the area, the analysis of spa services in the area, outdoor cooking of local products, visits to various natural and cultural sights in the county of Harghita.

Participating students, divided in 4 teams, were assigned a practical project of use to the community, on one of the following topics: research into the resort tourist profile, suggestions for tourism enhancement and promotion in the resort, destination branding. The projects were delivered before the Mayor and other members of the local community, as well as before academics from ASE.



International Festival for Learners of Russian Language

On September 11-14, 2019, ASE's Russian Cultural Center's team participated for the sixth year in a row in the **International Festival for Learners of Russian Language** held in Kiten, Bulgaria. Our team comprised 23 students from Romania, the Republic of Moldova, Ukraine and Montenegro, coordinated by PhD Associate prof. Florina Mohanu, Director of the Center. Our students made presentations of Romania and the Romanian folklore, and of ASE, and participated in various workshops, sports competitions, cultural activities, which offered them the opportunity to get acquainted with Russian history, geography, theatre, music and culture, and also to improve their academic performance by developing their proficiency in Russian, as well as by liaising and communicating with other international students.

The Festival brought together 270 students from all over the world, with the representatives of universities from Japan, China, Turkey and Tunisia being present at the event for the first time.



The Summer Schools of 2019 offered ASE's students numerous opportunities for academic, professional and personal development in an international environment. Besides the long-standing summer schools (Bucharest Summer University, Data Science, or the summer schools organized by the Faculty of Business Administration in Foreign Languages) organized by ASE and held in English, French or German, and the support received for participating in the International Festival for Learners of Russian Language, ASE extended its offer of extracurricular activities with events delivered in Japanese and Hindi (in the months of June-July 2019). Multilingualism and multiculturalism are thus considered by the first economic university in Romania as key aspects

of the education of economists for a labor market whose continuously changing requirements include not only thorough specialized knowledge and practical abilities, but also diverse linguistic and intercultural skills.