

## **Summer Schools organized by ASE in 2025**

In 2025, 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 and AI International Summer School**

During July 19-27, 2025, ASE's "Ion Gh. Roșca" Training Complex Center in Predeal hosted the 6th edition of the Data Science and AI International Summer School, a regional landmark, unique in Central and Eastern Europe, intended for professionals and students passionate about data science and artificial intelligence.

The event was organized by ASE, through its Bucharest Business School, in collaboration with the Gate Institute of Sofia University "Sf. Kliment Ohridski" in Bulgaria, the team of the projects enRichMyData, Graph-Massivizer, UPCASt, INTEND, CauseFinder and TwinShip.

At its 6th edition, the summer school represented a hub of expertise and innovation and brought together ca 50 participants - students, researchers and professionals, from universities and organizations on 4 continents, from countries such as the United States of America, South Korea, Poland, Italy, the Netherlands, Germany and Austria. The event benefited from the participation of prestigious professors and speakers, coming from world-renowned academic and research institutions, such as the University of Chicago (USA), University of Illinois Chicago (USA), Wageningen University & Research (Netherlands), London Metropolitan University (UK), Oslo Metropolitan University (Norway), University of Klagenfurt (Austria) and SINTEF (Norway). For one week, participants had access to a complex, interdisciplinary program, which combined theoretical sessions with advanced practical applications. From the fundamentals of statistical analysis to the reasoning of large language models (LLMs), from time series analysis to parallel processing architectures, the summer school provided a solid framework for developing essential skills in the field.



### **Summer School in “Entrepreneurship and German Language 2025”**

During August 3-15, 2025, ASE’s Faculty of Business Administration in Foreign Languages organized in Bran, the county of Braşov, the Summer School in “Entrepreneurship and German Language 2025”, which reunited high school pupils and students interested in furthering their knowledge in German language and culture.

The program combined intensive language training with a varied set of extracurricular experiences, aiming to strengthen the academic skills and personal development of the participants: interactive German language courses, entrepreneurship classes, team activities, themed evenings and cultural events. The event contributed to the development of the participants' skills and to the promotion of an educational environment oriented towards excellence, while also strengthening the visibility of the organizing Faculty among the target audience.



## **Bucharest Summer University - “Marketing in the AI Era. Insights, Engagement, Innovation”**

During August 10-24, 2025, ASE’s Faculty of Marketing organized the 19th edition of the University’s Bucharest Summer University, through the Union of Students from the Bucharest University of Economic Studies (USASE) and the Students’ Senate, in partnership with the Association of Faculties of Economics from Romania (AFER). This year’s topic was “Marketing in the AI Era: Insights. Engagement. Innovation”, focusing on the impact of Artificial Intelligence on marketing strategies and how new technologies are reconfiguring relationships between organizations and consumers. The event brought together students from 18 countries, who took part in courses, workshops and interactive activities facilitated by professors and specialists in the field.

The academic components were combined with a rich cultural and recreational program, designed to stimulate intercultural exchange and the development of soft skills - guided visits to the Palace of Parliament, the National Bank of Romania, the “Dimitrie Gusti” National Village Museum, the Arc of Triumph, the Cotroceni National Museum, a tour of the city of Bucharest, recreational activities such as City Hunt, Global Village, Therme Bucharest, Karaoke Night, Water Fight and Farewell Party, but also a weekend trip to the mountain area (Transfăgărașan, Bălea Lac, Vidraru Dam, Brașov, Predeal) which included visits to the Peleş Castle and Bran Castle. The event ended with the Award Ceremony for Certificates of Merit.



### **Summer School in “Entrepreneurship and French Language 2025”**

During August 17-29, 2025, in Bran, the county of Braşov, ASE’s Faculty of Business Administration in Foreign Languages organized the Summer School in “Entrepreneurship and French Language 2025”, which reunited ca 30 participants from all over the country.

The program included more than 40 hours of French, facilitated by native teachers - Valerie Gourvil (France), Patrick Hanus (Belgium), Ghifar Wachofi (Morocco) and Aslam Wachofi (Morocco). The teaching activities were interactive, including educational games, conversation exercises, learning through music and real communication scenarios. The summer camp program was completed by cultural and recreational activities and the traditional campfire.



## **Marketing Summer School 2025**

During September 1-5, 2025, ASE's Faculty of Marketing organized in Predeal the Marketing Summer School 2025, in partnership with the Romanian Student Marketing Association, an applied program supported by companies and organization. The event brought together students, academics, and professionals from the field of marketing and related industries, creating an appropriate framework for the exchange of knowledge, experiences, and best practices. Participants took part in presentations, workshops, practical activities, and networking sessions, designed to consolidate theoretical knowledge and facilitate its application in team projects. The Marketing Summer School 2025 represented a valuable and memorable student experience, offering participants the opportunity to interact with professionals, develop their practical skills, and build long-term professional relationships.



## **Summer University entitled "Digital Transformation. Challenges and Opportunities for Business"**

On September 8-13, 2025, in Păltiniș, Sibiu, ASE's Faculty of Business and Tourism organized the Summer University entitled "Digital Transformation. Challenges and Opportunities for Business", in partnership with the Faculty of Economic Sciences from the "Lucian Blaga" University of Sibiu.

The program brought together 20 students, most of them from different faculties of ASE, offering them the opportunity to gain new perspectives on digital transformation and how it influences the contemporary business environment. Participants were involved in a varied program that combined educational activities and cultural visits. Among the tourist attractions visited were the ASTRA Museum and the Brukenthal National Museum. Students also participated in trips to Biertan and Sighișoara and discovered the tourist attractions of the Municipality of Sibiu, including a visit to the Sibiu Zoo.

A central element of the summer university was the project carried out by students through which they highlighted the advantages and disadvantages of new developments in the digital field from the perspective of end users. In addition, to stimulate creativity and team spirit, a competition was organized for the most successful photo of the summer university. The event represented a valuable experience, which combined the educational, cultural and networking dimensions, while strengthening the partnership between the two faculties. The entire program was coordinated by PhD Assistant prof. Georgică Gheorghe (ASE) and PhD Associate prof. Virgil Nicula (ULB Sibiu).

