

Summer Schools organized by ASE in 2024

In June-September 2024, the Bucharest University of Economic Studies ASE continued to offer its students opportunities to combine non-formal education, personal development and fun through summer schools with national and international participation, whose programs contain both lectures and debates with academic and business specialists, and study visits or recreational activities.

Data Science International Summer School 2024

On July 20-28, 2024, ASE's Bucharest Business School organized the 5th Data Science International Summer School, a unique program in Central and Eastern Europe, aimed at professionals and students with a keen interest in data science. The Data Science International Summer School has a substantial contribution to the implementation of the University's internationalization strategy.

The event was organized in partnership with the Gala Institute of the Sofia University “St. Kliment Ohridski”, Bulgaria, and team projects from enRichMyData, Graph-Massivizer, UPGCAST and INT END. It brought together students, researchers and professionals from universities and organizations on 4 continents: 65 participants with expertise in data science, from Austria, Italy, Netherlands, Norway, Portugal, Romania, Slovakia, South Korea, Tunisia, and the USA.

Guest speakers came from renown academic and research institutions, such as University of Chicago and University of North Carolina at Charlotte (USA), Wageningen University & Research (The Netherlands), London Metropolitan University (UK), Oslo Metropolitan University and SINTEF (Norway), University of Klagenfurt (Austria).





Bucharest Summer University “Digital Transformation for New Business Models”

On August 11-25, 2024, ASE organized the 18th edition of the Bucharest Summer University, in cooperation with the Bucharest University of Economic Studies Students’ Union (USASE), The student Senate, the Association of Faculties of Economics from Romania (AFER) and Alumni ASE, under the patronage of the Faculty of Business Administration in Foreign Languages. This year’s edition was “Digital Transformation for New Business Models”; aim: to engage students from over 20 countries in dialogue and debates with established specialists, both from academia and business, promoting the exchange of ideas and presenting innovative solutions to problems arising in the business field.

The program included educational and cultural activities such as: courses and debates with business specialists, visits to companies - E&Y, Deloitte, P&G, UiPath, tours of the capital city, visits to museums in Bucharest, a trip to the country etc.

Guest speakers: Nicușor Ruiu, Raluca Micu – National Bank of Romania, Andreea Ciocodeică - EY, Patricia Petroiu - Deloitte, Florin Grigorescu - UiPath, Ștefan Musgociu – Bucharest Stock Exchange, Bogdan Nistoreanu, Cătălina Chinie, Sorin Anagnoste - Faculty of Business Administration in Foreign Languages. The summer school ended with the final evaluation of participants and the closing ceremony.



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

- **“Entrepreneurship and German Language 2024”**

During July 21 - August 2 and August 4-16, 2024, the 11th edition of the Summer school in Entrepreneurship and German Language was organized in Braşov by the members of the UNESCO Department of Business Administration from ASE's Faculty of Business Administration in Foreign Languages. It was an excellent opportunity for participants from ASE and other universities and high schools to improve their entrepreneurial, economic and German language skills. The program included presentations on entrepreneurial, economic and socio-cultural topics delivered by academic staff from the organizing Faculty and ASE's Bucharest Business School, as well as by representatives of strategic partners – Konrad Adenauer Stiftung, Kaufland Romania, Radio Romania – the German language broadcast. Also, in each module, a minimum of 40 hours of intensive German language courses were organized.



- **“Entrepreneurship and French Language 2024”**

During August 18-30, 2024, the 6th edition of the Summer school in Entrepreneurship and French Language was organized in Predeluț, the county of Brașov, by the UNESCO Department of Business Administration from ASE’s Faculty of Business Administration in Foreign Languages, to bring together participants with an interest in French, as well as entrepreneurship. The event was an opportunity for pre-university and university students to develop their language, professional and networking skills, in a collaborative and dynamic environment. The program included 40 hours of intensive French classes, workshops and conferences delivered by academics from the organizing Faculty and guest entrepreneurs, who shared their experiences on navigating a globalized business environment.



Summer School entitled “Entrepreneurship in Medical Tourism”

On September 9-14, 2024, ASE’s Professional Training Center in Covasna hosted the Summer School entitled “Entrepreneurship in Medical Tourism”, organized by ASE’s Faculty of Business and Tourism.

The program was designed so as to offer participants a unique opportunity to gain knowledge in the field of health tourism, a sector with high development potential. During the five days, participants were involved in activities aimed at developing entrepreneurial skills specific to this field, by combining theory with practical examples. The main objective of the summer school was to explore the opportunities and challenges in this sector, while providing a framework for collaboration between students and professionals in the field.

The program proved to be a valuable experience both educationally and professionally. Participants had the opportunity to learn from practical examples and collaborate with experts in the field, which helped them develop essential skills for their future careers. The Summer School was an effective platform for promoting health tourism and stimulating entrepreneurial spirit, while providing a solid network of contacts and collaborators.



The Regional Summer School on Cultural Entrepreneurship

On September 16-20, 2024, the Francophone University Agency in Central and Eastern Europe (AUF-ECO) and ASE jointly organized the first edition of the Regional Summer School on Cultural Entrepreneurship.

The event was opened in Aula Magna by PhD Prof. Nicolae Istudor, ASE’s Rector, PhD Prof. Sorin Cîmpeanu, President of the Francophone University Agency and Rector of University of Agronomic Sciences and Veterinary Medicine of Bucharest (USAMV), Eric Poppe,

representative of AUF-ECO, H.E. Mr. Do Duc Thanh, Ambassador Extraordinary and Plenipotentiary of the Socialist Republic of Viet Nam to Romania, H.E. Mr. Tigran Galstyan, Ambassador Extraordinary and Plenipotentiary of the Republic of Armenia in Romania, Ms. Amira Mihăilescu, Minister plenipotentiary, national correspondent for Francophonie, Minister of Foreign Affairs, a.o.

Under the aegis of the 30th Anniversary of AUF-ECO, this event was part of the regional project for the development of student entrepreneurship and entrepreneurial culture. The program included training session, round tables, exchange of best practices, to help students develop their knowledge of French, as well as management, marketing and entrepreneurship in cultural and artistic fields. This first edition of the Regional Summer School on Cultural Entrepreneurship brought together 19 students from 10 countries: Albania, Armenia, Bosnia and Herzegovina, Hungary, North Macedonia, Poland, the Republic of Moldova, Romania, Slovakia and Ukraine.

