

Summer schools in ASE – July – September 2018

During July-September 2018, The Bucharest University of Economic Studies has continued to organize long-standing summer schools, but it has also initiated new ones, in response to students' continuously evolving educational and personal development needs. These events represented perfect occasions for them to benefit both from formal and non-formal education, and from interaction with the international business and cultural environments.

The international summer school entitled “Bucharest Summer University”

During August 12-26, 2018, The Bucharest University of Economic Studies organized the 14th edition of the “Bucharest Summer University”, in partnership with the Students' Senate, with the academic mentoring of ASE's Faculty of Marketing. This year's topic was “Cultural Heritage: fostering Community Spirit and Sustainable Development”.

The aim of the school was to facilitate interaction between students coming from over 20 countries, to engage them in dialogue and debates with renowned specialists, both from the academic and the business environments, to promote exchange of ideas and identification of solutions for issues arising in the field of cultural heritage and sustainable development. Following these activities, participants received 5 ECTS points.

For two weeks, students enjoyed numerous cultural and creative activities, among which we mention: participation in lectures and debates on various topics related mainly to cultural heritage, teambuilding activities meant for them to get to know each other better, a bicycle tour of Bucharest, a Karaoke Party, a Bucharest City Tour, or a Treasure Hunt meant to develop their competitive spirit. Moreover, participants had the opportunity to present their countries, customs and traditions during a multicultural “Global Village” event. Considering this year's topic, participants' creativity was tested by means of a calligraphy and a pottery workshop.

Participants were delighted by the opportunity to visit some of the most famous sights in Romania: the Palace of the Parliament, the National Bank of Romania, the “Grigore Antipa” National Museum of Natural History, the Peleş Castle, the Bran Castle, the Transfăgărășan Highway, the Bâlea Lake, the Vidraru Dam, Braşov, Predeal, the Văcăreşti Nature Park.



The international “Data Science Summer School”

During August 24-31, 2018, The Bucharest University of Economic Studies organized the first edition of the international “Data Science Summer School”. This was the first summer school in Romania in the field of data science, and it benefited from the expertise of academics and specialists from the University of Chicago and Ohio University (USA), the University of Oslo University (Norway), University of Innsbruck (Austria), the “Josef Stefan” Institute in Ljubljana (Slovenia), the Polytechnic University of Madrid (Spain) and Cognism / AI for Good Foundation (USA).

Hosted by ASE's "Ion Gh. Roșca" Training Center Complex in Predeal, the school was attended by Master's and Doctoral students, as well as by young specialists from Romania and the neighboring area. The interactive lectures, hands on sessions, debates and projects contributed to the development of participants' theoretical knowledge and practical abilities in various fields in data science: statistics, machine learning, text mining, data management, data visualization, data science applications in finance and economics.

This 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, being supported by the Ministry of National Education and the partner - Ericsson Telecommunications Romania.

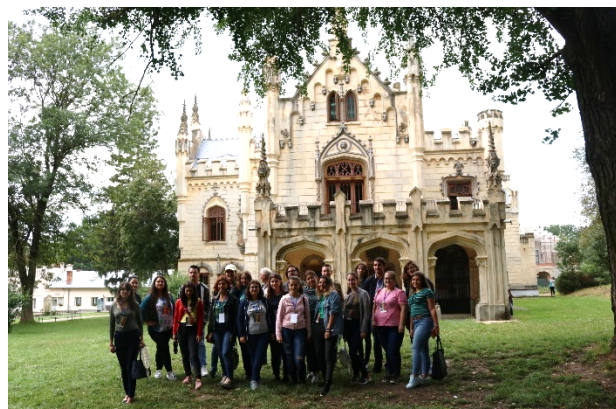


Summer school entitled "Iași - history, culture, future"

On September 2-8, 2018, The Bucharest University of Economic Studies (through the Faculty of Business and Tourism) organized in Iași the Summer school entitled "Iași – history, culture, future", in partnership with the "Alexandru Ioan Cuza" University of Iași (through the Faculty of Economics and Business Administration, and the Faculty of Geography and Geology), and with the support of the ECOTUR Student Club in Bucharest. Part of the activities were

dedicated to the Centennial Anniversary of Romania's Great Union. The program included visits to the main tourist attractions in Iași and the neighboring areas, workshops, teambuilding activities, creative workshops, wine tasting, professional visits etc.

During lectures, debates focused on the main trends in hospitality industry at Romanian and international level, representatives of the private business environment sharing their experience in hotel management and emphasizing the importance of good practices in attaining efficiency indicators and ensuring economic competitiveness. Moreover, a “World café” event was organized to identify concrete solutions for enhancing the attractiveness of urban areas both for tourists and for local communities, which could harmonize the interests of all stakeholders in the economic and social life of urban areas – local authorities, NGOs, private businesses, inhabitants etc., both by means of investment in infrastructure and tourist services, and by creating a local public consultation space, which can all contribute to the improvement of the standard of living for inhabitants and to authentic travel experiences for visitors. The event was part of a series of activities organized by ASE's Department of Tourism and Geography, and reunited students and academics from both organizing universities, as well as from other higher education institutions.



Summer school in “Business and Competitive Intelligence for Entrepreneurs”

On September 10-14, 2018, as part of the European project entitled “CIEN - Business and Competitive Intelligence for Entrepreneurs” and through the ERASMUS+ Program, ASE organized the second Summer school in the field, with more than 60 participants – students, academics, representatives of the business environment from Bulgaria, France, Greece and Romania.

On this occasion, on September 12, ASE hosted the Conference on Business & Competitive Intelligence for entrepreneurs, and a mini-fair of business intelligence solutions. The information session benefited from the support and participation of the international academic environment (EDC Paris Business School and The National Conservatory of Arts and Crafts CNAM Paris – France, as well as SP Jain School of Global Management – United Arab Emirates), and of the national business environment. Participants in the conference welcomed the message of the Ministry for Business Environment, Trade and Entrepreneurship, and of the Foreign Trade Excellence Center, newly established in ASE.

The CIEN project is implemented by ASE as part of a consortium of universities from Bulgaria, France, Greece and Romania, being the first to bring business and competitive intelligence knowledge to the attention of higher education institutions and the business environment.



Summer schools organized by ASE's Faculty of Business Administration in Foreign Languages – FABIZ

ASE's Faculty of Business Administration in Foreign Languages – FABIZ organized summer schools in all three of the languages in which it offers study programs: English, French and German.

On August 26 – September 4, 2018, FABIZ organized in Constanța, with the support of Ernst&Young and of the Konrad Adenauer Foundation, the second edition of the Summer school entitled “How to Manage Change – Challenges of Globalisation”, this year's topic being “The Digitisation Revolution”. Participants debated on business, management and digitisation models with academics from renowned world universities: Herbert Casteran – from the EM Strasbourg Business School, France, David S. A. Guttormsen – from BI Norwegian Business School, Norway, Wolfgang Härdle - Humboldt University of Berlin, Germany, Andrea Naghi - Erasmus University Rotterdam, The Netherlands, Marco Savastano, Sapienza University of Rome, Italy, Patrick Sensburg - Westphalia University of Applied Sciences in Germany.

The French Summer School 2018 was organized on August 19-31, in the Moieciu de Sus Resort in the County of Brașov. Participants – pupils and students from Romania and abroad willing to learn or develop their knowledge of French with native teachers – had the opportunity to combine language classes with numerous spare time activities in a unique landscape, all activities being meant to provide the occasion to actually communicate in French. Moreover, the program included special evenings and meetings with various personalities from the Francophone area: managers of French companies present on the Romanian market, outstanding public figures in France, entrepreneurs etc., whose shared their experience, highlighting the professional opportunities available for speakers of French.

The Summer School in Entrepreneurship and German Language 2018 was organized for two series of trainees, on July 22-August 3, and on August 5-17, in the Moieciu de Sus Resort in the County of Brașov. It offered an intensive German language study program for beginners,

intermediate and advanced speakers. Classes alternated with interactive spare time activities, organized together with native teachers of German, facilitating communication in German so as to offer participants the chance to practice and consolidate the knowledge gained during classes. The program also included meetings with German personalities: entrepreneurs and managers of German companies present on the Romanian market etc.



Participation of the team of ASE's Centre of Russian Language and Culture in the International Russian Language Summer School in Varna and in the International Festival for Learners of Russian Language in Kamcia, Bulgaria

The team of ASE's Centre of Russian Language and Culture participated in the 10th International Russian Language Summer School in Varna, on August 13-18, 2018, together with teams from 14 universities from 10 countries in Europe. The Russian language, culture and civilization classes alternated with workshops, competitions and other interactive networking experiences in Russian.

On September 10-15, 2018, the 7th International Festival for Learners of Russian Language in Kamcia, Bulgaria, reunited more than 350 students from 29 universities in 21 countries in Europe and Asia. The program included professional competitions, various artistic events, 12 masterclasses on varied areas of interest, delivered by renowned specialists facilitating the elaboration of projects in international teams.



The variety and complexity of the summer schools organized by The Bucharest University of Economic Studies in the capital city or other cities in Romania, as well as the successful participation of ASE students in similar programs abroad stand proof of the proactive attitude of the University's management and academic community in promoting nonformal education, cultural diversity and the internationalization of higher education.