

**A SHORT HISTORY
OF THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
A CENTURY OF EXISTENCE**

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SUMMARY

Foreword	7
Chapter 1	
The 100 Year Journey	9
The Academy of High Commercial and Industrial Studies (AISCI): 1913-1947.....	9
The Academy of Commercial and Cooperative Studies (ASCC): 1947-1948	16
The Institute for Economic Sciences and Planning (ISEP): 1948-1958	17
The Institute for Economic Sciences (ISE): 1958-1967.....	19
The Bucharest University of Economic Studies (ASE): 1967-1974.....	20
Imposed changes, unwanted structures: 1974-1989	23
Education in ASE during the transition period: 1989-1991	26
Experimentation with new types of study programmes: 1991-1998.....	28
Introducing transferable credits and consolidating the new types of study programmes: 1998-2005	31
Implementing the European principles of the Bologna Declaration: 2005-2012.....	34
Staff members – the University’s most valuable asset	41
The Rectors of The Bucharest University of Economic Studies.....	44
Chapter 2	
The Journey Continues	49
High level of competence.....	50
Diversified educational offer, in concordance with the prospective requirements of the labour market and of scientific development	50
Scientific research - a prerequisite for high performance	54
Journals published by ASE.....	59
Accessing EU non-reimbursable funds.....	60
Partnerships with national higher education institutions and representatives of the business and social environment.....	61
Active international involvement.....	63
Modern management, based on intelligent systems	65
The Board of Trustees of the Bucharest University of Economic Studies	70
The Senate of the Bucharest University of Economic Studies	77
Afterword	83

Foreword

Established by Royal Decree on April 6, 1913, under the name of the Academy of High Commercial and Industrial Studies, the Bucharest University of Economic Studies is celebrating a century of existence.

The idea to establish a Commercial Academy had been germinating for a while, against the background of Romania's economic development during the first decade of the 20th century. A group of young economists who had attended leading European universities designed the project for establishing our university, based on the experience of Western European Commercial Academies and under the aegis of the Romanian Ministry of Industry and Commerce, at that time led by Nicolae D. Xenopol. It is the latter's merit to have undertaken the responsibility to see the project to completion; before political opposition and the public opinion, he demonstrated the usefulness of and necessity for the establishment of such an economic higher education institution. There were voices that were against the establishment of the University at that time, when Romania was participating in the second Balkan War with troops sent over the Danube. Nonetheless, the optimism and endeavors of those who were in favor of the establishment of our institution were rewarded by the enrollment in the first year of study of 600 students (among which 107 were foreigners), although at that time the university did not yet have its own building.

When celebrating the 100th Anniversary of ASE Bucharest, we ought to remember what the University's first Rector, Anton Davidoglu, the internationally renowned professor of Mathematics, said about the role of the University, during his Inaugural Address held on November 1, 1913: *"This Academy must become a point of convergence for the country's entire economic activity"*.

Throughout its existence, our university has successfully overcome all the obstacles arising from the transformations that the Romanian society has undergone, the ebbs and flows of history also influencing our academic community.

During the first two decades of existence, our University was subordinated to the Ministry of Industry and Commerce and it benefitted from the latter's unconditional support, especially as regards the building of the Palace from Piața Lascăr Catargiu, today Piața Romană. Between 1913 and 1947, when the University was known as the Academy of High Commercial and Industrial Studies, it went through a favourable period during which the first university study programmes were created on the basis of similar programmes taught at Western universities. At that time, a series of outstanding professors contributed to the development of the aforementioned programmes, among whom we mention: Gheorghe Tașcă, Virgil Madgearu, Ion Răducanu, Nicolae Iorga, Victor Slăvescu and others.

In 1947, the Academy of High Commercial and Industrial Studies merged with the Academy of Cooperative Studies, to form the Academy of Commercial and Cooperative Studies. However, after less than a year, due to the 1948 education reform, the university was turned into the Institute for Economic Sciences and Planning. After two decades of education according to the Soviet model, since the 1967-1968 academic year, Romanian economic higher education has rediscovered its European vocation. During this modernization process, our University has been reorganized, becoming the Bucharest University of Economic Studies (in Romanian: "Academia de Studii Economice din București", a name similar to "Academia de Științe Economice" – the University of Economic Sciences – which the founding fathers proposed in 1941).

After the December 1989 revolution, the Bucharest University of Economic Studies, on a par with the entire Romanian society, underwent profound changes, trying to strengthen the position and role our forefathers delineated at the establishment of the institution. It was a period of institutional reorganization and restructuring, of tuning to the values and principles of the European Union, by implementing the Bologna system and participating in the European Higher Education Area and the European Research Area.

Apart from institutional transformations, our university's academic staff has experienced a permanent renewal process: a great number of the staff members have been awarded Master's and Doctoral degrees by leading universities from around the world. Without false modesty, we can say that today the university has elite professors, who are reviving the spirit of our great forerunners.

The University has always had eminent students who, upon graduation, became exceptional professionals in every economic and social domain, both in Romania and abroad. Today, there are 22,684 students enrolled in Bachelor's, Master's, Doctoral, Postgraduate and Postdoctoral study programmes. In its centennial history, ASE Bucharest has moulded more than 300,000 professionals, who take pride in having graduated from our University.

Due to the endeavours and dedication of the academic and administrative staff, as well as of its students, the Bucharest University of Economic Studies is now a research intensive university, institutionally accredited by ARACIS (the Romanian Agency for Quality Assurance in Higher Education), which has granted a high confidence rating to our University. This standing honors us and determines us to resort to university management strategies and programmes that would allow us to capitalize on our tradition and prestige so as to rank among internationally competitive universities.

"A Short History of *the Bucharest University of Economic Studies. A Century of Existence*" is an anniversary book which relies on documents from the archives of our University and of other institutions to depict 100 years of academic history. We have illustrated the faculties, departments, study programmes, scientific events and academic staff that have been a part of our history; we have reexamined the latter's works to take pride and rejoice in their accomplishments; we have commiserated the tragic fate of some of our predecessors. The book contains chapters dedicated to the history of each of the 11 faculties within ASE Bucharest, as their history underlies the institutional history of our university. It is a book about us, written by us, and we are convinced that it will be a pleasant reading experience for each member of our academic community.

We would like to express our gratitude towards the contributing authors, as the book reflects their admiration and devotion to our academic community. We would especially like to acknowledge the diligence of professor Ion Gh. Roșca, Rector of the Bucharest University of Economic Studies between 2004 and 2012, who contributed to the writing and revision of this book, animated by a deep feeling of institutional affiliation.

Last but not least, we are indebted to the professionals from the ASE Publishing House and the University's Printing Office as their enthusiasm has greatly contributed to turning an ambitious project into reality.

Rector,
Prof. Pavel Năstase, PhD



President of the University's Senate,
Prof. Răzvan Zaharia, PhD





1

THE 100 YEAR JOURNEY

Romanian economic higher education sprang from the early 20th century endeavours of young economists who had attended leading European universities and felt the need for a local institution that would professionally train specialists passionate about Economics. The establishment of this institution occurred against the background of the country's economic development at a time when it was more and more actively involved in European economic structures. With the support of Nicolae D. Xenopol, the then Minister of Industry and Commerce, a group of young Romanian economists trained in European universities undertook to implement the programme presented at the Economists' Convention held in Bucharest in 1912. The mission of the newly established University was to promote Romanian values and to develop an educational system that would contribute to the country's economic development so as to successfully embrace the challenges of the new century. The founders of the Academy of High Commercial and Industrial Studies in Bucharest have great merits: as professors, they relied on their European economic studies to promote the Romanian economic higher education and, as holders of prominent public functions, they contributed to the development of national policies in their respective fields of activity.

The Academy of High Commercial and Industrial Studies (AISCI)¹: 1913-1947

The University was founded by the *Law on the Establishment of the High Commercial and Industrial Studies* promulgated by Royal Decree No. 2,978/ April 6, 1913 and published in the Official Gazette No. 12/ April 13, 1913, and by the *Regulation for the Organization and Administration of the High Commercial and Industrial Studies*, promulgated by Royal Decree No. 5,498/ August 30, 1913 and published in the Official Gazette No. 123/ September 1, 1913.

¹ Abbreviations of the historical names of the University have been preserved as in Romanian since historical documents record them as such.

Article 1 of the Law establishing the University defined the general mission of the newly established institution:

- a) *to provide higher and in-depth knowledge in the field of commercial and economic sciences*
- b) *to train professionals for commercial and industrial careers*
- c) *to train professionals for economic public administration functions.*

Article 1 of the Regulation for the organization and administration of the University stipulated that the University “*is a higher technical and applied cultural institution, established under the aegis of the Ministry of Industry and Commerce, the Department of Commerce*”. Moreover, the same Article stated that the institution “*is a juridical person, hence, it may accept donations, legacies, subsidies etc.*”

The two founding documents mentioned above have an undisputable historical value, on a par with the subsequent series of regulations regarding the Bachelor’s and Doctoral programmes offered by the University.



Erecting the Lecture Theatre Building (view from the current Stanislas Cihoski Street)

Between 1913 and 1919 all our students specialized in *Economics*, after studying the same curriculum. Later documents specify that the curriculum contained several specializations: *General Economic Studies, Commercial Studies, Industrial Studies, Juridical and Administrative Studies*. The disciplines were grouped into compulsory and optional ones. The academic year was scheduled between October 1 and June 30 with one holiday between December 17 and January 8 and another holiday between Palm Sunday and St. Thomas Sunday. The academic year was divided into 3 terms which did not end with an examination session, but students were required to provide evidence of their having attended all disciplines. Teaching activities comprised lectures, conferences, seminars, tutorials and laboratories.

The need for offering a more specialized and in-depth training was felt after a few years of existence. The Decree-Law No. 4,718/ November 10, 1919 stipulated the permission for the University to provide specialized education in a series of fields. The specializations offered underwent a series of changes during the period under consideration.

The university studies lasted for 3 years until the 1929-1930 academic year. At that time, a “preparatory” year was introduced with a view to ensuring a homogeneous level of knowledge for graduates from both commercial high schools and theoretical high schools. During the preparatory year, participants attended common disciplines or specialized ones, according to their needs. Since the 1936-1937 academic year, the preparatory year was integrated into university studies which then lasted for four years. Here is the evolution of the educational offer:

- 1919-1927: Three specializations: *Commerce, Banking, Insurance; Industrial Studies; Business and Consular Administration*. During the first year of study, students attended common core disciplines, the specialized disciplines were taught during the second and third year of study.
- 1927-1929: Three specializations: *Commerce, Banking, Insurance; Industrial Studies, Consular and Public Administration*. There was a variety of disciplines, as follows: core disciplines that were compulsory and common for all specializations, compulsory disciplines for certain specializations, advanced compulsory disciplines for certain specializations, optional disciplines.
- 1929-1932: Preparatory year, followed by university studies divided into three specializations: *Commerce, Banking, Insurance; Industrial Studies, Commercial and Public Management*. There was a variety of disciplines, as follows: core disciplines that were compulsory and common for all specializations, compulsory disciplines for certain specializations, advanced compulsory disciplines for certain specializations, optional disciplines.
- 1932-1936: Preparatory year, followed by university studies divided into two specializations: *Commercial and Industrial Studies, Administrative Studies*. During the first year of study, students attended common core disciplines, during the second and third year of study they attended common and specialized disciplines.
- 1936-1937: The preparatory year was integrated into a 4-year Bachelor’s program.
- 1936-1938: Two specializations: *Commercial and Industrial Studies, Administrative Studies*. During the first year of study, students attended the disciplines formerly taught during the preparatory year, during the second year of study they attended common core disciplines, during the third and fourth year of study they attended common and specialized disciplines.
- 1938-1947: Three specializations for the third and fourth year: *Economic, Financial and Social Sciences, Administrative and Consular Studies; Commercial and Industrial Studies*. During the first two years of studies, there were common general disciplines, whereas in the third and fourth year the curriculum comprised specialized disciplines.



The Palace of the Bucharest University of Economic Studies, building completed in 1926

Before 1926, there was an examination session between June 1-30, and a re-examination session between October 1-30 for those students who had failed or not attended their exams in June. Since 1927, the academic year contained two examination sessions, in June and October. Students had the choice to sit for their exams in either of the sessions, irrespective of the year of study a discipline was part of.



An entrance view of the Aula Magna, while being built

The students were evaluated based on a “coloured ball” system. The balls were white, red or black and their combination resulted in several marks. The University’s regulations stipulated rigorous requirements for both students and teachers that participated in an examination so as to ensure the objectivity of the evaluation process.

The practical training of students took a variety of forms: laboratories, internships in museums that held collections of raw materials, production schemes and goods to sell, as well as internships in private or state enterprises. Before 1923, courses and conferences were suspended on Thursdays afternoon in order to allow students to attend practical training activities during the academic year. During the summer holiday between the first and the second year, each student had to participate in commercial or industrial practical training. Since 1938, the students could participate in training practice during any of the summer holidays. The University decided on where to send its students for practical training; students could also find their own internships, but only subject to the Rector’s approval. At the beginning of a new academic year, the students would bring a document certifying that they had duly performed their practical training and recording supervisors’ appraisal on their performance. Students’ practical training was important enough to be mentioned in the transcript of records accompanying the Bachelor’s degree.

The University’s regulations stipulated that students were to participate in activities that would complete their training. Such activities were represented by visits and trips to locations within the country or abroad, financed from the University’s budget.

The regulations also mentioned that all students had to pay tuition fees, although some of them received social grants from the budget of the University, the Ministry of Commerce and Industry or, later, from the budget of the Ministry of Public Instruction. The grants were received throughout the university studies. Beneficiaries competed to obtain a grant, which would ensure normal studying conditions. In return, beneficiaries could be prevented from holding a job.

To be admitted to Bachelor’s programmes candidates usually enrolled between September 1-30, with the mention that in the 1933-1934 academic year an exam was introduced to select candidates for the preparatory year. In the 1937-1938 academic year, commercial high school studies also ended with a Baccalaureate exam. Then, our University renounced at the entrance examination, as it required candidates to hold a Baccalaureate Diploma (or an equivalent diploma), irrespective of whether they graduated from theoretical or commercial high schools.



**The Fresco from Aula Magna, painted by Cecilia Cuțescu-Storck
Photograph taken in 1933, immediately upon its completion.**

The University documents dating from the Interwar Period attest to the fact that students came not only from Romania, but also from other countries: Bulgaria, Yugoslavia, Czechoslovakia, Hungary, Turkey, Italy, Germany, France etc.



**Rector Ion Răducanu holding a speech in Aula Magna, on the occasion of the 20th Anniversary of the Academy of High Commercial and Industrial Studies
Photograph taken in 1933; to the right we notice prof. Nicolae Iorga.**

In order to graduate from the University and obtain a Bachelor's degree, students had to pass all the examinations scheduled during their three or four years of study, without a graduation paper or exam. Upon graduation, students received state diplomas that listed the disciplines and specializations they had attended, as well as the full completion of the practical training. After graduation, alumni would search for a job on their own.

The Academy of High Commercial and Industrial Studies was granted the right to organize Doctoral studies and, hence, to confer the title of Doctor of Philosophy in Economics, in 1921, when it was still under the subordination of the Ministry of Commerce and Industry. To this effect, a Decision-Law was issued to modify certain articles from the Law on the Establishment of the High Commercial and Industrial Studies. The Decision-Law was published in the Official Gazette No. 110/ August 19, 1921 and stipulated that the doctoral studies domain was *Economic Sciences*, with specialization in *Commercial and Industrial Studies*.

In what follows, we mention but a few of the events that contributed to the institutional development of our University until the middle of the 20th century:

- 1913, 1 November –Inaugural Address delivered in the Lecture Theatre from the building on Calea Victoriei (the first rented building of the University).
- 1917 – courses were interrupted in Bucharest due to the First World War; some students and professors took refuge in Iași.
- 1918, February – courses were resumed with the students from Bucharest, during the First World War.
- 1918 – the first graduates of the University.

- 1918, 10 December – beginning of the 1918-1919 academic year, after the end of the First World War.
- 1926, 15 November – the Palace of the Academy of High Commercial and Industrial Studies was inaugurated; the first lecture was delivered by professor Emil Brancovici on the topic of *Techniques of selling goods and commercial practices across decades*. The lecture took place in Lecture Theatre 1 starting from 5 o'clock pm, on the occasion of the opening of the 1926-1927 academic year.
- 1933, 15 November – the Fresco from the Aula Magna, entitled *The History of Romanian Commerce*, was completed by painter Cecilia Cuțescu-Storck.
- 1935, 1 January – the University changed subordination from the Ministry of Commerce and Industry to the Ministry of Public Instruction. The decision was taken by means of the Decree-Law No. 2,534 published in the Official Gazette No. 239/ 1934, but it became effective starting the 1935 fiscal year.
- 1935, 30 November – the new University Library was inaugurated, in the presence of H.M. King Carol II.
- 1936 – the *Commercial Pedagogical School* was established as a separate organization which was scientifically supervised by the University.
- 1944, April – courses were interrupted due to the Second World War and students were evacuated from the student houses.
- 1945, February – opening of the 1944-1945 academic year, after the end of the Second World War.

The Academy of Commercial and Cooperative Studies (ASCC): 1947-1948

Law no. 299/ August 7, 1947 stipulated that the Academy of High Commercial and Industrial Studies was to merge with the Academy of Cooperative Studies from Bucharest, to form the Academy of Commercial and Cooperative Studies. The newly formed higher education institution comprised two faculties: *Commercial Sciences* and *Cooperative Sciences*. It was the first time faculties appeared as organizational structures in the Romanian economic higher education. The two faculties in fact replaced the two merging universities. Hence, they preserved the latter's previous specializations. Consequently, they cannot be considered the predecessors of any of the current faculties.

According to the new Law, new management bodies emerged: the University Senate and Academic Staff Councils; at faculty level, there were new managerial functions: Dean and Deputy-dean. The Law ensured the autonomy of the Senate and the Academic Staff Councils in what concerns the organization of the educational offer (specializations and disciplines) and the choice of examination. Study programmes lasted for four years.

The newly emerged institution was to ensure the continuity of studies for previous specializations; however, it only lasted for one academic year. The two faculties did not have their own graduates, as those who graduated in the 1947-1948 academic year came from the former Academies, whereas those that were first year students in the 1947-1948 academic year subsequently had to opt for one of the faculties of the new institute established by the Law issued in August 1948.

The Institute for Economic Sciences and Planning (ISEP): 1948-1958

In 1948 a major change occurred in the organization of the Romanian education system, at all levels. The change was enforced by means of the Decree-Law no 175/ August 2, 1948 on Education Reform, issued by the Presidium of the Grand National Assembly of the Romanian People's Republic. In 1948 our University's name was changed into the *Institute for Economic Sciences and Planning* and in 1952 the University's name was lengthened by adding the name of *V. I. Lenin*.

According to the new Law, academic autonomy was eliminated, as the central party and state organs were entitled to make decisions about education, via the Ministry of Education. Hence, the latter was authorized: to appoint substitute teachers for Departments or lectures although they were not members of the academic staff; to designate the Rector or the Deans; to appoint academic staff members; to transfer academic staff members from one faculty to another, according to necessities.

The aforementioned decisions, aiming at reforming society and reorganizing its institutions, lead to major changes affecting academic staff members - the so-called *purges* that were characteristic for the entire Romanian social, economic and intellectual life. These changes represented the beginning of totalitarianism, which would rule Romania for more than half a century.

Against this background, numerous academic staff members of our University were removed from the education system, despite their great intellectual and professional prestige. Some of these personalities were also later imprisoned for political reasons.

The ideological changes represented a decline in the professional training of students, as new politically and ideologically marked disciplines were introduced. Nonetheless, there were also beneficial measures such as the availability of tuition free studies for all those attending university studies, irrespective of the type of organization (full time, part time or evening studies).

During the decade under consideration, the structure of the university and its faculties changed almost on a yearly basis. This meant that students did not have a chance to complete their studies as they had opted for them, since study programmes continuously transformed.

In 1948 three new faculties were established: the Faculty of General Economics, with students specializing in General Economics, the Faculty of Finance, with students specializing in either Finance or Credit Institutions (3 years of study), the Faculty of Economic Planning and Administration, with students specializing in Industrial Economics, Agricultural Economics or Commercial and Cooperatist Economics (3 years of study). Since the university now had three faculties instead of two, students had the opportunity to indicate two options for continuing their studies, from which the university management would finally decide upon the one that students would attend.

In the 1949-1950 academic year, the Faculty of Cooperative Studies was re-established, being separated from the Faculty of Economic Planning and Administration. The latter was renamed as the Faculty of Planning. New specializations also appeared: Accounting (at the Faculty of Finance) and Statistics (at the Faculty of Planning).

In the 1951-1952 academic year, the institution had five faculties: the Faculty of Commerce and Cooperative Studies (offering two specializations), the Faculty of Finance (three specializations), the Faculty of Planning (four specializations), the Faculty of Statistics (four specializations) and the Faculty of Economic Sciences (one specialization). More specifically, the Faculty of Cooperative Studies became the Faculty of Commerce and Cooperative Studies (with specializations in Cooperative Studies and Commerce), the Faculty of General Economics became the Faculty of Economic Sciences, the Faculty of Statistics was newly established and the Faculty of Planning had two new specializations (in Labour Economics and the Economics and the Acquisition of Technical and Material Resources). Those who attended the Faculty of Economic Sciences completed their studies in 5 years, whereas those who attended any of the other faculties completed their studies in 4 years.

Since the 1951-1952 academic year, part time study programmes were introduced. Thus, participants benefitted from a combination of self-study and synoptical lectures, and had to sit for exams organized for the disciplines in the curriculum. Part time study programmes lasted one more year than full time programmes.

In 1952, the Faculty of Statistics was dissolved and the Institute of Statistical Sciences was established. The latter existed for two academic years (1952-1953 and 1953-1954) and it had two faculties: the Faculty of Industrial Statistics and the Faculty of Agricultural and Commercial Statistics. In the 1952-1953 academic year, the Faculty of Commerce and Cooperative Studies added a new specialization: the Study of Merchandise. The Institute of Foreign Trade was established in the same year and the practical training was reintroduced for all students. In the 1954-1955 academic year, the Institute of Statistical Sciences was dissolved and transformed in a four-specialization faculty within the Institute for Economic Sciences and Planning.

In the 1955-1956 academic year, the Faculty of Commerce and Cooperative Studies became the Faculty of Commerce and the Study of Merchandise. At the same time, the Institute of Foreign Trade was dissolved and became a faculty within the Institute for Economic Sciences and Planning.

In the 1957-1958 academic year, the Faculty of Commerce and the Study of Merchandise became the Faculty of Commerce, while the Faculty of Economic Sciences became the Faculty of Political Economics. In 1957, the Faculty of Foreign Trade was dissolved and became a specialization within the Faculty of Commerce. All full time study programmes lasted for 5 years.

The academic year was divided into two semesters and students had to pass all disciplines in order to be enrolled into the next year of study. Failing the exam for one discipline meant that the student had to repeat the entire year, including the exams passed. Most of the disciplines were studied for two semesters and the evaluation of students' learning progress consisted in written and/or oral examinations. Grading systems oscillated between grades and marks, according to the standards imposed by the Ministry of Education.

The graduation exam consisted in a series of oral examinations for specialized disciplines and for evaluating the political and ideological training of would-be graduates. In addition, the latter had to write a paper on a topic chosen from a list of topics recommended by the Departments.

Between 1948 and 1958, candidates were admitted to the Institute for Economic Sciences and Planning after passing written and/or oral exams. The exams were scheduled after the candidates' application files had been pre-approved.

Between 1948 and 1950, the Institute for Economic Sciences and Planning no longer had the right to organize Doctoral study programmes, as it belonged to the category of 'institutes' and not of 'universities' – the former were considered inferior to the latter, which were the only ones considered able to produce science. In 1950, the Institute for Economic Sciences and Planning regained the right to organize Doctoral study programmes, according to the Soviet model. Those participating in a Doctoral study programme were called 'aspiring candidates', whereas upon completion of the program they became 'candidates of sciences'.

The Institute for Economic Sciences (ISE): 1958-1967

In 1958, the Institute for Economic Sciences and Planning became the *Institute for Economic Sciences V. I. Lenin*, as a result of the will of the political and administrative decision factors. It was the beginning of a period of relative stability and, at the same time, of reconstruction of the economic education system.

First, only three faculties remained: the Faculty of Commerce, the Faculty of General Economics and the Faculty of Finance, Credit and Bookkeeping. The main specializations are preserved, but they are re-grouped within faculties. The Faculty of Planning (with all its specializations) was dissolved, as well as the Faculty of Statistics, whereas the Faculty of Political Economics was renamed as the Faculty of General Economics, taking over most of the specializations from the Faculty of Planning. Moreover, the specializations in Finance and Credit Institutions merged into one.

In the 1964-1965 academic year, the Faculty of General Economics increased the number of its specializations to six, as follows: Political Economics; Mechanization and Automation of Economic Calculation; Statistics for the Industry, Construction and Transportation; Statistics for Agriculture, Movement of Goods and Population; Industrial Economics, Agricultural Economics.

During the decade under consideration, full time studies lasted for five years, whereas part time studies lasted for six years. The academic year was divided into two semesters and the practical training took place after the summer examination session, usually between the second and the third year of study. The curricula comprised only compulsory disciplines and students could enrol in the next year only after passing all the exams in the current year of study. Students were evaluated by means of written and oral exams, marked from 1 to 10.

Candidates were admitted after passing written and oral exams, mainly for: Political Economics, Mathematics, the Geography of the Romanian People's Republic. Those applying for Foreign Trade Economics also had to pass an exam in one of the following world languages: English, French or German.

The candidates' social background was extremely relevant. Thus, a document issued by the management of the Institute for Economic Sciences in the 1958-1959 academic year stated that 307 candidates had been admitted, whose social background was the following: 48% - workers, 10% - collective farms, 20% working peasants, 22% clerks and other categories.

The political and ideological activities designed to educate students in the Communist spirit became more intense, as it was more efficiently organized and controlled. Political and ideological education became compulsory for both teachers and students. Students also participated in patriotic work on the nation's construction sites. For instance, in 1958 there were 14 patriotic brigades, agricultural campaigns benefitted from the participation of 400 and 150 students, respectively, a.s.o.

Students' scientific activities were conducted as part of scientific clubs, function of the discipline they wanted to advance in. The Institute for Economic Sciences had a mentoring system in which academic staff would coordinate student groups and series, whereas students houses had education directors whose activity was ever more intense.

In 1966 Doctoral study programmes were organized according to a new system, which no longer contained the period of postgraduate training called 'aspirantura'. The candidate's activity was supervised by a scientific advisor proposed by the institution and appointed by the Ministry. The study program included 2-4 exams for disciplines in the field of the scientific research undertaken, as well as 2-3 scientific articles which were usually integrated in the final dissertation.

Among the events that took place in this decade, we mention the establishment in 1963 of the Centre of Economic Calculation and Economic Cybernetics, affiliated to the Department for Economic and Statistical Computing (established in 1958).

The Bucharest University of Economic Studies (ASE): 1967-1974

Since 1967, our institution has had a name that is reminiscent of its initial one: *Academia de Studii Economice din București* (in English: *The Bucharest University of Economic Studies*)². This change is more than symbolical; it reflects the adoption of a series of legislative measures meant to transform the entire Romanian education system. According to Law No. 11/1968 regarding education in the Socialist Republic of Romania, published in the Official Bulletin No. 62/ May 15, 1968, the Ministry of Education was in charge of several academic activities: it elaborated the curricula containing compulsory, optional and elective disciplines; it decided upon the structure of the academic year, the class length, the holidays etc.; it reviewed the candidates nominated by the institution for the positions of Rector, Dean and Head of Department and appointed the selected ones (the Ministry required 3 nominalizations for one position).

² The initial English translation of the university's name was *The Bucharest Academy of Economic Studies*, to reflect the historical continuity with the name under which the university was founded, i.e. *The Academy of High Commercial and Industrial Studies*. However, the University Charter which came into force on September 28, 2011 stipulates that the current official English translation of the institution's name is *The Bucharest University of Economic Studies*, to better reflect its status among educational institutions from Romania and worldwide.



The dome above the Main Entrance

Against this background, the institution undergoes restructuring, offering new faculties and specializations. Thus, the former Faculty of General Economics is divided into three new ones: the Faculty of Production Economics (reuniting the former specializations in Industrial Economics and Agricultural Economics), the Faculty of Economic Calculation and Cybernetics (reuniting the former specializations in Mechanization and Automation of Economic Calculation, and Statistics, as well as offering a new specialization in Economic Cybernetics), and the Faculty of General Economics. The Faculty of Finance, Credit and Bookkeeping divided into two new ones: the Faculty of Accounting and the Faculty of Finance. Consequently, the university now had six faculties instead of three, with a total number of 12 specializations.

The aforementioned legislative measures triggered a series of other changes, as well. Among them, we mention: graduates from full time programmes were obliged to work for three years in the field they had trained for or in a related field; evening classes were introduced, only for those who were already employed in the field they were studying; the content of the curriculum focused on mathematic modelling. A series of new Mathematical disciplines were introduced, such as: Economic Process Optimization, Computer Science, Economic Projects etc. The majority of disciplines relied on Economic and Mathematic Modelling. Economic education became more practically oriented, a greater number of hours was allocated to seminars and practical training gained momentum. Complex economic projects became part of the learning process, promoted by the Department of Economics for Industry, Construction and Transportation. The Centre of Economic Calculation and Economic Cybernetics had a leading role in the research on modern management techniques.

Here are the most significant changes occurring in the 1970-1971 academic year:

- the Faculty of Production Economics was renamed as the Faculty of Industrial Economics.
- the specialization in Agricultural Economics (with all its academic staff and students) was transferred to the Nicolae Bălcescu Agronomic Institute from Bucharest, from where it returned to ASE in the 1975-1976 academic year.

In the 1971-1972 academic year, the number of faculties increased to seven; other important changes are:

- the Faculty of General Economics was renamed as the Faculty of Political Economics.
- the Faculty of Commerce divided into the Faculty of Domestic Trade (offering two specializations) and the Faculty of Foreign Trade (with one specialization).

The majority of the full time study programmes lasted for four years. The students attending the specializations in Economic Cybernetics or Mechanization and Automation of Economic Calculation finished their studies in 5 years, whereas those specializing in Statistics of Industry, Construction and Transportation or Statistics for Agriculture, Movement of Goods and Population finished their studies in 4½ years.

The curricula consisted in compulsory and optional disciplines. There were less politically and ideologically marked disciplines than specialized ones. Since 1968, foreign languages became optional disciplines.

There was a number of new disciplines introduced in the curricula: Advanced Mathematics Applied to Economics, Computing Equipment, Economic Cybernetics, Economic Calculation (applied to various fields), Statistics, Computing Systems etc. The curriculum for each specialization contained specific disciplines regarding the management, planning and organization of the field in question (industry, agriculture, commerce etc.), in addition to Political Economics, Law, History of National Economy, Economic Geography, Philosophy, History of Economic Doctrines, Scientific Socialism etc.

Students were evaluated seven times per academic year, by means of written and/ or oral exams. For disciplines with both written and oral examinations, students did not need to take the oral exam if they obtained 8 out of 10 for the written exam. Students had to pass all the exams scheduled in one year in order to enrol in the following year; otherwise, they had to repeat the year. There was compulsory attendance to lectures, seminars and tutorials; recorded in Attendance Registers at group level, until 1989.

In the 1968-1969 academic year, evening classes were first introduced at ASE Bucharest – the study programme lasted an extra year in comparison to full time programmes. Evening classes took place five days a week, four hours a day. This system was implemented until 2002. Part time study programmes continued to be offered, and lasted an extra year in comparison with full time study programmes. Students specializing in Economic Cybernetics, Mechanization and Automation of Economic Calculation, Foreign Trade Economics, Study of Merchandise or General Economics could only attend full time classes. Students specializing in Agricultural Economics and Statistics for Agriculture, Movement of Goods and Population could attend both full time and part time programmes. Students specializing in any of the other fields could attend full time, part time or evening programmes.

All students were exempt from paying tuition taxes, irrespective of the type of programme they attended. Numerous students attending full time programmes received scholarships, function of the mean average of the grades obtained during each semester, and of the income of their legal guardian. The grants amounting to the highest sums were the Republican Grant (400 lei/ month) and the Gheorghe-Gheorghiu Dej Grant (500 lei/ month).

In order to be admitted to ASE, candidates had to take written and oral exams for the study programme they selected in their application file. Written exams were taken first and were eliminatory.

To complete their studies, students had to deliver an oral presentation of a project before a committee of experts in the field. Subsequently, graduates were assigned to compulsory jobs in production units where they had to remain for three years upon graduation.

Doctoral study programmes were organized according to the regulations introduced in 1966. In the 1971-1972 academic year, the first postgraduate courses were organized. The latter were decentrally organized by the academic Departments.

The year 1968 was an important one as several buildings belonging to the University were built: the “Commerce” Building from Mihai Eminescu Street, the “Cybernetics” Building and the Building of the Centre of Economic Calculation, both from Calea Dorobanți. The latter is famous for the fact that in 1969 it hosted the first powerful computer from Romania – i.e. IBM System/360.

Imposed changes, unwanted structures: 1974-1989

The evolution of Romanian economic higher education between 1974-1989 was influenced by a series of political decisions which triggered changes in leading technical fields, such as Cybernetics, Computer Science, International Business Relations, which – according to political decision making factors – departed from the mentality of the working class which built the multilaterally developed socialist society.

The normative regulations of the time stipulated the possibility for the University to offer full time, part time and evening study programmes. Moreover, the teaching and learning process was based on curricula and syllabi approved by the Ministry of Education. The latter contained compulsory courses on political and social sciences.

To abide by the principle of economic training in a unique specialization, adopted in 1974, important changes were operated on the curricula, as the need arose that a core knowledge base be created so as to ensure basic training for all specializations. The aforementioned changes had negative consequences upon the educational structure of ASE Bucharest, which could only be remedied after 1989.

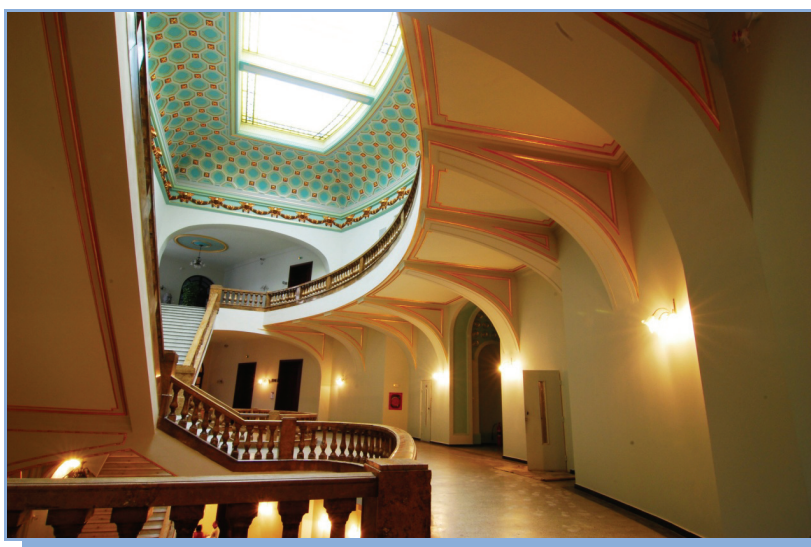
Between 1974-1975, a series of controversial changes affected education in ASE Bucharest, as follows:

- The Faculty of Economic Calculation and Cybernetics turned into the Faculty of Economic Cybernetics and Statistics offering a unique specialization with the same name. Traditional specializations in Mechanization and Automation of Economic Calculation, Economic Cybernetics, and Statistics were no longer available. The curriculum of the new specialization cumulated disciplines from the former specializations; graduates had to become equally professional IT specialists, cyberneticists and statisticians.
- The Faculty of Finance and the Faculty of Accounting merged to become the Faculty of Finance and Accounting, offering a unique specialization with the same name.
- The Faculty of Foreign Trade was dissolved; it became a specialization in International Business and Economics within the Faculty of Commerce.

- The Faculty of Industrial Economics was renamed as the Faculty of Economics for the Industry, Constructions and Transportation, offering a unique specialization with the same name.
- The Faculty of Political Economics was renamed as the Faculty of Political Economics and Planning, offering a unique specialization in Political Economics.

In 1975, the Faculty of Agricultural Economics from the Nicolae Bălcescu Agronomic Institute from Bucharest returned to ASE Bucharest under the name of the Faculty of Agricultural Accounting and Economics.

The most remarkable change occurring during the period under consideration was that all faculties offered a unique specialization. As a rule, the new curricula actually cumulated the curricula of former specializations. Full time study programmes lasted for four years, irrespective of the faculty. Part time and evening programmes lasted for five years.



Main lobby, first floor

The 1977-1978 academic year registered new changes. In detail, no more students were admitted for the specialization in International Business and Economics; the Faculty of Commerce offered a new specialization in Economics for Catering and Tourism Services; the Faculty of Economic Cybernetics and Statistics and the Faculty of Political Economics and Planning merged into a new faculty, named the Faculty of Planning and Economic Cybernetics, offering a unique specialization.

In the 1985-1986 academic year, the Faculty of Agricultural Accounting and Economics was dissolved and became a specialization within the Faculty of Industrial and Agricultural Economics, in addition to the specialization in Economics for the Industry, Constructions and Transportation.

In 1989, ASE Bucharest had an educational structure which was not wanted by the academic community: four faculties offering six specializations (Table 1.1). All students were exempt from paying tuition taxes; irrespective of the type of study program they attended (full time, part time or evening programmes).

Faculties and Specializations from ASE Bucharest in 1989

Table 1.1

Faculty	Specialization
Faculty of Commerce	Commerce
	Economics for Catering and Tourism Services
Faculty of Industrial and Agricultural Economics	Economics for the Industry, Constructions and Transportation
	Industrial and Agricultural Economics
Faculty of Finance and Accounting	Finance and Accounting
Faculty of Planning and Economic Cybernetics	Planning and Economic Cybernetics

The academic year was divided into two semesters. Practical training was scheduled after the summer examination session, at the end of the second and the third year of study. The curricula comprised compulsory disciplines. Students had to pass all their exams in one year in order to enrol in the subsequent year. If they failed on exam, they had to repeat the entire year, including the exams passed. Students were evaluated by means of written and oral exams, marked from 1 to 10, with the majority of disciplines being studied for two semesters. Attendance to lectures, seminars and tutorials was compulsory.

Candidates were admitted after passing written exams for Political Economics and Mathematics. Those applying for International Business and Economics also had to pass an exam in one of the following world languages: English, French, German or Russian.

The graduation exam was based upon a Bachelor’s thesis, defended before a committee that necessarily had a specialist in Socialist Political Economy as a member. The latter would question the candidate on party policies and on the doctrines and opinions of the party leader.

Subsequently, graduates were assigned to compulsory jobs in production units. Those who desired to work in educational or research institutions had double assignments, as they also had to work in production units.

Doctoral study programmes were organized as in the previous period. The training programme comprised disciplines related to the scientific research undertaken; candidates had to take two to four exams testing their knowledge in these fields, in addition to writing two or three scientific papers that would subsequently become parts of the Doctoral dissertation. After 1975, the Doctoral system became a closed one and it was vigilently controlled by party organs. For a large number of years, new candidates were not admitted. When an opportunity was given for new applications to be registered, the candidates’ files had to receive the party’s approval.

Education in ASE during the transition period: 1989-1991

The events in December 1989 triggered crucial transformations in the entire Romanian society, as well as in the organization and content of the study programmes offered by the Bucharest University of Economic Studies. A series of disciplines were removed from the curricula, particularly those related to the study of centrally planned economy, Communist ideology, or of the organization of socialists production units. New disciplines appeared, based on the fundamentals of Economics.

Between January and February 1990, the academic staff members of the departments of *Economic Cybernetics* and *Agricultural Economics* initiated a large-scale restructuring process, validated by the University Senate and by the Ministry of Education. The aim of the process was to re-establish the former faculties the respective departments had been part of. The *Faculty of Economic Cybernetics, Statistics and Informatics* henceforth offered the specializations in Economic Informatics, Economic Cybernetics and Economic Statistics, as in 1967. The *Faculty of Agricultural and Food Economics* had two new specializations stemming from the practical demands of the period under consideration: Food Economics and Agricultural and Forestry Economics. Furthermore, the academic staff members of the *Faculty of Finance and Accounting* petitioned for and obtained the renaming of the structure as the *Faculty of Finance, Banking and Accounting*. Starting from the second semester of the 1989-1990 academic year, the university's educational offer consisted in four-year study programmes, as epitomized in Table 1.2 below:

Faculties and Specializations from ASE Bucharest in February 1990

Table 1.2

Faculty	Specialization
Faculty of Commerce	Domestic Trade
	Economics for Catering and Tourism Services
Faculty of Economic Cybernetics, Statistics and Informatics	Economic Cybernetics
	Economic Informatics
	Economic Statistics
Faculty of Economics for the Industry, Constructions and Transportation	Economics for the Industry, Constructions and Transportation
Faculty of Agricultural and Food Economics	Agricultural and Forestry Economics
	Food Economics
Faculty of Finance, Banking and Accounting	Finance and Banking
	Accounting and Management Information Systems

The Romanian Government Decision No. 521/ May 12, 1990 regarding the organization and functioning of Romanian education in the 1990-1991 academic year, favoured prudent renewal of the higher education system. In the 1990-1991 academic year, the faculties within ASE Bucharest were reorganized. The Faculty of Economics for the Industry, Constructions and Transportation was renamed as the Faculty of Management. At the same time, the latter

acquired a new specialization in General Economics, which became the Faculty of General Economics in the 1992-1993 academic year. The Faculty of Commerce had new specializations in Study of Merchandise, Marketing, Tourism and Services, and International Business and Economics³. On October 1, 1990, the Department of Economic Sciences was established⁴, at it had two specializations with disciplines taught entirely in French or English, respectively. Another important change was that all study programmes lasted for five years instead of four. Table 1.3 below presents the faculties and specializations of ASE Bucharest in the 1990-1991 academic year.

Faculties and Specializations from ASE Bucharest in the 1990-1991 academic year

Table 1.3

Faculty	Specialization
Faculty of Economic Cybernetics, Statistics and Informatics	Economic Cybernetics
	Economic Informatics
	Economic Statistics
Faculty of Commerce	Study of Merchandise
	Marketing
	Tourism and Services
	International Business and Economics
Faculty of Agricultural and Food Economics	Agricultural and Forestry Economics
	Food Economics
Faculty of Finance, Banking and Accounting	Finance and Banking
	Accounting and Management Information Systems
Faculty of Management	Industrial Management
	The Management of Constructions, Transportation and Telecommunications
	General Economics
The Department of Economic Sciences	Business Administration (in French)
	Business Administration (in English)

The University offered full time, part time and evening study programmes. Part time and evening programmes lasted for one more year than the full time programmes. The Faculty of Economic Cybernetics, Statistics and Informatics only offered full time and part time programmes. Education was entirely subsidized by the state budget.

Students were evaluated by means of exams (scheduled during examination sessions), tests or assignments (during the semester) that were marked from 1 to 10. After finishing the practical training, students took an oral exam. Students had to pass all the exams scheduled during one academic year (i.e. to be marked at least 5 for each discipline) in order to be able to enrol in the subsequent year of study. Otherwise, students had to repeat the entire year.

³ A noticeable absence is that of a specialization in Commerce.

⁴ In 1991 it was renamed as the *International Department of Economic Studies* and in 1992 it became the *Faculty of Economic Studies in Foreign Languages*.

Noticeably, students that were not able to pass all the exams scheduled during the first year of study were expelled.

After 1989, the Doctoral study programmes were organized on a par with those offered before 1989. However, political party approvals were no longer required upon admission or graduation. Admission selections for Doctoral study programmes were organized anew; moreover, new opportunities appeared for professors who wanted to become scientific advisors for Doctoral students.

On April 19, 1991 the National Institute for Economic Development (INDE) was established by means of an inter-governmental agreement between Romania and France. The newly formed institute would significantly expand over the years and organize an MBA in the *Economic Development of Enterprises* – a joint project of ASE Bucharest and the National Conservatory of Arts and Crafts (CNAM) from Paris.

Experimentation with new types of study programmes: 1991-1998

The period between 1991 and 1998 was one of complex structural changes. New types of higher education were introduced (*long term* and *short term* programmes, the latter known as *colleges*, as well as *advanced study programmes*); experiments were made regarding the diversification of training (e.g. classification of disciplines into core and specialized disciplines).

Here are the main organizational changes that occurred during the aforementioned period:

- 1991-1992: the *Faculty of International Business and Economics* was re-established.
- 1992-1993: the Faculty of *General Economics* was re-established; the Faculty of Commerce organized a specialization in Commerce once again; the International Department of Economic Studies in Foreign Languages became the *Faculty of Economic Studies in Foreign Languages*, with a new specialization taught in German; the Faculty of Agrifood Economics had a new specialization in Environment Economics.
- 1993-1994: the Faculty of Finance, Banking and Accounting divided into two new ones – the *Faculty of Finance, Insurance, Banking and Stock Exchange* and the *Faculty of Accounting and Management*; the Faculty of Agrifood Economics was renamed as the *Faculty of Agrifood Economics and Management*.
- 1995-1996: the Faculty of Management offered a new specialization in *Public Administration*.
- 1996-1997: the Faculty of Accounting and Management was renamed as the *Faculty of Accounting and Management Information Systems*.

In the 1991-1992 academic year *long term* and *short term* programmes (i.e. *colleges*) were introduced. The former lasted for four years, the latter for three years. The curricula for both types of programmes comprised compulsory, elective and optional disciplines. Once students opted for an elective discipline, it was compulsory that they completed all the requirements associated with it. Practical training occurred during the entire academic year, one dedicated day per week. Teaching activities were organized as lectures, seminars and tutorials.

Long term study programmes were organized as full time, part time and evening programmes, whereas short term study programmes were only organized as full time programmes. Part time and evening programmes lasted for five years.

Students were evaluated by means of exams, assessment tests and assignments, marked from 1 to 10. The practical training was tested by means of an oral exam. Students had to pass all the exams scheduled during one academic year (i.e. to be marked at least 5 for each discipline) in order to be able to enrol in the subsequent year of study. Otherwise, students had to repeat the entire year. Students that were not able to pass all the exams scheduled during the first year of study were expelled. The academic year was divided into two 14-week semesters, followed by two 3-week examination sessions (during the winter and summer).

In the 1993-1994 academic year, education was organized as follows: the first and second years formed a cycle of study comprising core disciplines, while the remaining years formed a cycle of study comprising specialized disciplines. As regards short-term study programmes, core disciplines were taught during the first and second years of study, whereas specialized disciplines were taught during the third year of study.

Until the 1992-1993 academic year, all students were exempt from paying tuition fees, as education was subsidized by the state budget. Since the 1993-1994 academic year, short and long term on campus programmes were financed either by the state budget or by tuition fees paid by students, whereas students attending evening and part time programmes had to pay tuition fees. The study groups comprised both categories of students (fee-paying or not), who kept their status throughout the study program.

To complete long term programmes, students had to pass a Bachelor's exam, whereas to complete short term programmes, participants had to pass a graduation exam. These exams were similar, in that they consisted in two stages (a written exam to test students' specialised knowledge, and an oral exam – the defence of a Bachelor's thesis). Students were required to obtain at least 5 for each of the exams, and a mean average of at least 6.

In the 1990s, the University established a new structure entitled the *Economic College*, to coordinate short term study programmes. It had its own Director and Board of Trustees, whereas curriculum and syllabus design was undertaken by the academic staff hired by the departments of each faculty within ASE Bucharest. Such colleges were established in Bucharest (1991), Buzău (1992), Giurgiu and Călărași (2000).

In the 1995-1996 academic year, the college graduates gained a new opportunity – to complete their studies by enrolling for long term programmes in the same specialization as the one they had attended as part of the short term program. Enrolment would be done in the third year, and the exams passed during the first two years of study would be equated. Furthermore, they had to attend all the disciplines scheduled for the third and fourth years of studies. If the long term programme they opted for had a mixed funding scheme, college graduates could be exempt from tuition fees if they passed an entrance examination for the specialized disciplines they had attended as part of the short term programme.

In the same academic year, graduates from long term study programmes could, under certain circumstances, specialize in a second field, without attending an entrance examination.

Advanced study programmes were first organized by our university in the 1994-1995 academic year, as higher education cycles. The aforementioned programmes were full time on campus programmes that lasted for one year. That year, 79 students enrolled, which was considered a rather small number. In the 1995-1996 academic year, these study programmes were re-categorized as postgraduate study programmes. Since the 2003-2004 academic year, the university no longer organized this type of programmes.

In 1995 the Department of Academic Staff Training was established, which offered courses that would allow long term students to teach at pre-university or university level. Upon completion of these courses, participants received a graduation certificate. Short term students attending these courses could only teach at pre-university and vocational institutions.

The organization of the Doctoral study programmes was essentially the same as in the previous period. Education Law no. 84/ 1995 regulated the functioning of the National Council for the Recognition of Academic Degrees, Diplomas and Certificates (CNATDCU), which was responsible for submitting proposals for the conferral of various academic ranks: associate professor, professor, Doctor of Philosophy, scientific advisor for Doctoral students. These ranks were conferred by means of a Ministerial Order. In addition, CNATDCU was responsible for granting accreditation for universities that organized Doctoral studies in certain scientific fields and specializations. The Doctoral studies comprised two stages: an intensive research training programme and a period dedicated to the documentation for and writing of the Doctoral dissertation. PhD students and their scientific advisors would agree on a research topic and the content of the training programme, which were subsequently subject to approval by the Faculty's Board. The intensive research training programme contained 2-4 exams for disciplines related to the PhD students' research field and 2-3 scientific papers that would later on be incorporated into the Doctoral dissertation. The latter would be defended before a committee, whose ruling was subject to validation by the Faculty's Board and subsequently, by the CNATDCU. Upon the latter's confirmation, a Ministerial Order was issued to confer the title of Doctor of Philosophy to the nominee, after which the Rector would arrange for the degree to be issued. In 1997, CNATDCU proposed and a Ministerial Order was issued to grant ASE Bucharest the status of an Institution Organizing Doctoral Studies (IOD).

In 1993 the Romanian-Canadian Master of Business Administration was first organized, on the basis of an intergovernmental agreement between Canada and Romania, by a consortium of universities – ASE Bucharest and Université du Québec Montreal. Between 1994 and 2003, the program was funded entirely by the Canadian government. Since the 1996-1997 academic year, the programme has been jointly organized by ASE Bucharest and University of Ottawa and HEC Montreal.

In 1995, the National Council of Academic Evaluation and Accreditation of Higher Education Institutions (CNEAA) performed the first formal evaluations of the University's educational programmes.

Introducing transferable credits and consolidating the new types of study programmes: 1998-2005

Between 1998 and 2005, the educational process at ASE Bucharest was characterized by the following major aspects: the introduction of the ECTS – *European Credit Transfer and Accumulation System*; the introduction of distance education; the introduction of Master's programmes; the continued existence of long and short term (college) study programmes, the discontinuation of advanced study programmes.

The normative legislation issued during the period under consideration allowed for a wider range of study programmes to be organized: full time and part time programmes, evening and distance education programmes. In addition, there was a wide selection of postgraduate programmes: Advanced Studies, Master's programmes, Postgraduate studies, Doctoral programmes, Specialized and Professional Postgraduate Training courses. Furthermore, universities were allowed to admit students that would pay tuition fees, in addition to those that would not pay such fees, as their tuition was subsidized by the state budget.

In the 1998-1999 academic year, ASE Bucharest adopted the *European Credit Transfer and Accumulation System* (ECTS), as follows: each year of study was allotted 60 credit points for compulsory and elective disciplines taught during the two semesters of the academic year. At the end of a study programme, each student had to obtain a minimum of 30 credit points per each semester of the respective programme.

The use of transferrable credit points allowed for the recognition and equation of study periods undertaken by students as part of other specializations, faculty or university. The use of ECTS also had an impact upon the regulation regarding students' completion of one year of study and enrolment in the subsequent year. Thus, students no longer had to repeat an entire year of studies in case they failed one exam.

In the 1998-1999 academic year, ASE Bucharest organized the first distance education programmes, initially named Open-Distance Economic Education. At the same time, the university discontinued the evening and part time study programmes. The Ministry of National Education issued Ministerial Order no. 3,457/ March 23, 1998 that allowed for the introduction of distance education. In September 1998, ASE Bucharest established the *Open-Distance Economic Education Centre*, which in January 2005 became the *Department of Distance Education*. The content of the teaching and learning was designed by the academic staff hired by the departments of each faculty within ASE Bucharest. Each faculty organized open-distance programmes, except for the Faculty of Economic Studies in Foreign Languages.

The curricula for the Distance Education programmes (DE) were identical with those for on campus programmes, as regards the content of the disciplines and the number of credit points allotted to them. There were, however, specific DE activities: AT (tutorial activities), TC (evaluative assignments), AA (applied tutor-assisted activities: laboratory and project work etc.), and SI (independent study, relying on specific DE learning resources). The number of hours allotted for each type of activity was established based on the methodology designed by the Romanian Agency for Quality Assurance in Higher Education (ARACIS). The latter stipulated a certain correspondence between distance education programmes and on campus programmes.

During the period under consideration, long term and short term study programmes continued to exist. As before, the curricula contained compulsory, elective and optional disciplines. To successfully complete a year of study, students had to obtain 60 credit points for the compulsory and elective disciplines. The grades for the optional disciplines were registered in the transcript of records only on students' request. Practical training was compulsory and occurred during the entire academic year, one dedicated day per week. Teaching activities consisted in lectures, seminars and tutorials. Students were evaluated by means of written and oral exams, written tests or evaluative assignments, all marked from 1 to 10. To successfully complete practical training activities, students had to take an oral exam.

The academic year was divided in two 14-week semesters, each followed by a 3-week examination session. The university-approved Schedule of Activities for Study Programmes also contained a re-examination session, in the summer. It was also possible to organize extraordinary examination sessions, especially for students in their last years of study who had failed one or two exams. During the re-examination session, students could also repeat the exams for those disciplines they had passed with a lower mark than desired. This option was, however, limited to a small number of disciplines and subject to certain performance-related conditions.

Long term on campus study programmes underwent a series of changes during the period under consideration. Thus, in the 1998-1999 academic year, each faculty introduced new specializations or elective courses. All programmes lasted for four years, except for those offered by the Faculty of *Economic Cybernetics, Statistics and Informatics*, which lasted for 4½ years. In the 2002-2003 academic year, there was a decrease in the number of specializations due to the fact that some faculties offered a single specialization: the *Faculty of Accounting and Management Information Systems*, the *Faculty of General Economics*, the *Faculty of Finance, Insurance, Banking and Stock Exchange*, the *Faculty of International Business and Economics*, and the *Faculty of Management* (specialization in Economics). At that time, all study programmes lasted for four years. In the 2003-2004 academic year, the *Faculty of Marketing* was established.

Students attending on campus programmes (be they long term or short term) had two financing options: either pay for tuition fees or be subsidized by the state budget. When study groups were formed, they did not discriminate between the two categories of students, and each category kept its status throughout the study programme. Should a vacancy occur for subsidized studies, it was made available for fee-paying students, function of their study performance. Fee-paying undergraduates could also obtain an exemption from paying tuition fees, provided they successfully passed all their exams during one year of study (the first, second or third) and they qualified for a subsidy after passing an entrance examination as well. Such an undergraduate would receive the subsidy for the year of study that the respective student was enrolled in, and would not have to repeat any year.

Students attending distance education programmes had only one financing option: they were all fee-paying students. Initially, DE programmes were only organized in Bucharest; however, by 2004, other 17 local DE centres had been established.

In 2002, the National Council of Academic Evaluation and Accreditation of Higher Education Institutions (CNEAA) performed the first formal evaluation of the University's distance education programmes with a view to granting them provisional authorization.

In order to be admitted for on campus long or short term programmes, candidates were required to take an entrance examination. The introduction of the multiple choice exam was a novelty at the time and all disciplines were tested by means of the same multiple choice exam sheet. Candidates for specializations related to Economic Sciences would be tested in Mathematics and either Geography of Romania or Political Economics. Candidates for the Faculty of International Business and Economics would also be tested in foreign language proficiency (in English, French, German, Russian or Italian). Candidates for the Faculty of Economic Studies in Foreign Languages would also be tested in foreign language proficiency (in English, French or German). Candidates for the Faculty of Management (specialization in Public Administration) would take an exam in either Geography of Romania or Political Economics.

Master's programmes were introduced in the 2000-2001 academic year and lasted for three or four semesters. Those attending advanced study programmes and Master's programmes were required to pass all the exams for the disciplines in the curricula; otherwise, they would be expelled. These two categories of study programmes were organized on campus, in Bucharest. Students admitted for advanced study programmes benefitted from a subsidy from the state budget throughout the study program. In the 2004-2005 academic year, the ECTS system was adopted for Master's programmes. Should non-paying students renounce at their studies or be expelled, the vacancies were made available for fee-paying students, function of their study performance.



Aula Magna

To complete their Master's studies, participants were required to defend a Master's thesis and obtain at least 6 for the defence. As a pre-requisite, students also had to obtain a mean average of 6 for the exams taken during the entire study programme.

In the 1999-2000 academic year, a new model of entrance examination for Master's and advanced study programmes was introduced: the exam was particularly tailored for each specialization. Candidates were required to have finished the faculty with a mean average of at least 8 in order to take the entrance examination for Master's and advanced study programmes. In the 2001-2002 academic year, the conditions changed for Master's programmes: candidates were admitted only function of the mean average obtained for the undergraduate study programmes, in the absence of a minimum average requirement. The admission requirements for advanced study programmes remained the same.

Students who participated in ERASMUS exchange programmes had their exams partially or totally equated, function of the correspondence with the disciplines taught at ASE Bucharest. In some cases, the home curricula contained disciplines that would not correspond with foreign ones at all and students had to take extra exams for such disciplines. Hence, difficulties arose, as students were not always able to complete their studies in time and observe the Romanian Schedule of Activities for Study Programmes.

In 2000, the university diversified its educational offer for Doctoral students. There were two fundamental study domains: *Economic Sciences* (with sub-fields in Economic Cybernetics and Statistics, Accounting, Economics, Finance, Management, Marketing, and International Business and Economics) and *Juridical Sciences* (Law). Doctoral programmes were organized as part time studies, which lasted for up to six years (doctoral candidates could request extensions for two or three years). There were two financing options: state subsidies or tuition fees (each exam or scientific paper was charged 600 lei). Doctoral study programmes had two components: *an intensive research training programme* (which lasted for four years) and a *period dedicated to the documentation for and writing of the Doctoral dissertation* (which lasted for two years).

In 2000, the Bulgarian-Romanian Interuniversity Europe Centre (BRIE) was jointly established by ASE Bucharest and the University of Ruse, at the initiative of the German Rector's Conference. Between 2002 and 2006, the Centre organized the Master's programme in International Business Informatics; in 2006 a new programme was launched – the Master's programme in European Public Administration. Since 2011, BRIE has operated as a research centre for the Romanian-Bulgarian border area.

Implementing the European principles of the Bologna Declaration: 2005-2012

The most important events of the period between 2005 and 2011 were the following: • the adoption of the European cycle-based education system: Bachelor's studies (3 years, 180 credit points), Master's studies (2 years, 120 credit points), Doctoral studies (3 years, 180 credit points); • the discontinuation of the short term programmes; • the introduction of the annual reallocation system for state subsidies for tuition. There were two types of Master's programmes: Advanced Master's programmes (candidates had graduated from Economic/Public Administration faculties) and Complementary Master's programmes (candidates had

graduated from any type of faculty). Generally speaking, the Bachelor's and Master's programmes offered by the university were characterized by stability during the period under consideration.

The *Bologna Declaration* from June 19, 1999 triggered significant changes in the European (hence, Romanian) higher education system. The Declaration envisaged the creation of the European Higher Education Area, to be completed by 2010. For a thorough understanding and implementation of the Bologna principles, in the fall of 2004, a series of meetings were organized to facilitate peer exchange among representatives from all the state and private Faculties of Economics from Romania. The ultimate goal of these meetings was to reach agreement regarding the reform of the Romanian economic higher education. The following aspects were agreed upon: the organization and length of study programmes; the inclusion of a series of core disciplines in the curricula for Bachelor's programmes (Accounting, Computer Science, Marketing, Economics, Statistics, Law, Finance, Foreign Language, Management, Enterprise Economics and Management, Mathematics, Econometrics and a discipline from the field of Humanities and Social Sciences) with a view to ensuring access to mobility programmes. Furthermore, the participants decided to found the Association of Faculties of Economics from Romania. The latter was established in June 2005.

Law no. 288/ June 24, 2004 regarding the organization of higher education, published in the Official Gazette no. 614/ July 7, 2004, stipulated the implementation of the Bologna system, based on three cycles of study – Bachelor's, Master's and Doctoral studies. The law became effective starting the 2005-2006 academic years. Consequently, a transition period followed. For three academic years between 2005 and 2008, two Regulations for Bachelor's Students' Professional Activities were valid at the same time: one for those who were admitted as first year students in 2005, the other for students who had been previously admitted and had to complete their studies according to the criteria valid at the time of their initial enrolment.

To facilitate the implementation of the Bologna system, the University's Senate adopted a series of reorganization measures. To ensure equality of chances for all generations of students, the following facilities were preserved: in the 2007-2008 academic year, college graduates were given the option to continue their studies by enrolling in long term programmes; graduates from four-year Bachelor's programmes could enrol for the Complementary Master's Programmes introduced in the 2008-2009 academic year (these programmes normally lasted for four semesters but the graduates in question could complete them in three semesters). In the 2009-2010 academic year, two generations of Master's graduates completed their programmes – those attending three-semester programmes and those attending four-semester programmes. Since the 2009-2010 academic year, the University organized only four-semester Master's programmes, irrespective of the length of the Bachelor's study programmes previously attended by students.



Lecture theatre I

In the 2005-2006 academic year, the *Faculty of Economic Studies in Foreign Languages* was renamed as the *Faculty of Business Administration (in Foreign Languages)*. In 2006, the Romanian-German *MBA Programme in Entrepreneurial Management* was launched, organized by the Faculty of Business Administration (in Foreign Languages) in partnership with the University of Applied Sciences/ Fachhochschule Gelsenkirchen from Germany. In the 2007-2008 academic year, the *Faculty of General Economics* was renamed as the *Faculty of Economics*. In the 2010-2011 academic year, the *Faculty of Administration and Public Management* was established; it organized study programmes in the field of Administrative Sciences. The Faculty of Management no longer organized a specialization in Public Administration. Table 1.4 presents the faculties and specializations from ASE Bucharest in the 2005-2006 academic year.

Faculties and Specializations from ASE Bucharest in the 2005-2006 academic year

Table 1. 4

Faculty	Specialization
Faculty of Business Administration (in Foreign Languages)	Business Administration (in English)
	Business Administration (in French)
	Business Administration (in German)
Faculty of Economic Cybernetics, Statistics and Informatics	Economic Cybernetics
	Economic Informatics
	Economic Statistics and Forecasting
Faculty of Commerce	Business Administration in Commerce, Tourism, the Service Industry, the Study of Merchandise and Quality Management

Faculty	Specialization
Faculty of Accounting and Management Information Systems	Accounting and Management Information Systems
Faculty of General Economics	Economics and Communication in Business
Faculty of Agrifood and Environment Economics	Agrifood and Environment Economics
Faculty of Finance, Insurance, Banking and Stock Exchange	Finance and Banking
Faculty of Management	Management
	Public Administration
Faculty of Marketing	Marketing
Faculty of International Business and Economics	International Business and Economics

In the 2005-2006 academic year a new system was introduced, allowing for the annual reallocation of state subsidies for tuition. The redistribution of subsidies depended on the results obtained by students in the previous academic year.

The curricula for Bachelor’s studies comprised compulsory, elective or optional disciplines. Elective and optional disciplines were taught during the second and third years of study. Students from one specialization could opt for one discipline from a range of elective disciplines (which were compulsory for other specializations) and once they made their choice, they were required to successfully complete it and could not change it. Practical training was compulsory and it was scheduled in the last three weeks from the second or third year of study.

To successfully complete on campus and distance education programmes, students were required to obtain all the 60 credit points associated with the compulsory and elective disciplines. In order to enrol in a subsequent year, students had to obtain a certain number of credit points, stipulated by the Regulations for Students’ Professional Activities. The same requirements applied for both on campus and distance education programmes. In case students had not accumulated enough credit points at the end of the first or second year of study, they were expelled. In case students had not accumulated 180 credit points at the end of the third year of study, they could opt for enrolling for a supplementary year of study. The latter could not be repeated. The regulations stipulated that students could be re-examined for up to three times for the same discipline (if failing the third time, they were expelled). This stipulation was eliminated in the 2010-2011 academic year, when it was replaced by a new requirement (that students could enrol for the third year of study only on condition that they had successfully completed the first year of study).

Candidates for on campus Bachelor’s programmes were admitted on the basis of an entrance examination consisting in a multiple choice exam. The latter was marked 70 points and it contained questions on all the disciplines tested, each of them with a certain number of points allotted to it. The remaining 30 points were allotted as follows: maximum 10 points for the mean average of the highschool studies, and 20 points for the mean average for the

Baccalaureate exam. Candidates for specializations related to Economic Sciences would be tested in Mathematics (Algebra and Elements of Mathematical Calculus) and either Geography of Romania or Economics. Candidates for the Faculty of International Business and Economics would also be tested in foreign language proficiency (in English, French, German, Spanish or Russian, with the last two available before the 2006-2007 academic year). Candidates for the Faculty of Business Administration (in Foreign Languages) would also be tested in foreign language proficiency (in English, French or German). Candidates for Public Administration would take an exam in either Geography of Romania or Economics.

Candidates for distance education Bachelor's programmes were admitted on the basis of their highschool results, as follows: maximum 10 points were allotted for the mean average of the highschool studies, and 20 points were allotted for the mean average of the Baccalaureate exam.

In the 2011-2012 and 2012-2013 academic years, admission to all Bachelor's programmes was based on the candidates' highschool results. An entrance examination was no longer organized.

Students were evaluated by means of written or oral exams, assessment tests and assignments, marked from 1 to 10, with the great majority of exams being written multiple choice exams. Students took their written exams on a special paper, whose top right corner was folded to hide the student's name. A unique evaluation committee was appointed for each discipline. The practical training was tested by means of an oral exam. The final mark reflected both exam results and the students' performance during the academic year (the latter weighed at least 30% from the final mark).

In the 2010-2011 academic year, the university organized the following distance education Bachelor's programmes in Bucharest: Business Administration in Commerce, Tourism, the Service Industry, the Study of Merchandise and Quality Management; Management; Marketing; Economic Informatics; Accounting and Management Information Systems; International Business and Economics; Finance and Banking. In the same year, first year DE students were enrolled in Bachelor's programmes in Buzău (Specialization in Finance and Banking) and Piatra Neamț (specialization in Management).

To complete their Bachelor's studies, students were required to take a written exam and to defend a Bachelor's thesis. In the 2005-2006 and 2006-2007 academic years, the written exam was a multiple choice one. In the 2007-2008 academic year, the written exam was replaced with an oral exam. In the same year, the exam was allotted 10 credit points, which were added to the 180 credit points obtained during the study programme. Moreover, there were new requirements for the Bachelor's thesis: that it would not be longer than 40 pages and that it would primarily focus on the candidates' own contribution. To obtain the Bachelor's degree, candidates were required to obtain at least 5 for each component (the exam and the defence), and their mean average had to be at least 6.

In 2005, ASE graduates were given the opportunity to study for a second specialization, by enrolling as third year students in a distance education programme in the field of their choice. This facility has no longer been available since the 2011-2012 academic year.

Advanced Master's programmes were organized as on campus programmes taking place in Bucharest. There were two financing options: state subsidies and tuition fees. In the 2009-2010 academic year, it was decided that Advanced Master's programmes would only

admit candidates who had graduated from a Bachelor's programme in the same field (either in Economics or in Public Administration). The period under consideration was a stable one as regards the organization of Advanced Master's programmes. Bachelor's and Advanced Master's programmes in the same field were perceived as reuniting the former five-year study programmes.

Complementary Master's programmes accepted candidates that had graduated from a Bachelor's programme, irrespective of the field, offering them fundamental training in Economics. The Complementary Master's curricula could contain disciplines from the Bachelor's programmes offered by ASE Bucharest. The university organized a large number of Complementary Master's programmes, whose content varied from one year to another. These programmes were organized as on campus and distance education (online) programmes, in Bucharest or other local DE centres. The Master's curricula contained compulsory and elective disciplines. Practical training was scheduled in the fourth semester, as well as other team-oriented disciplines and scientific seminars (tutorials, debates on and writing of articles, business plans, research contracts etc.). To successfully complete their studies, Master's students were required to obtain at least 60 credit points. To enrol in the second year of studies, students had to obtain a certain number of credit points (smaller than the maximum possible number⁵), stipulated by the Regulation for Students' Professional Activities. Should students have failed to accumulate the stipulated number of credit points, they were expelled.

According to the university-approved Schedule of Activities for Bachelor's and Master's Study Programmes, the academic year was divided into two 14-week semesters, each followed by a 2-week examination session. An exception to this rule occurred in the 2005-2006 academic year, when an experimental modular Schedule was adopted: each semester was divided into two 7-week periods followed by a one-week examination period. Moreover, the disciplines were modularly taught during a 7-week period. The Schedule also contained a re-examination session, after the ordinary summer examination session. In the 2005-2006 academic year it was decided that no extraordinary examination sessions would be scheduled, a decision which students were reluctant to accept. As regards Master's programmes, disciplines could be modularly taught so as to allow for intensive training.

On a periodical basis, the Bachelor's study programmes organized by ASE Bucharest have been reaccredited or provisionally authorized by the Romanian Agency for Quality Assurance in Higher Education (ARACIS). In 2007, the entire University was evaluated by ARACIS for the institutional accreditation of Bachelor's programmes and it obtained a "high confidence rating". The distance education programmes were accredited in 2008 (some programmes were discontinued) and they obtained a "limited confidence rating", valid for two years. DE programmes were subject to a new evaluation in 2010, when they obtained a "confidence rating". In 2011, all the Bachelor's and Master's programmes organized by ASE Bucharest received accreditation.

In the 2012-2013 academic year, the university is undergoing institutional evaluation with a view to obtaining ARACIS re-accreditation for its study programmes.

⁵ First Year – 50 credit points, Second Year – 120 credit points (during the 2008-2009 academic year); First Year – 45 credit points, Second Year – 120 credit points (during the 2009-2010, 2010-2011 academic years).



The Palace of the Bucharest University of Economic Studies, night view

Before 2005, the curricula for Bachelor's studies contained a psychological and pedagogical training module. In the 2005-2006 academic year, two such modules were introduced, each receiving 30 credit points:

- the first module was part of the Bachelor's study programme and, upon successful completion, attendees obtained the right to teach at pre-university level; in the 2008-2009, attendees also received the right to teach at primary and secondary school level
- the second module was part of the Master's study programme and participants were required to have attended the first module. Upon completion of the second training module, attendees obtained the right to teach at pre-university and university level.

The two training modules were also offered as postgraduate courses. The Bucharest University of Economic Studies was empowered to train and examine pre-university teachers of economics that applied for promotion exams to advance in their professional career and obtain a higher teaching rank.

In 2005, the *Doctoral School of the Bucharest University of Economic Studies* was established, coordinating a school for each field of research. Doctoral programmes were organized as on campus or part time programmes. On campus programmes had two financing options: state subsidies or tuition fees. Doctoral students could specialize in one of the two available fundamental study domains: *Economic Sciences* (with sub-fields in Economic Cybernetics and Statistics, Accounting, Economics, Finance, Management, Marketing, and International Business and Economics) and *Juridical Sciences* (Law). Doctoral studies had three components: a 2-semester *intensive research training program*, a 4-semester *scientific research program* and a *period dedicated to the writing and defence of the Doctoral dissertation*. The first two components were allocated 60 credit points per year. The decision of the defence committee was validated by the Faculty Board and subject to approval by the National Council for the Recognition of Academic Degrees, Diplomas and Certificates (CNATDCU). Upon the latter's confirmation, a Ministerial Order was issued to confer the title of Doctor of Philosophy to the nominee. Since 2005, special attention was given to professional ethics and the observance of proper citation rules in the Doctoral

dissertation. The great battle against plagiarism began at that time. Scientific advisors were accredited by CNATDCU. Since 2008, three generations of doctoral students have benefitted from European funding by means of three European Sectoral Operational Programme Human Resources Development (SOP HRD) projects.

Between 2010-2013, ASE Bucharest introduced two postdoctoral training programmes, funded by the European Union through the SOP HRD program: *Performance and excellence in postdoctoral research in economic sciences in Romania* (80 PhD participants), *Postdoctoral research programmes at the forefront of excellence in Information Society technologies and developing products and innovative processes* (40 PhD participants). The projects ensured the financing of scholarships, research mobilities at prestigious European universities, and the publishing of research results.

The year 2011 brought a wave of controversial changes to education, stipulated by the National Education Law no. 1/ 2011. Among these changes, we mention: the creation of distinct administrative management structures; the change in the appointing procedures regarding managerial positions; the ranking of universities according to the following categories: research intensive, teaching and research oriented, and mainly teaching institutions; the classification of study domains; the re-grouping of Master's programmes into two categories: research and professional Master's programmes; the reorganization of Doctoral studies (according to a newly-launched Code of Doctoral Studies); the establishment of an upper limit to the number of teaching hours, which could not exceed double the standard teaching time for each academic rank, irrespective of where the academic staff teach (in one or more institutions); the retirement of academic staff at the age of 65, during the academic year if the occasion arise; the establishment of restrictions regarding the right to act as a scientific advisor after retirement etc.

To implement the new Education Law, the Ministry of National Education benefitted from the valuable assistance of a team of foreign experts representing the European University Association (EUA). The two bodies jointly evaluated all Romanian universities with a view to ranking them and deciding upon study programmes. Following this evaluation process, the Bucharest University of Economic Studies was ranked among first class "research intensive" universities, with all its study programmes classified as A-category programmes.

Staff members – the University's most valuable asset

Along its existence, the university benefitted from the expertise of great national and international scholars. For reasons of space, but a limited number of such personalities will be mentioned, grouped according to the scientific field they conducted research in:

- *Economics*: Virgil Traian N. Madgearu, Gheorghe Tașcă, Ion Răducanu, Gromoslav Mladenatz, Victor Slăvescu, Ion Gr. Dimitrescu, Nicolae N. Constantinescu, Ionel Blaga.
- *Finance*: Anton Davidoglu, Ion N. Angelescu, Ion Răducanu, Ștefan I. Dumitrescu, Victor Slăvescu, Nicolae Antoniu, Paul Bran.

- *Management*: Virgil Traian N. Madgearu, Constantin Bungețianu, Vasile Iscu, Ioan Tatos, Alexandru Ludwig, Dumitru R. Ioanițescu, Emil Brancovici, Constantin Bărbulescu, Constantin Pintilie, Stoian Petrescu, Petre Burloiu, Nicolae Fulgeanu.
- *Law*: Eftimie Antonescu, Ion Gr. Dimitrescu, Vasile Iscu, Dumitru R. Ioanițescu Cezar Parheniu, Petru Constantinescu Strihan, Benone Mirinescu, Mihail Pașcanu, Andrei Rădulescu, Mircea Stoica.
- *Economic Statistics, Cybernetics and Informatics*: Stanislas Cihoski, Ștefan Stănescu, Mircea Dragoș Biji, Vladimir Trebici, Mircea Bulgaru, Gheorghe Vasilescu, Ludovic Tövissi, Ion Capanu, Nicolae Racoveanu, Edmond Nicolau, Gheorghe Dodescu, Rodica Mihalca.
- *Economic Planning*: Mircea Nicolaescu, Ștefan Arsene, Constantin Danciu.
- *Mathematics*: Anton Davidoglu, Ion Tutuc, Marin I. Mazilescu, Gheorghe Mihoc, Haralambie Ionescu, Nicolae Mihăilă, Ion Săcuiu, Gheorghe Cenușă.
- *Economic History and Economic Doctrines*: Nicolae Iorga, Ion N. Angelescu, Gheron Netta, Marin A. Lupu, Nicolae N. Constantinescu, Nicolae Marcu, Dumitru Mureșan, Ivanciu Nicolae Văleanu.
- *Accounting, Economic Analysis and Management Information Systems*: Spiridon Iacobescu, Ion Evian, Ștefan I. Dumitrescu, Grigore Trancu-Iași, George Alesseanu, Vasile M. Ioachim, Victor Puchiță, Ion Mărgulescu, Alexandru Gheorghiu, Constantin G. Demetrescu, Gheorghe Enache, Ilie Văduva, Valerin Voica, Alexandru Ștefănescu, Gheorghe Popa.
- *Domestic and Foreign Trade, Marketing, Cooperative Systems*: Emil Brancovici, Eugen Ludwig, Ion Răducanu, Constantin Bungețianu, Vasile Iscu, Ioan Tatos, Nicolae Maxim, Gromoslav Mladenatz, Pascal Popescu, Ștefan Tache, Radu Georgescu, Mihai Popovici, Dumitru Moțoc, Virgil Armeanu, Iosif Ionescu-Muscel, Constantin Florescu, M. C. Demetrescu, Alexandru Zamfir, Eugen Barat, Vasile Mercioiu, Alexandru Redeș, Iacob Ionașcu, Tiberiu Pavel, Alexandra Albu.
- *Geography*: Victor Tufescu, Mihail Hașeganu, Gheorghe Arghirescu, Nicolae Al. Rădulescu, Nicolae Djeamo.
- *Business Correspondence in Foreign Languages*: Konrad Richter, Vasile Stoicovici, Zoe Ghețu, I. V. Pătrășcanu.
- *Pedagogy*: G. G. Antonescu, Stoian Stanciu, Otto Schechter, Ioan Jinga.
- *Philosophy, Political Science*: Ludwig Grümberg, Florin Druță, Călin Vâlsan, Emil Răcilă.
- *Agricultural Economics*: Vasile Malinschi, Oprea Parpală, V. V. Topor, Gheorghe Frățilă, Nicolae David, Octav Boiangiu, Deaconu Valentina, Redeș Daria, Stănciulescu Mihai, Levente Mihai, Avramescu Pantelimon, Cojocar Constantiu.

The following professors from our University have been/ are also members of the Romanian Academy of Sciences:

- *Full members:* Nicolae Iorga (History, 1910); Andrei Rădulescu (Law, 1920); Victor Slăvescu (Economics, 1939); Alexandru Bârlădeanu (Economics, 1955); Vasile Malinschi (Agrarian Economics, 1955); Gheorghe Mihoc (Mathematics, 1963); Roman Moldovan (Statistics, 1990); Nicolae N. Constantinescu (Economics, 1990); Tudorel Postolache (Economics, 1990); Victor Tufescu (Geography, 1992); Vladimir Trebici (Statistics, 1992); Costin Kirişescu (Finance, 1992); Iulian Văcărel (Finance, 1994); Mugur Constantin Isărescu (Finance, 2006).
- *Corresponding members:* Ion Răducanu (Economics, 1936; reinstated in 1990); Gheorghe Taşcă (Economics, 1926; reinstated in 1990); Victor Bădulescu (Economics, 1945); Nicolae Al. Rădulescu (Geography, 1948); Stoian Stanciu (Pedagogy, 1963); Mircea-Dragoş Biji (Statistics, 1965); Constantin Bărbulescu (Economics, 1993).
- *Honorary members:* Constantin Ionete (Finance, 1993); Gheorghe Dolgu (Economics, 2010); Victor Axenciuc (Economic Planning, 2011).
- *Post-mortem members:* Virgil Traian N. Madgearu (Economics, 1990).

Over time, the Bucharest University of Economic Studies has conferred the degree of Doctor Honoris Causa to a series of great national and international scientific and political personalities, who have significantly contributed to the development of Economic Sciences and economic higher education. Our University takes great pride in having conferred the degree of Doctor Honoris Causa to Nobel Prize Laureates Lawrence Klein (1980), James McGill Buchanan Jr. (1986) and Joseph Stiglitz (2001), as well as to internationally renowned scientists Anghel Rugină (the most famous Romanian economist living abroad) and Philip Kotler (the father of modern Marketing).

Moreover, the University has conferred the degree of Doctor Honoris Causa to heads of state (such as His Majesty King Michael I of Romania, Ion Iliescu, the President of Romania, Nursultan Abishevich Nazarbaiev, the President of the Republic of Kazakhstan, Turgut Özal the President of the Republic of Turkey), or to European high officials (Jacques Santer and Romano Prodi, Presidents of the European Commission, Joachim Almunia, Vice-president of the European Commission, Emma Harriet Nicholson, Baroness Nicholson of Winterbourne, European Parliament's Special Rapporteur for Romania, between 2000 and 2004). Other outstanding personalities who have received the degree of Doctor Honoris Causa from our University are: Gerrit Zalm, Deputy Prime Minister and Minister of Finance in the Netherlands, His Excellency Philippe Etienne, the French ambassador to Romania, Yves Franchet, Director General of Eurostat, a Directorate-General of the European Commission, Fabrizio Onida, President of the Italian Institute of Foreign Trade, Nam-Kee Lee, President of the Korea Fair Trade Commission, His Excellency Mircea Maliţa (member of the Romanian Academy of Sciences).

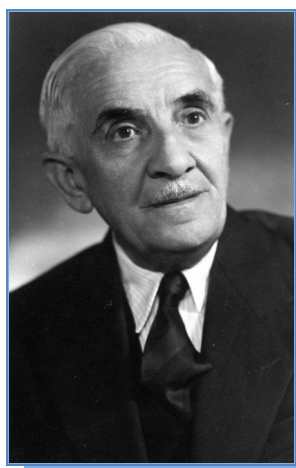
In the last 20 years, ASE Bucharest has also conferred the degree of Doctor Honoris Causa to outstanding professors from various sub-fields of Economics, who have contributed to the development of institutional relations with the Bucharest University of Economic Studies, hence to the increase in the University's international visibility and to the improvement of

the teaching and research activities taking place in our University: Yvan Allaire (The Université du Québec à Montréal), Thierry de Montbrial (the Conservatoire National des Arts et Métiers, Paris), Samuel Lichtensztein Teszler (Rector of the University of the Republic, Uruguay and Minister of Education of the Oriental Republic of Uruguay), Jean-Paul Pollin (University of Orléans), Rijnvos Cornelis Johannes (Erasmus University Rotterdam), Lennart Hjalmarsson (University of Gothenburg), Finn Ragnar Førsund (University of Oslo), Peter Nijkamp (VU University Amsterdam), Gerhard Michael Ambrosi (University of Trier), Stephen Joel Trachtenberg (Rector of the George Washington University from Washington D.C.), Lester Lloyd-Reason (Anglia Ruskin University from Cambridge), Alain Burlaud (the Conservatoire National des Arts et Métiers, Paris), Maurice Yolles (Liverpool John Moores University), Philippe Rollet (Vice-president of the Lille University of Science and Technology), André Cabanis (Vice-president of Toulouse 1 University Capitole), Allan Clement Hodgson (University of Amsterdam), Igor Anatolevici Maximtev (Rector of Saint Petersburg State University of Economics and Finance), Donna L. Street (University of Dayton, Ohio).

To recognize the merits of those who cannot receive the degree of Doctor Honoris Causa from our University as they directly or indirectly belong to our academic community, ASE Bucharest has conferred them the Virgil Madgearu Diploma with a Gold Medal. It has been conferred to Gheorghe Dolgu (former Rector of ASE Bucharest), Mugur Isărescu (the governor of the National Bank of Romania), Ioan Talpoș (Rector of the West University of Timisoara), Paul Bran (former Rector of ASE - post-mortem), Alexandru Puiu (former Rector of ASE), Leonid Stepanovici Tarasevici (Rector of Saint Petersburg State University of Economics and Finance), Constantin Virgil Negoită (City University of New York).

The Rectors of The Bucharest University of Economic Studies

Throughout its century of existence, the Bucharest University of Economic Studies has been managed by 25 Rectors, including prof. Pavel Năstase, the Rector currently in office. Each of these personality had a significant contribution to the consolidation of the University's standing at national and international level; together, they have succeeded in ensuring the institution's centennial continuity.



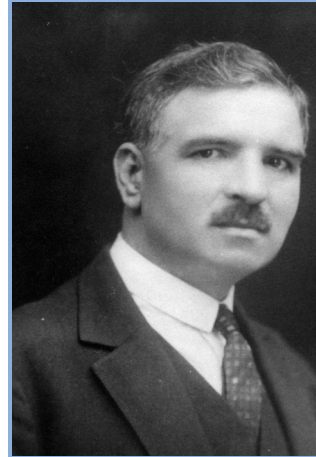
Anton Davidoglu (1913-1918)



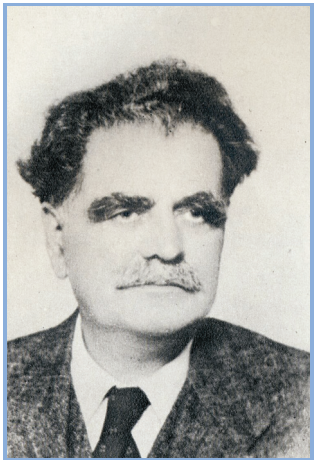
Eugen Ludwig (1918-1919)



Stanislas Cihoski (1919-1924)



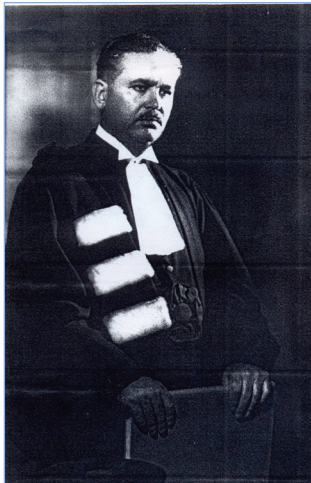
Ion N. Angelescu (1924-1929)



Gheorghe Tașcă (1929-1930)



Ion Răducanu (1930-1940)



Marin I. Mazilescu (1940-1941, 1947-1948)



Eftimie Antonescu (1941-1943)



Victor Slăvescu (1944)



Ștefan Stănescu (1944-1945)



Nicolae M. Maxim (1945-1947)



Gromoslav Mladenaz (1948)



Anton Alexandrescu (1948-1949)



Vasile Malinschi (1949-1954)



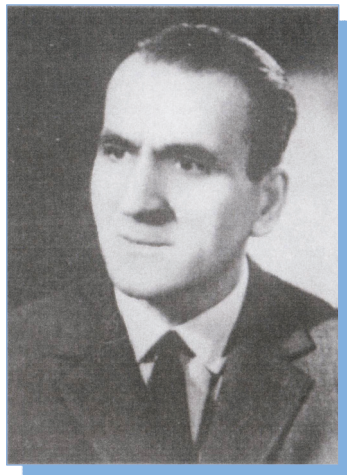
Ștefan Arsene (1954)



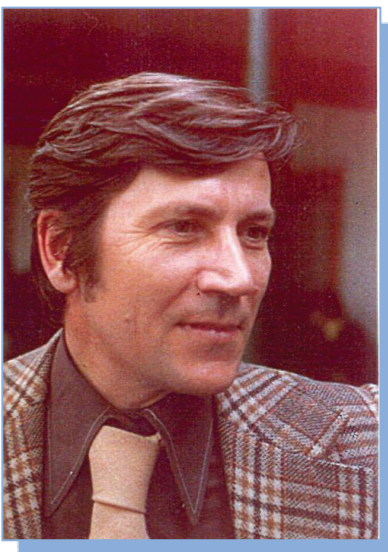
Mihail Hașeganu (1955-1959)



Mircea Nicolaescu (1959-1961)



Marin A. Lupu (1961-1971)



Gheorghe Dolgu (1971-1980)



Ilie Văduva (1980-1985)



Alexandru Puiu (1985-1990)



Constantin Bărbulescu (1990-1996)



Paul Bran (1996-2004)



Ion Gh. Roșca (2004-2012)



Pavel Năstase (2012-prezent)



2

THE JOURNEY CONTINUES

During its centennial existence, the Bucharest University of Economic Studies (ASE) has gained a well-deserved national and international reputation. In addition to the positive feedback received from evaluation systems, the University is respected by the Romanian population, by internal and external collaborators, is loved by its students, graduates and academic staff. ASE is part of the category of large universities, being empowered to organize study programmes for Bachelor's degree, Master's degree, Doctoral studies and continuing education. It consists of the following faculties¹: Business Administration in Foreign Languages (FABIZ); Administration and Public Management (AMP); Economic Cybernetics, Statistics and Informatics (CSIE); Commerce; Accounting and Management Information Systems (CIG); Economics; Agrifood and Environmental Economics (EAM); Finance, Insurance, Banking and Stock Exchange (FABBV); Management; Marketing; International Business and Economics (REI). The majority of the faculties offer programmes in the field of Economic Sciences, except for the Faculty of Administration and Public Management, which organizes programmes in the field of Political and Administrative Sciences. As a glimpse of the future, ASE Bucharest is planning to diversify its educational programmes: for instance, in the 2013-2014 academic year a new Bachelor's specialization will be launched, in *Applied Modern Languages*.



The Bucharest University of Economic Studies - Main lobby

¹ The abbreviations in parentheses are officially endorsed by each faculty.

High level of competence

In 2008, ASE Bucharest was institutionally evaluated by the Romanian Agency for Quality Assurance in Higher Education (ARACIS) and received a "*high confidence*" ranking. In the same year, ARACIS granted the university the status of "institution providing teacher training programmes by *DPPD*²". Since the 2007-2008 academic year, ARACIS has periodically evaluated and accredited or certified for ASE 16 full time Bachelor's degree programmes, 9 distance education Bachelor's degree programmes, and 95 Master's degree programmes. Currently, all study programmes organized by ASE Bucharest are accredited according to the law.

In late 2008, ASE underwent an external evaluation based on the criteria for excellence in management of the "*Australian Organisation for Quality J.M. Juran Award*"; the same criteria are promoted by the European Foundation for Quality Management (EFQM). ASE Bucharest obtained two awards from the latter: "Quality Award for the Education Section" and "Excellence Award for the Continuing Learning, Improvement and Innovation Section".

In 2011, after the evaluation jointly performed by national bodies and a team of experts from the European University Association (EUA), ASE Bucharest was classified as a *research intensive university*, among other 11 Romanian universities. In the same year, the study programmes organized by the university were evaluated as well. Programmes in the following fields were ranked as *A-category programmes*: Business Administration (organized by FABIZ and Commerce faculties); Economic Cybernetics, Statistics and Informatics; Accounting; Economics (organized by the Faculty of Economics and EAM); Finance; Management; Marketing; International Business and Economics; Administrative Sciences.

ASE is also 9001/2008 ISO certified. Initially, the certification was granted by the AeroQ Company (2007-2010). A new certification was granted in 2010 and 2011 by the Simtex Company.

Diversified educational offer, in concordance with the prospective requirements of the labour market and of scientific development

During 2012, given the current legal regulations in the field of higher education, the correlation between the curricula and the requirements of the labour market, the overlap of disciplines among study programmes, the rise in students' and graduates' satisfaction and the increasing competitiveness of ASE Bucharest as regards its educational offer, the Board of Trustees decided on and the University's Senate approved on the restructuring of curricula for Bachelor's and Master's study programmes. The new educational offer was implemented starting the 2012-2013 academic year.

In the 2012-2013 academic year, ASE Bucharest organizes 25 undergraduate programmes in the field of Economics and Administrative Sciences, out of which 16 on campus programmes (including four study programmes delivered in foreign languages) and 8 distance education programmes. The total number of enrolled students amounts to 13,942, out of which

² Department of Academic Staff Training

8,050 benefit from state subsidies; 1,744 students are enrolled in distance education undergraduate programmes (in Bucharest, Buzău and Piatra Neamț).

The University currently offers 89 on campus Master's programmes, out of which 10 delivered in foreign languages (English, French or German). In the 2012-2013 academic year, 8,148 students are enrolled for these programmes, among which 3,750 benefit from state subsidies for tuition. Currently, 3,340 students (including 2,430 non-paying students) are enrolled for Research Master's programmes, and 4,808 students (including 1,311 non-paying students) attend Professional Master's programmes.

With a view to meeting labour market needs, ASE Bucharest is continuously adapting and updating its educational offer. For the 2013-2014 academic year, the University offers five new Bachelor's degree programmes in English, as well as one in the field of "Modern Applied Languages"; these new programmes are undergoing accreditation.

For the 2013-2014 academic year, the University offers the following new categories of Master's programmes:

- *Research Master's programmes* intended for a small number of students (up to 50), aiming to develop participants' scientific research skills with a view to preparing them for further Doctoral studies.
- *Specialized Professional Master's programmes* – aiming to develop specialized professional competences that would complete basic professional competences acquired by participants during Bachelor's programmes; these Master's programmes ensure continuity in the professional training of economists and a greater compliance with labour market demands.
- *Complementary Professional Master's programmes* – mainly oriented towards the retraining of holders of Bachelor's degrees from fields other than Economics.

In addition, the university's offer for Master's programmes has been updated, with an emphasis on attendees obtaining the skills required by the labour market, including new programmes (some organized in partnership with the business environment) and programmes that will be taught entirely in English.

The accreditation for most full time Bachelor's and Master's programmes expires in March 2013; in addition, the University wants to expand its educational offer through new programmes. Hence, accreditation files are being prepared so as to highlight the way in which these programmes meet the quality requirements established by ARACIS.

ASE Bucharest organizes the following international MBA programmes:

- MBA in the *Economic Development of Enterprises*, organized by the Faculty of Management and the National Institute for Economic Development (INDE), in partnership with the National Conservatory of Arts and Crafts (CNAM) from Paris. The programme emerged after the Intergovernmental Agreement signed in 1991 by Romania and France, in order to establish a French-Romanian Management Institute whose mission is to offer postgraduate training for management specialists from private companies with domestic or foreign capital. The institute is accredited by AMBA (the Association of MBA Schools – London);

- the *Romanian-Canadian Master of Business Administration*, organized by the Faculty of Business Administration (in Foreign Languages), is a competitive intensive programme aiming to turn participants into successful managers. The programme has been offered since 1991, in cooperation with the University of Ottawa. The programme is part of the Central and Eastern Europe Management Development Association (CEEMAN);
- the *Romanian-German EMBA Programme in Entrepreneurial Management*, organized in cooperation with the University of Applied Sciences/ Fachhochschule Gelsenkirchen from Germany. The programme was launched in 2006 and it is accredited by the Foundation for International Business Administration Accreditation (FIBAA) from Germany.

ASE Bucharest organizes several study programmes in world languages (English, French, German) designed to improve the graduates' international business communication skills and to facilitate foreign students' access to the University's educational offer. In the 2011-2012 academic year, nearly 600 foreign students were enrolled in ASE Bucharest. The Faculty of Business Administration in Foreign Languages (FABIZ) offers Bachelor's and Master's programmes delivered entirely in English, French or German, and the Research Master's programme in Business Administration (in Romanian and English). Moreover, the Faculty of International Business and Economics organizes a track of undergraduate studies entirely taught in English. Several faculties offer Master's programmes in foreign languages. All dual degree programmes are delivered in a foreign language.

The University has diversified its offer of optional foreign language classes: there are eight foreign languages students can choose from. Thus, over 200 students have chosen Russian (some of them benefit from mobility at the Pushkin State Russian Language Institute from Moscow), over 80 students have enrolled for Japanese, about 100 students have opted for Chinese, and a large number of students are studying other languages (such as Portuguese, Italian, Spanish etc.).

The Bucharest University of Economic Studies is accredited as an *Institution Organizing Doctoral Studies* in the fields of Business Administration, Cybernetics and Statistics, Accounting, Economics, International Business and Economics, Finance, Economic Informatics, Management, Marketing, Law. Doctoral studies are conducted within the Doctoral schools organized at faculty level for each of the aforementioned specializations. Doctoral training programmes last for three years and, should the need arise, candidates can request a two-year extension to complete the Doctoral dissertation. Doctoral studies are organized only as full-time programmes and have two financing options: state subsidies or tuition fees. Table 2.1 epitomizes the number of Doctoral students and scientific advisors participating in three-year programmes; in addition, there are 234 PhD students enrolled in other types of programmes.

The number of scientific advisors and Doctoral students in the 2012-1013 academic year

Table 2.1

No. crt.	Field	No. of scientific advisors	No. of students		
			Non-paying students	Fee-paying students	Total
1	Business Administration	14	31	36	67
2	Cybernetics and Statistics	16	35	32	67
3	Accounting	19	32	46	78
4	Economics I	13	21	62	83
5	Economics II	7	21	11	32
6	International Business and Economics	11	31	47	78
7	Finance	16	36	28	64
8	Economic Informatics	13	43	14	57
9	Management	15	47	71	118
10	Marketing	9	39	35	74
11	Law	2	3	12	15
SUM TOTAL		135	339	394	733

Doctoral studies within ASE Bucharest are coordinated by the Council for Doctoral Studies (CSUD). The members of the Council are professors and Doctoral students from ASE Bucharest, as well as professors from other Romanian and foreign universities.

The members of the Council for Doctoral Studies (CSUD):

CSUD members from the Bucharest University of Economic Studies

Prof. Tudorel Andrei, PhD – Director of CSUD

Prof. Valentin Cojanu, PhD

Prof. Luminița Constantin, PhD

Prof. Carmen Costea, PhD

Prof. Raluca Dimitriu, PhD

Prof. Victor Dragotă, PhD

Prof. Bogdan Negrea, PhD

Prof. Marius Profiroiu, PhD

Prof. Răzvan Zaharia, PhD

Doctoral students: Robert Bumbac, Radu Ciobanu, Mihai Dinu and Radu Petrariu

CSUD members from other universities

Prof. Christophe Rault, PhD – University of Orléans

Prof. Emese Lazăr, PhD – Reading University

Prof. Adriana Zaiț, PhD – "Alexandru Ioan Cuza" University of Iași

Prof. Mihaela Onofrei, PhD – "Alexandru Ioan Cuza" University of Iași

The 2008-2011, 2009-2012, 2010-2013 generations of Doctoral students benefitted from funding through SOP HRD projects, receiving scholarships and funding for research

mobilities at European partner universities and for the dissemination of research results by publication and participation in scientific events.

In 2010, the university launched its first two post-doctoral training programmes; in fact, they were the first programmes of this kind in Romania. Approximately 100 holders of PhD degrees attended these programmes, coming from ASE Bucharest, the West University of Timișoara, the "Babeș-Bolyai" University of Cluj-Napoca, and the "Alexandru Ioan Cuza" University of Iași. The programmes were funded through the European SOP HRD program.

Scientific research - a prerequisite for high performance

The Bucharest University of Economic Studies is a research intensive university. Hence, it is a member of the National Research and Development System. The University attaches great importance to scientific research at national and international level, as the latter is fundamental for the appropriate training of creative future specialists.

Scientific research is conducted on the basis of funded or non-funded projects and topics comprised in research programmes established at the level of Departments, Faculties, Doctoral schools and Research Centres. Scientific research is performed by academic staff, as well as Doctoral, Master's and Bachelor's students.

In 2012, 51 research projects were implemented and attracted funding which amounted to 9,305,851 RON. The national programmes financing scientific research conducted in ASE Bucharest were: *Competitiveness and Innovation Programmes* - three projects amounting to 101,744 RON; the *Ideas Programme* - eight projects of various types, with an accumulated budget of 1,999,809 RON; the *Human Resources Programme* - 10 projects led by young researchers (TE) and 13 projects led by Doctoral candidates (PD), amounting to 2,975,570 RON; the *Sectoral Plan* - two projects amounting to 130,000 RON; the *Social and Economic Environment* - five projects with a budget of 201,600 RON. In addition, there were 10 projects funded by means of the *European Sectoral Operational Programme Human Resources Development (SOP HRD)*. Their total value was of 3,897,128 RON.

Table 2.2 below epitomizes synthetic indicators for scientific research activities undertaken between 2008 and 2012. The table specifies: the total value of non-reimbursable funding obtained, as well as the funding options, namely the National Plan II (Competitiveness and Innovation, Ideas, Human Resources Programmes) and other funding lines – the Sectoral Plan, the Social and Economic Environment, and European Sectoral Operational Programmes.

Figure 2.1 below reflects the weight of each type of research field (grouped according to the funding source) in the total monetary value of research projects from 2012. Upon examining the monetary value and number of the research projects, one can notice that - for 2012 – the individual and team projects implemented by young researchers had a significant weight in the overall statistics; the same is true for the SOP HRD projects implemented by experienced researchers.

Synthetic indicators for scientific research activities undertaken between 2008 and 2012

Table 2.2

Indicator	2008	2009	2010	2011	2012
I. Number of research topics:	289	247	211	136	51
II. Total cost (RON) out of which:	21,284,024	15,864,837	16,414,505	32,325,547	9,305,851
II.1 – National Plan II / 2007-2013:	12,294,992	12,380,142	15,127,131	14,329,535	5,077,123
II.1.1 Partnerships Programme	5,498,933	5,344,486	5,342,462	2,533,087	0
II.1.2 Competitiveness and Innovation Programme (Innovation Cheques)	1,809,000	28,847	58,319	65,744	101,744
II.1.3 Ideas Programme	4,695,227	6,938,001	8,221,824	7,433,660	1,999,809
II.1.4 Human Resources Programme	291,832	68,808	1,504,526	4,297,044	2,975,570
II.2 – Other funding options:	8,989,032	3,484,695	1,287,374	17,996,012	4,228,728
II.2.1 SOP HRD Projects - research component	0	0	0	17,544,744	3,897,128
II.2.2 Sectoral Plan	259,943	151,750	461,074	190,000	130,000
II.2.3 Business environment	925,224	1,315,226	564,978	261,268	201,600
II.2.4 MAKIS Projects	720,488	1,778,927	261,322	0	0
II.2.5 Other programmes/ grants <i>CEEX (Excellence in Research), CNCSIS (National Council for Scientific Research in Higher Education)</i>	7,083,377	238,792	0	0	0

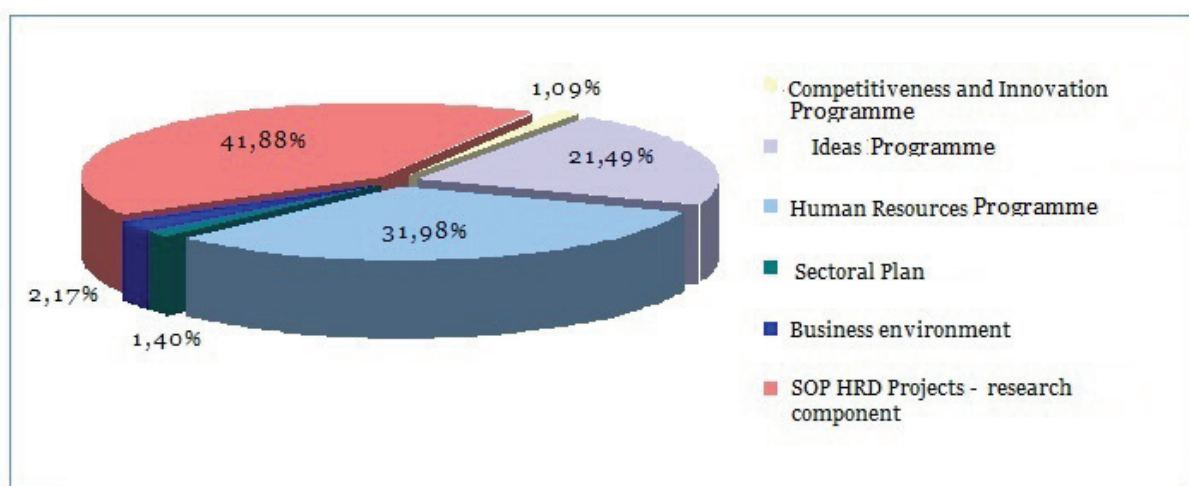


Figure 2.1 Weight of each research funding source in the total monetary value of research projects, in 2012

Figure 2.2 below presents the number of research projects generated according to the funding source for 2012. There was a total of 51 projects, out of which 23 Human Resources projects (45.10%), 8 Ideas projects (15.69%), and 3 Competitiveness and Innovation projects

(5.88%); 2 Sectoral Plan projects (3.92%), 5 Business Environment projects (9.80%) and EU funded projects (19.61%).

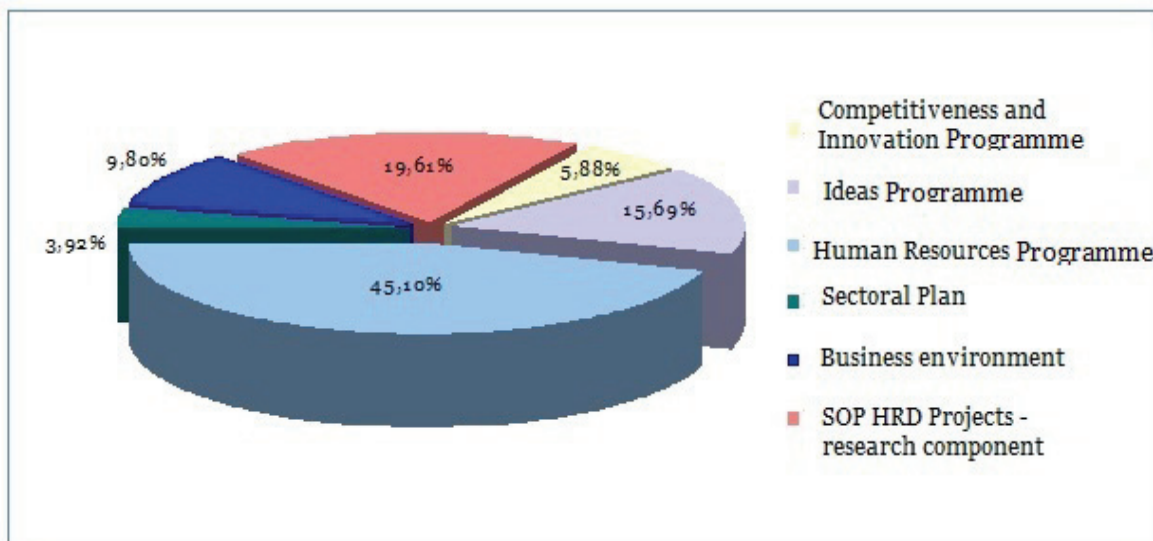


Figure 2.2 Number of research projects, according to the funding source, in 2012

Scientific research is mostly conducted in cooperation with other educational and research institutes from Romania and abroad, including by means of networks or consortia. All of these have made ASE Bucharest achieve excellence in research.

Between 2008 and 2012, ASE Bucharest coordinated 10 international scientific research projects, funded in Euros or USDs, depending on the financing body. The international projects (of which four part of the Seventh Framework Programme) were implemented by ASE Bucharest in partnership with over 100 European universities, resulting in recognized collaborative scientific research. In addition, a number of projects were implemented by means of bilateral agreements between Romania and Moldova, or between Romania and Switzerland.

On a yearly basis, ASE Bucharest organizes a series of prestigious international scientific events. In 2012, it hosted more than 30 international and national scientific events. In 2009 and 2010, the international conferences *Accounting and Management Information Systems - AMIS* and *Business Excellence - ICBE* obtained ISI recognition.

In 2012 the scientific results of the academic staff were: 115 articles published in national and international ISI journals. As shown in Figure 2.3, between 2008 and 2012, the scientific research results recorded a relatively stable trend (except for the year 2009). Thus, 129 scientific articles were published in 2008, and 115 articles were published in 2012.

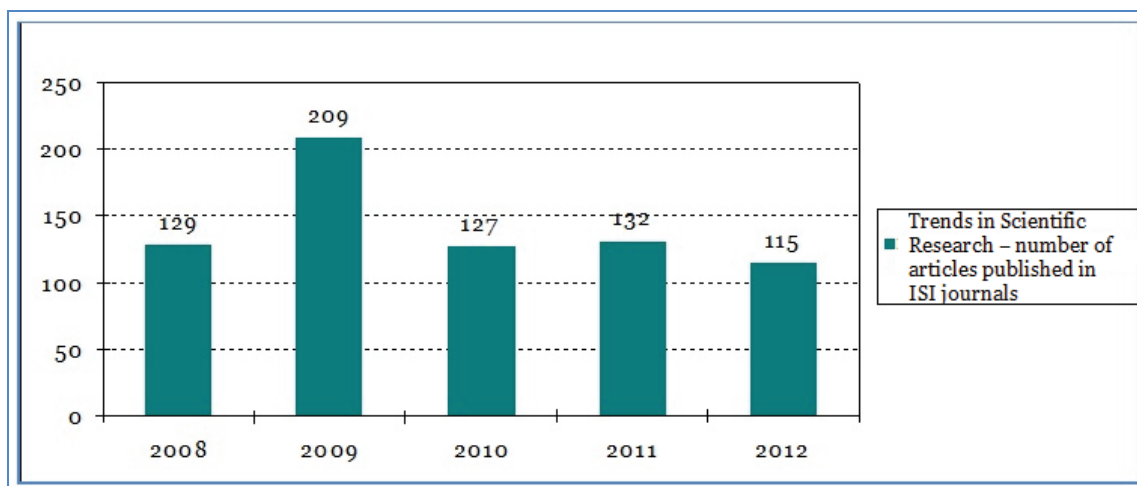


Figure 2.3 Number of articles published in ISI journals

In 2012, 279 papers were published in ISI or other International Conference Proceedings, 35 books were published by prestigious international publishing houses and 105 books were published by national publishing houses recognized by the National Research Council (CNCS).

To acknowledge the quality of the scientific research conducted by its academic staff, ASE Bucharest granted them 18 awards (including three internationally recognized awards) in 2012.

There are 22 research centres within the university. They are organized at Department, Doctoral school, Faculty or University level. Research centres are created at the initiative of teachers and researchers, with the approval of Faculty Boards, the Board of Trustees and finally the University's Senate:

1. The ECO-INFOSOC Centre for Research in Modelling and Computerization of Social and Economic Processes,
Director: prof. Ion Gh. Roşca, PhD;
2. The National Excellence Centre for Comparative Management Studies,
Director: prof. Ion Popa, Phd;
3. The Centre for Research in Economic Analyses and Policies,
Director: prof. Marin Dinu, PhD;
4. The Centre for Accounting and Management Information Systems,
Director: prof. Ion Ionaşcu, PhD;
5. The PM FORUM Research Centre in Project Management and Technological Innovation,
Director: prof. Constanţa Bodea, PhD;
6. The Centre for Research in Regional Analyses and Policies,
Director: prof. Gabriel Popescu, PhD;
7. The Centre for Research in Financial and Monetary Issues,
Director: assistant prof. Andrea Stoian, PhD;
8. The "Teodora Cristea" Centre for Research in Literature and Applied Linguistics,
Director: prof. Carmen Stoean, PhD;

9. The Centre for Research in International Business and Economics,
Director: associate prof. Cristian Păun, PhD;
10. The Centre for Research in Business Management through Projects,
Director: associate prof. Claudiu Cicea, PhD;
11. The CEMARK Centre for Fundamental and Applied Research in Marketing,
Director: prof. Laurențiu Dan Anghel, PhD;
12. The Centre for Surveys and Polls,
Director: prof. Constantin Mitruț, PhD;
13. The Advanced Research Centre for Microeconomic and Macroeconomic
Cybernetic Modelling,
Director: prof. Mihai Daniel Roman, PhD;
14. The Research Centre for Business Administration,
Director: prof. Marieta Olaru, PhD;
15. The Centre for Research in Administration and Public Services,
Director: prof. Sofia Elena Colesca, PhD;
16. The PROMAR Centre for Research in Macroeconomic and Regional Forecasting,
Director: prof. Daniela Luminița Constantin, PhD;
17. The International Centre for Public Management,
Director: prof. Armenia Androniceanu, PhD;
18. The Centre for Research in Entrepreneurship and Intellectual Capital,
Director: associate prof. Alina Mihaela Dima, PhD;
19. The CACTUS Centre for Research in Tourism and Services,
Director: associate prof. Andreea Fortuna Șchiopu, PhD;
20. The Centre for Advanced Research in Finance and Banking,
Director: associate prof. Ciprian Necula, PhD;
21. The Centre for Advanced Research in Fundamental and Applied Mathematics,
Director: prof. Maria Tudor, PhD;
22. The Centre for Research in Operations Management,
Director: prof. Ionel Năftănăilă, PhD.

In 2012, the Advanced Interdisciplinary Research Centre (CCAI) was established. It is led by prof. Victor Dragotă, PhD, and coordinated by the Doctoral Studies Council (CSUD). The University's Board of Trustees has decided to establish a special financing fund for this research centre (which is to draw 0.5% from tuition fees paid by students).

The Annual Students' Conference is an occasion for economic students to show their creativity at work. The papers students write for the occasion are part of their training in scientific research, which begins at undergraduate level. The Conference encourages students to capitalize on the knowledge gained during their studies and to develop their communication skills. In 2012, 25 sections were organized at faculty level, out of which 19 sections for Bachelor's students and 6 sections for Master's students. From among the authors of the best scientific papers, 11 students were selected to receive an Excellence Scholarship, one student representative for each faculty. ASE students have successfully participated in several sections and editions of the AFER Olympics, the University hosting some of them.

Journals published by ASE

The following journals are published under the aegis of the Bucharest University of Economic Studies and of the ASE Publishing House:

The Amfiteatru Economic Journal – field of research: Commerce; biannual issues, (Thomson ISI recognition, impact factor 0.757); *Buletin bibliografic* (the *Bibliographic Bulletin*) - field of research: bibliographic documentation; biannual issues; *Buletin științific* (the *Scientific Bulletin*) - field of research: papers presented at scientific events, symposia, conferences; annual issues; *CACTUS - Journal of Tourism for Research, Education, Culture and Soul* – field of research: tourism and services; quarterly issues; online journal; *Contabilitate și Informatică de Gestiune* (*Accounting and Management Information Systems*) - field of research: accounting and management information systems; quarterly issues; *Database Systems Journal* – field of research: Economic Informatics; quarterly issues; online magazine; *Dialogos* – fields of research: linguistics and literature; quarterly issues; *Economia. Seria Management* (*Economics. Management Series*) – field of research: Management; quarterly issues; *European Journal of Interdisciplinary Studies* - field of research: interdisciplinary studies; quarterly issues; online journal; *Journal of Social and Economic Statistics* – field of research: Statistics; biannual issues; online magazine; *Juridical Tribune* – field of research: Juridical Sciences; quarterly issues; online issues as well; *Journal of Doctoral Research in Economics* – field of research: Doctoral research; quarterly issues; online issues as well; *Marathon – Revista științelor motricității umane* (*Marathon - Journal of Human Motility Sciences*) – fields of research: Physical Education and Sport; biannual issues; *Perspectives of Business Law Journal* – field of research: Juridical Sciences; annual issues; online journal; *Repertoriul tezelor de doctorat* (*Index of PhD Dissertations*) – field of research: bibliographic documentation; annual issues; *Revista Administrație și Management Public* (*Administration and Public Management Review*) – fields of research: Administration and Public Management; quarterly issues; *Revista de Management Comparat Internațional* (the *Review of International Comparative Management*) – field of research: International Management; five issues per year; *CCREI Working Papers Series* (issued by the Centre for Research in International Business and Economics): fields of research: 1 - Competing Ideas in Economics; 2 – Government, Business and International Economy, 3 - Case Studies in International Business; annual issues; *Synergy* – fields of research: Business Communication, Cultural Studies; biannual issues; *The Review of Finance and Banking* – fields of research: Finance and Banking; quarterly issues; online issues as well.

There are also other ASE journals published independently, among which we mention: *Economic Computation and Economic Cybernetics Studies and Research* – field of research: Mathematical Modelling in Economics; annual issues (Thomson ISI recognition, impact factor 0.303); *Studii și cercetări de calcul economic și cibernetică economică* (*Studies and Research in Economic Computation and Cybernetics*) – fields of research: Economic Cybernetics, Statistics and Informatics, quarterly issues; *Informatica Economica Journal* – fields of research: Economic Informatics and Information Technology; quarterly issues; *Theoretical and Applied Economics* – field of research: Economics; monthly issues; *The Journal of Philosophical Economics* - field of research: Economics and Philosophy of Science; quarterly issues; *Oeconomica Journal* – field of research: Economic Theory and

Policies; quarterly issue; *Theoretical and Empirical Researches in Urban Management* – fields of research: Urban Management and Environmental Management; quarterly issues; online magazine; *Management Research and Practice* – field of research: Management; quarterly issues; online magazine; *The Romanian Economic Journal* - field of research: International Business and Economics; quarterly issues (including an issue in English); *Management & Marketing. Challengers for the Knowledge Society* – fields of research: Management, Marketing, Business Administration; quarterly issues; *Journal of Applied Quantitative Methods* – fields of research: Quantitative Applied Methods, Economic Modelling, Econometrics, Applied Informatics, Software Metrics, Data Analysis, Computer Science; quarterly issues; online journal; *Journal of Mobile, Embedded and Distributed Systems* – fields of research: Mobile Technologies, Embedded Systems, Distributed Systems, Computer Science; quarterly issues; online journal.

Accessing EU non-reimbursable funds

Since 2007, when Romania joined the European Union, EU funds have been a great funding opportunity for our university. To manage this challenge, there was a need for strategic and tactical measures, for redefining organizational structures, for creating favourable conditions for obtaining funds. In addition, great pressure lay on the university budget in order to ensure the co-financing and pre-financing of these projects.

ASE Bucharest was either a beneficiary or a partner in 64 projects, with a total budget of over 190 million RON. Among the 64 projects, 14 are meant to provide for the organization of practical training for students, 5 assist Doctoral and Postdoctoral programmes, and 6 are funded through transnational cooperation programmes. Other projects address issues regarding the development of Master's programmes, the promotion of entrepreneurship, the design of measures against school dropout, pre-university teacher training etc.

Ever since the beginning of project implementation, an increasing interest in accessing structural funds has been noticeable at all levels (Teaching and Functional Departments, Faculties). In the process of implementation of EU funded projects, a major concern has been to establish and recommend certain institutional priorities, a process that will continue in the next period until the end of the research projects (year 2013, for contracting and 2015, for payments).

Regarding the objectives set by the Sectoral Operational Programme Human Resources Development, the university has achieved great results, among which we mention:

- the implementation of a public relations strategy characterized by consistency, transparency and credibility; at the same time ASE management structures have established and monitored the priorities referring to students' practical training, Doctoral studies and Postdoctoral research programmes;
- the creation and implementation of functional financial monitoring mechanisms for projects, and the supervision of the latter's meeting the approved implementation deadlines;
- the creation and implementation of efficient human resource management mechanisms; the members of implementation teams successfully monitoring and checking staff activities.

Upon completion of SOP HRD projects, ASE Bucharest intends to contribute to the achievement of the programme goal which refers to "the development of human capital and increasing competitiveness, by linking education and lifelong learning with the labour market and ensuring increased opportunities for future participation in a modern flexible and inclusive labour market", and to the achievement of the impact indicators envisaged for each project. Furthermore, ASE Bucharest is planning to use the experience gained through European-funded project implementation to develop the human resources from the University and from Romania in the 2014-2020 programming period.

Partnerships with national higher education institutions and representatives of the business and social environment

ASE Bucharest aims to remain the most prestigious institution of higher economic education and public administration in Romania and to rank among the top universities of its kind in Europe. Hence, the involvement in strategic partnership relations with the economic and social environment has been, is and will be a major institutional objective. It can be achieved, among other things, by a competitive educational offer - study programmes and courses organized in partnership with or recognized by nationally or internationally renowned organizations and companies, such as the Association of Chartered Certified Accountants, The Chamber of Financial Auditors from Romania, Cisco Systems, the Body of Expert and Licensed Accountants from Romania, Google, IBM Romania, Microsoft Romania, Oracle etc.

In order to provide its students with efficient internship conditions, ASE Bucharest has concluded agreements with nationally or internationally renowned companies or research institutes. Among them we mention: Allianz Țiriac Insurance, Axa Life Insurance, Commercial Bank Intesa Sanpaolo Romania, Romanian Commercial Bank, BRD Groupe Société Générale, Bucharest Stock Exchange, Chamber of Commerce and Industry of Bucharest, the Private Pension System Supervisory Commission, the Romanian Post, the Competition Council, Ericsson Telecommunication Romania, Garanti Bank, Generali Romania - Insurance Reinsurance, Grawe Romania Insurance, Groupama Insurance, IBM Romania, ING Bank NV Amsterdam Romanian Branch, INCERTRANS Transport Research Institute, Institute of National Economy, the Institute for Economic Forecasting, National Institute of Statistics, JT International (Romania), KPMG Romania, Luger & Makler Romania, Metro Cash & Carry, Microsoft Romania, Orange Romania, Piraeus Bank, ProCredit Bank, PricewaterhouseCoopers, Procter & Gamble Marketing Romania, Raiffeisen Bank, Rewe Romania, Roland Berger Strategy Consultants, Siveco Romania, State Oil Company of Azerbaijan Republic, Synergy Europe, Unicredit Țiriac Bank, Vodafone Romania etc.

Another important element is the cooperation between ASE faculties/ the University as a whole and national, European and international associations of faculties in the field.

ASE Bucharest supports the activities of its students and graduates; hence, it is a founding member of the Student Union of the Bucharest University of Economic Studies, and of the ASE Alumni Association.

In 2004, ASE Bucharest played a major role in the establishment of the Association of Faculties of Economics from Romania (AFER). ASE Bucharest and its 10 faculties offering specializations in Economic Sciences are active AFER members. The institution also has an important role in the General Association of Economists from Romania. Many academic staff member from ASE Bucharest are members of the managerial boards of these representative organizations for Romanian economic education and the economics profession. In 2009 ASE Bucharest became a member of the Universitaria Consortium (established in 1996), joining the University of Bucharest, the West University of Timișoara, the "Alexandru Ioan Cuza" University of Iași, and the "Babeș-Bolyai" University of Cluj-Napoca. ASE is also a member of the Association of Schools and Institutes of Public Administration in Romania (ASIAP) and of the Association of Master's Programmes in Public Administration. ASE has partnerships with several universities from Romania and abroad, with the Bucharest Chamber of Commerce and Industry, the Body of Expert and Licensed Accountants from Romania, The Chamber of Financial Auditors from Romania, the National Council of Small and Medium Sized Private Enterprises in Romania, the Association of Businesspeople in Romania etc. ASE academics are members of the National Scientific Council, the National Council of Higher Education Financing in Romania, the Romanian Agency for Quality Assurance in Higher Education, the National Council for the Recognition of Academic Degrees, Diplomas and Certificates etc. ASE Bucharest has strong relations with pre-university education institutions, to provide training for the teachers interested in taking exams for various teaching ranks; to promote its educational offer; to support its partners by means of book and computer equipment donations; to organize regular meetings with pupils and teachers.

Naturally, ASE Bucharest has concluded partnerships with most banks from Romania. It especially cooperates with the National Bank of Romania, participating in numerous jointly organized events.



“Ion N. Angelescu” building, 1st Floor

Active international involvement

Over time, the Bucharest University of Economic Studies has established a number of partnerships with various international universities, which aimed to:

- assist the university in its endeavours to become more internationally known and to join the European Higher Education Area and the European Research Area;
- improve the teaching and learning process, according to the standards and procedures specified by international accreditation and certification systems for quality management in higher education;
- adjust the University's policies regarding international relations, so that they contribute to the accomplishment of the objectives of the Bologna Declaration;
- increase the international mobility of students, academic and administrative staff in order to develop professional, language and intercultural skills, by creating opportunities for access to new resources;
- promote international academic cooperation for the development of joint degree study programmes and joint research activities (supervision of Doctoral dissertations, joint publication of scientific articles, organization of scientific events), with a view to moulding highly competitive specialists for the international labour market;
- attract foreign students by developing continuously updated study programmes and a favourable environment for developing intercultural knowledge and experience within the University.

ASE Bucharest has concluded over 115 international cooperation agreements with universities from Australia, Austria, Belgium, Bulgaria, China, Croatia, Cyprus, Egypt, France, Georgia, Germany, Greece, Italy, Japan, Korea, Lithuania, Norway, the Netherlands, the Republic of Moldova, the Russian Federation, Spain, Sweden, the United Kingdom, the United States of America, Ukraine etc. The agreements cover a wide range of activities: developing study programmes; conducting scientific research projects; publication of journals; organizing conferences and workshops; bilateral exchange of teachers, students and administrative staff; publishing books and textbooks etc. Each of these agreements is significant in its own way, but upon considering the consistency of the outcomes of joint actions, we may say that the university has most prominent relations with: the National Conservatory of Arts and Crafts from Paris, the University of Ottawa, Canada, the University of Applied Sciences/ Fachhochschule Gelsenkirchen from Germany, the Saint Petersburg State University of Economics and Finance from the Russian Federation, the Academy of Economic Studies of Moldova, the University of Amsterdam, the University of Reading, UK, Toulouse 1 University of Social Sciences, the "*Angel Kancev*" University of Ruse etc.

ASE Bucharest and its faculties are members of important international associations, including:

- Agence Universitaire de la Francophonie (AUF), headquartered in Canada;
- Association of Economic Universities of South and Eastern Europe and the Black Sea Region (ASECU), located in Greece;
- International Conference of Directors of French Higher Education Institutions of Research and Management (CIDEGEF), located in France;

- European University Association (EUA), located in Belgium;
- European University Information Systems (EUNIS), located in France;
- Romanian-U.S. Fulbright Commission;
- Heads of University Management & Administration Network in Europe (HUMANE), located in Belgium;
- Higher Education and Research in Management of European Universities (HERMES), located in France;
- Institute of International Education (IIE), headquarters in USA and European subsidiary in Hungary;
- International Association for Accounting Education & Research (IAEER), located in the USA;
- The Network of Institutes and Schools of Public Administration in Central and Eastern Europe (NISPAcee), located in Slovakia.

ASE students have benefitted from increased international mobility, both as part of programmes supported by the European Union, particularly the ERASMUS programme, and as part of programmes endorsed by various national and international institutions (the German Academic Exchange Service – DAAD; Agence Universitaire de la Francophonie - AUF, scholarships offered by the Romanian Government through the Loans and Study Scholarships Agency of the Ministry of Education, Research, Youth and Sports, etc.). The selection system has been redesigned so as to ensure the possibility of participation in mobility programmes for students from all the faculties within the university. Annually, about 300 ASE students participate in Erasmus mobility programmes organized with foreign partner universities, and about 300 foreign students come to ASE Bucharest as part of an ERASMUS mobility programme or on their own expense. The analysis of the academic results obtained by Romanian students abroad reflects a 94% exam pass rate. Most ASE students have been ranked among the top 30% in terms of the results obtained by students attending partner universities. This fact is appreciated by foreign partner universities, which have shown greater openness to ASE students (widening partnerships, extending mobility periods) and willingness to enlarge cooperation (teacher exchange, development of joint programmes and so on). Annually, around 500 teaching staff benefits from mobilities abroad, both to participate in international conferences and research internships, and to perform teaching activities.

Integrated study programmes have been developed with various foreign universities, meant to offer attendees the chance to obtain joint or double degrees, especially at Master's level, but also at Bachelor's level (for some specializations). Although the ERASMUS programme does not entitle students to enroll for full degree programmes, ASE students benefit from a special treatment, depending on their academic results. Thus, in some universities from France (Orléans, Paris East - Créteil, Nancy 2, Toulouse 1 - Capitole) and Germany (Hochschule Bochum), ASE students may be enrolled for Bachelor's study programmes and, upon completion, may obtain the national diploma of the state where they studied. Furthermore, there are three joint degree Master's programmes, organized by ASE Bucharest in cooperation with BI Norwegian Business School Oslo (the "International Financial Risk Management" and "Geopolitics and International Economic Relations" programmes organized by the Faculty of International Business and Economics) and the University of

Amsterdam (the "Accounting, Auditing and Management Information Systems" programme organized by the Faculty of Accounting and Management Information Systems).

As the University enjoys a wide international reputation, numerous foreign students attend its Bachelor's, Master's and Doctoral programmes. In the 2012-2013 academic year, nearly 600 foreign students are registered in the Bucharest University of Economic Studies. They come from countries like: Afghanistan, Albania, Algeria, Angola, Azerbaijan, Belgium, Bulgaria, Chad, China, Colombia, Congo, Croatia, Egypt, Germany, Greece, Guinea, India, Iran, Iraq, Ivory Coast, Jordan, Kuwait, Lebanon, Macedonia, Morocco, the Netherlands, Nigeria, Pakistan, the Republic of Moldova, Russia, South Africa, Sweden, Switzerland, Syria, Tunisia, Turkey, Turkmenistan, Ukraine, the United Arab Emirates, the United Kingdom, the United States of America, Vietnam.

Since 2004, ASE Bucharest has annually organized international summer schools. The organizing committee comprises members of the Board of Trustees, Faculty representatives, the Student Senate, various student associations. These summer schools are supported by several NGOs. Among the summer schools organized by our institution, "Bucharest Summer University" is the most renowned.

In order to internationally promote the image of ASE Bucharest, presentation materials are written in various world languages and distributed to the diplomatic missions of various states in Romania, to the Romanian embassies in various countries, to prestigious higher education institutions worldwide and to international bodies with responsibilities in this area. The university also sends representatives to numerous national and international educational fairs, such as the Romanian International University Fair - RIUF (the most prestigious event of its kind in Romania); China Education Expo, Beijing; International Education Expo in Tunisia; the Forum Francophone Employment Fair etc.

Modern management, based on intelligent systems

The computerization of university management has been a constant preoccupation of the ASE management. The majority of the components of the information system implemented at university level have been designed internally, using the IT&C skills of the academic staff members of the two teaching departments - *Economic Informatics and Cybernetics* and *Accounting, Audit and Management Information Systems* - and of the personnel from the technical department specialized in the development and operation of computer systems. Thus, software has been developed for the main university activities: student admission, human resources management (payment of salaries), student accommodation, and university management. The aforementioned software has been developed by ASE academic and technical staff; the financial and accounting software has been developed by an external supplier.

The university management information system deals with the basic function of the university (education and research), the other systems revolving around it. In the history of the implementation and development of this system there were three phases: 2000-2009,

when the University Management System (SMU) was employed; 2009-2012, when the Integrated Information System for University Management in Romania (SIMUR) was employed; after 2012, the creation of Electronic Knowledge Management Information System (SIMCE).

Stage 1: In 2000 the *University Management System* (SMU) was implemented; initially it was designed to host data about full time Bachelor's students. Student data were introduced retrospectively, up to 1998. It was hard work; nonetheless, the secretarial staff showed a lot of patience and devotion to the project. In 2004, the system was expanded to host data about students attending Advanced Study programmes. The main SMU modules developed between 2000 and 2008 were:

- *Register* – registering the personal data of students enrolled for Bachelor's and Master's programmes, by faculty, specialization, study program, study groups, disciplines, curricula etc.;
- *School Report* – the management of students' grades (introduced in the system by the secretarial staff, according to the records made in classic exam registers filled in by evaluation committees), the scheduling of examination and re-examination sessions, exam register list, school reports, transcripts of records, student rankings etc.; the data were updated by the faculty secretariats;
- *Tuition Fees* – registering different types of fees, the data were updated by the staff in the Pay offices;
- *Editing diploma supplements* – a module developed in partnership with the SIVECO software company in order to issue bilingual diploma supplements, according to the Ministerial Order No. 3,714/March 29, 2005 issued by the Minister of Education.

The SMU has been continuously improved and adapted to the provisions of the regulations in force: in 2005 a module was developed for the daily transfer of information from SMU to the students' personal page; in 2006 the data of DE (distance education) students were introduced in the system; in 2008 the complete data of Master's students were introduced (for PhD students a separate application developed by the Doctoral School was used); in 2007 licenses for a programme for automatic listing of diplomas were purchased. The aforementioned program, together with the editing module for diploma supplements, provided full computerization of the process of issuing the Bucharest University of Economic Studies graduation documents.

Stage 2: In 2009 the implementation of the new *Integrated Information System for University Management in Romania* (SIMUR) began; the new programme represented a complete redesign of the old one. As SIMUR addresses a large category of users (students, academic staff, secretarial staff, managers), it required the implementation of a strong data protection system. The implementation and development of the system were funded by means of a European project. At the end of the 2011-2012 academic year the migration from SMU to SIMUR was completed. The latter grants participatory access to information resources to all users from the Bucharest University of Economic Studies, depending on their role and responsibilities at institutional level. Thus, all academic and administrative staff, as

well as all students were registered in the *IDM (Identity Management)* system, receiving an e-mail address, a username and password, allowing the creation of an electronic directory with the contact data of all members of the academic community; hence, collective e-mailing lists were created, which greatly simplified institutional communication. The main changes introduced by SIMUR in the information system of ASE are the following:

- exam results are introduced into the computer system directly by teachers without involving the administrative personnel; after the secretariats receive the exam registers, the marks are visible on the students' personal page or sent via SMS;
- the management of student data, exam results (including exams for completion of studies) and financial situation;
- generating the school report, the transcript of records and the Diploma Supplement;
- scheduling teaching activities, making them visible for each teacher and for students on the latter's personal page;
- management of curricula and discipline sheets (replacing syllabi), both in Romanian and in English, and published on their ASE website;
- analysis of exam results through the *business intelligence* module;
- management of students receiving ERASMUS mobility;
- communicating with students through a personal webpage;
- management of teachers' scientific research activities.

Since the January 2012 exam session, under a sponsorship contract between ASE Bucharest and Orange Romania, students have been able to receive exam results and other relevant information by free-of-charge SMS.

Stage 3: the Electronic Knowledge Management Information System (SIMCE) has been financed through a SOP HRD project and is currently being developed and implemented. It has two major objectives:

- ASE implementation of the National Qualifications Framework of Higher Education (CNCIS) by connecting to the National Qualifications Register for Higher Education (RNCIS);
- improving university management by implementing an information and knowledge management system based on three major components:
 - *an Integrated System for University Information Management (SIMI)*;
 - *an Integrated System for University Knowledge Management (SIMC)*;
 - *a collaborative platform* dedicated to academic knowledge interchange.

This system will take over from SIMUR the main documents regarding school reports (exam registers, transcripts of records, diplomas and diploma supplements etc.) and related documents from the other information systems and will create a database of digitally signed documents, managed and archived electronically.

Computer systems for activities in the fields of financial and accounting, human resources (payment of salaries) and student accommodation function as separate systems and communicate with each other by means of data transfer. Hence, in order to optimize information flow and efficiency, it is necessary to create an Integrated Information System

for Administrative Management, similar to the system employed for university management (SIMUR).

The computerized admission system consists in four subsystems corresponding to each type of study program: full time Bachelor's programmes, DE Bachelor's programmes, Master's programmes and Doctoral studies. In essence, the four main subsystems have the same main functions and are adjusted on a yearly basis to regulations and methodologies specific for the admission requirements of each study programme. They host candidates' personal data, their options for ASE faculties and study programmes, the mean average of the high school years of the Baccalaureate exam, as well as other useful information for the future students' records. This system provides admission exam badges, application forms, exam room allocations, lists of admitted or rejected candidates, candidate rankings, various statistics. The system contains a module for scanning exam answer sheets and for the automatic transfer of results to the candidates' database, as well as procedures designed to facilitate real-time display of all admission information on the ASE website. Data on successful candidates are then transferred into the university management system.

The computerized system for student accommodation allows students to submit their accommodation requests online, it updates hostel accommodation charts and provides the accommodation committees with all the necessary information, as stipulated by the methodology regarding student accommodation. Students' personal data and their exam results are taken directly from the university management system. Various aspects are monitored, such as whether students have paid their hostel fees by Pay offices or bank card; the system then issues statements for relevant administrative structures.

The computerized system for human resources and salary payments contains a Salary Module which facilitates the elaboration of payrolls, pay slips for each staff member, various centralized reports and statistics. The system also comprises specialized modules for compiling wage and tax statements, reporting statements for payroll contributions (social security, health insurance, unemployment compensation) etc. The system has a module for sharing information with banks for issuing debit cards and for transferring salary money to the latter. The Human Resources Module manages personal data, organization charts, payrolls, employment record book data etc.

The computerized system for financial and accounting activities (SICOB) was designed by experts outside ASE academic community, in 2002, through a project managed by the Romanian Ministry of Education, Research, Youth and Sports, which made it available for all public universities in Romania. The system allows for: the planning and allocation of financial resources, the management of income and expenditure budgets, the configuration of the chart of accounts and of the internal accounting model, based on institutional requirements etc. In addition, SICOB facilitates the automatic generation of all required reporting statements (balance sheet, expenditure lists, budget execution reports, the receivables and payables reports etc.), based on the data introduced into the system.



***Geneză (Genesis)*, Sabin Bălașa ("Victor Slăvescu" reading-room)**



***Feerie (Enchantment)*, Sabin Bălașa ("Victor Slăvescu" reading-room)**

The Board of Trustees of the Bucharest University of Economic Studies

Education Law No. 1/2011 has brought profound changes in the management of universities in Romania. It introduced the "separation of powers" in the University: the University Senate playing the role of the legislative power, while the role of the executive power is assumed by the Board of Trustees. The Rector, who is also Chairman of the Board of Trustees, has been elected by the entire community of academic staff members and by student representatives. The other members of the Board have been appointed by the Rector (the Vice-rectors) or have been designated following a selection process (the Deans and the General Administrative Director). All members have been confirmed by the University Senate.

The members of the Board of Trustees of the Bucharest University of Economic Studies

Table 2.3

No. crt.	Name	Position
1.	Prof. Pavel Năstase, PhD	Rector
2.	Prof. Gabriela Țigu, PhD	Vice-rector – Continuing Education and Training
3.	Prof. Nicolae Istudor, PhD	Vice -rector – Interinstitutional Relations and Cooperation with the Social and Business Environment
4.	Prof. Constantin Mitruț, PhD	Vice -rector – Administrative, Patrimonial and Social Issues, Cooperation with Students
5.	Associate prof. Dorel Mihai Paraschiv, PhD	Vice -rector – International Relations
6.	Prof. Ion Stancu, PhD	Vice -rector – Scientific Research, Development and Innovation
7.	Associate prof. Robert Aurelian Șova, PhD	Vice -rector - Resource Planning and Allocation
8.	Prof. Tudorel Andrei, PhD	Director of the Council for Doctoral Studies (CSUD)
9.	Associate prof. Răzvan Cătălin Dobrea, PhD	General Administrative Director
10.	Prof. Adrian Dumitru Tanțău, PhD	Dean of the Faculty of Business Administration in Foreign Languages
11.	Prof. Ion Smeureanu, PhD	Dean of the Faculty of Economic Cybernetics, Statistics and Informatics
12.	Prof. Rodica Pamfilie, PhD	Dean of the Faculty of Commerce
13.	Prof. Dorel Ailenei, PhD	Dean of the Faculty of Economics
14.	Prof. Ion Popa, PhD	Dean of the Faculty of Management
15.	Prof. Dumitru Miron, PhD	Dean of the Faculty of International Business and Economics
16.	Prof. Marius Constantin Profiroiu, PhD	Dean of the Faculty of Administration and Public Management
17.	Prof. Liliana Feleagă, PhD	Dean of the Faculty of Accounting and Management Information Systems
18.	Prof. Dan Boboc, PhD	Dean of the Faculty of Agrifood and Environmental Economics

THE JOURNEY CONTINUES

19.	Prof. Dalina Dumitrescu, PhD	Dean of the Faculty of Finance, Insurance, Banking and Stock Exchange
20.	Prof. Călin Petrică Vegheș, PhD	Dean of the Faculty of Marketing
21.	Andreea Orindaru	Student representative



The Board of Trustees of the Bucharest University of Economic Studies

The Board of Trustees convenes for ordinary, usually monthly, meetings and extraordinary meetings whenever necessary, and makes decisions.

To deal with current issues an Executive Committee was created (BCA), consisting of the Rector, Vice-rectors, the General Administrative Director and the student representative. It convenes for ordinary weekly meetings and extraordinary meetings whenever necessary.



The Executive Committee of the Board of Trustees of the Bucharest University of Economic Studies

The members of the Board of Trustees of the Bucharest University of Economic Studies



Prof. Pavel Năstase, PhD
Rector



Prof. Gabriela Țigu, PhD
Vice-rector – Continuing Education and Training



Prof. Nicolae Istudor, PhD
Vice-rector – Interinstitutional Relations
and Cooperation with the Social
and Business Environment



Prof. Constantin Mitruț, PhD
Vice-rector – Administrative, Patrimonial
and Social Issues, Cooperation
with Students



Associate prof. Dorel Mihai Paraschiv, PhD
Vice-rector – International Relations



Prof. Ion Stancu, PhD
Vice-rector – Scientific Research, Development
and Innovation

Associate prof. Robert Aurelian Şova, PhD
Vice-rector – Resource Planning
and Allocation



Prof. Tudorel Andrei, PhD
Director of The Council for Doctoral Studies
(CSUD)



Associate prof. Răzvan Cătălin Dobrea, PhD
General Administrative Director



Prof. Adrian Dumitru Tanţău, PhD
Dean of the Faculty of Business
Administration
in Foreign Languages

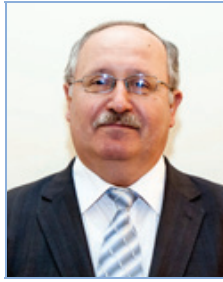


Prof. Ion Smeureanu, PhD
Dean of the Faculty of Economic
Cybernetics,
Statistics and Informatics



Prof. Rodica Pamfilie, PhD
Dean of the Faculty of Commerce





Prof. Dorel Ailenei, PhD
Dean of the Faculty of Economics



Prof. Ion Popa, PhD
Dean of the Faculty of Management



Prof. Dumitru Miron, PhD
Dean of the Faculty of International Business
and Economics



Prof. Marius Constantin Profiroiu, PhD
Dean of the Faculty of Administration
and Public Management

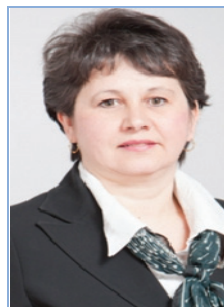


Prof. Liliana Feleagă, PhD
Dean of the Faculty of Accounting
and Management Information Systems



Prof. Dan Boboc, PhD
Dean of the Faculty of Agrifood
and Environmental Economics

Prof. Dalina Dumitrescu, PhD
Dean of the Faculty of Finance, Insurance,
Banking and Stock Exchange



Prof. Călin Petrică Vegheș, PhD
Dean of the Faculty of Marketing



Andreea Orîndaru
Student representative



According to the University's organizational structure, the ASE Advisory Council was established in 2012. It periodically performs an external evaluation of the university with a view to assessing whether it is faithful to the assumed mission and vision; the Council advises the university management on areas such as: the elaboration of the University's sustainable development strategy (strategic objectives and means of achieving them), the improvement of the institution's educational offer, the development of new partnerships, the organization of practical training, the involvement in research and development activities.



Working meeting of the ASE Advisory Council

The members of the ASE Advisory Council are leading figures in the social and economic life; they serve as honorary ambassadors of the Bucharest University of Economic Studies and are systematically informed on specific developments of various university activities through ongoing communication with the ASE Rector's office.

The members of the Advisory Board of the Bucharest University of Economic Studies

Table 2.5

No. crt.	Name	Institution	Position
1	Mugur Isărescu	Governor	National Bank of Romania
2	Florin Georgescu	First-Deputy-Governor	National Bank of Romania
3	Andrei Chiliman	Mayor	1 District Hall, Bucharest
4	Gheorghe Zaman	President	General Association of Economists from Romania
5	Sorin Dimitriu	Vice-president	The Chamber of Commerce and Industry of Romania
6	Radu Răsvan	General Manager	Unicredit Țiriac Bank
7	Petre Bunescu	President	BRD – Groupe Société Générale
8	Sergiu Manea	Vice-president	Romanian Commercial Bank (BCR)
9	Șerban Toader	General Manager	KPMG
10	Sorin Mândruțescu	General Manager	ORACLE Romania
11	Andreia Stanciu	General Manager	ACCA Romania
12	Florin Pogonaru	President	Association of Businesspeople in Romania
13	Lucian Albu	Director	The Institute for Economic Forecasting
14	Traian Halalai	General Manager	Eximbank
15	Eugen Dijmărescu	Director	Bank Deposit Guarantee Fund
16	Cristinel Bulearca	Director	IBM Romania
17	Adriana Tănăsoiu	General Manager	Central Depository
18	Paul Mărășoiu	President	Peacock Hotels
19	Dușan Wilms	General Manager	METRO Romania
20	Veronica Toncea	General Manager	Rural Credit Guarantee Fund
21	Marinel Gheorghe	Deputy General Manager	BRD – Groupe Société Générale
22	Todi Pruteanu	Communications Manager	Microsoft Romania

The Senate of the Bucharest University of Economic Studies

In accordance with Education Law No. 1/2011, the Senate of the Bucharest University of Economic Studies is the highest decision-making and deliberation forum at university level, whose main tasks are to represent the academic community, to guarantee the academic freedom and university autonomy, and to monitor the activity of the Board of Trustees.

In the 2012-2016 mandate, the Senate of the Bucharest University of Economic Studies has 97 members, out of which 72 are representatives of the academic and research staff, and 25 are student representatives. In accordance with the law, the representatives of the academic and research staff in the University's Senate are elected by universal, direct and secret suffrage by all tenured academic and research staff members from ASE Bucharest, while student representatives are elected by universal, direct and secret suffrage by the students enrolled for the ASE study programmes. The number of faculty representatives in the Senate – whether academic and research staff or students - is directly proportional to the weight of the respective categories in the total ASE staff members and students.



The Members of the Permanent Committee of the ASE University's Senate

The University's Senate has eight Special Committees that control the activity of the Board of Trustees: the Committee for Graduate and Post-Graduate Programmes; the Committee for Scientific Research, Development and Innovation; the Committee for Public Relations and National and International Partnerships; the Committee for Resource Planning and Allocation; the Committee for Social, Cultural and Sports Activities; the Committee for Strategy and Development; the Committee for Quality Assessment and Assurance; the Committee for Awarding Scientific and Honorary Titles.

The Senate's Permanent Committee ensures the functioning of the University's Senate in between two meetings. The Members of the Permanent Committee are the following: the President and Vice President, the Secretary, a student representative and the Presidents of Special Committees. All of them are democratically elected by the members of the University's Senate.

The Members of the Permanent Committee of the ASE University Senate



Prof. Răzvan Zaharia, PhD
President of the University's Senate

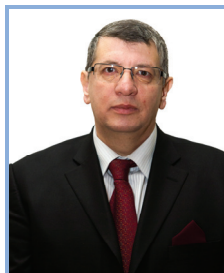


Prof. Mihai Daniel Roman, PhD
Vice-president of the University's Senate

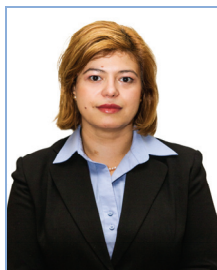
Vacant
Secretary of the University's Senate



Student Cristina Veronica Partenie
Student representative



Prof. Bogdan Ștefan Ionescu, PhD
President of the Committee for Graduate
and Post-Graduate Programmes



Prof. Alexandra Lavinia Horobeț, PhD
President of the Committee for Scientific Research,
Development and Innovation

Associate prof. Grigore Ioan Piroșcă, PhD
President of the Committee for Public Relations
and National and International
Partnerships



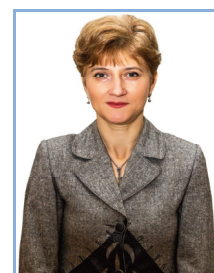
Prof. Iulian Viorel Brașoveanu, PhD
President of the Committee for Resource
Planning and Allocation



Student Robert Bumbac, PhD candidate
President of the Committee for Social, Cultural
and Sports Activities



Prof. Armenia Androniceanu, PhD
President of the Committee for Strategy
and Development



Associate prof. Radu Cristian Mușetescu, PhD
President of the Committee for Quality
Assessment and Assurance



Associate prof. Florinel Marian Sgârdea, PhD
President of the Committee for Awarding
Scientific and Honorary Titles



The Members of the Senate of the Bucharest University of Economic Studies

The Faculty of Management

Prof. Daniela Liliana Borisov (Hîncu), PhD
Prof. Alexandrina Deaconu, PhD
Prof. Octavian Cosmin Dobrin, PhD
Prof. Viorel Lefter, PhD
Prof. Vasile Macoviciuc, PhD
Associate prof. Marian Năstase, PhD

The Faculty of Administration and Public Management

Associate prof. Cristina Alpopi, PhD
Prof. Armenia Androniceanu, PhD

The Faculty of Accounting and Management Information Systems

Prof. Ion Anghel, PhD
Prof. Chirața Caraiani, PhD
Prof. Eduard Mădălin Dinu, PhD
Prof. Adriana Duțescu, PhD
Associate prof. Iulia Jianu, PhD
Associate prof. Laurențiu Cătălin Frățilă, PhD
Prof. Bogdan Ștefan Ionescu, PhD
Assistant prof. Ovidiu Horia Maican, PhD
Prof. Mihai Păunică, PhD
Associate prof. Florinel Marian Sgârdea, PhD
Prof. Aurelia Ștefănescu, PhD
Associate prof. Florentina Camelia Stoica, PhD
Prof. Elena Claudia Șerban, PhD
Prof. Eugeniu Țurlea, PhD

The Faculty of Finance, Insurance, Banking and Stock Exchange

Prof. Iulian Viorel Brașoveanu, PhD
Associate prof. Ionela Costică, PhD
Prof. Victor Cosmin Dragotă, PhD
Prof. Bogdan Cristian Negrea, PhD
Associate prof. Paul Tănăsescu, PhD
Associate prof. Lucian Țățu, PhD

The Faculty of Economic Cybernetics, Statistics and Informatics

Associate prof. Alexandru Licinius Agapie, PhD
Assistant prof. Andreea Luiza Bădin, PhD
Prof. Constanța Nicoleta Bodea, PhD
Assistant prof. Cătălin Emilian Boja, PhD
Assistant prof. Răzvan Bologa, PhD
Prof. Marian Dârdală, PhD
Assistant prof. Claudiu Herțeliu, PhD
Associate prof. Bogdan Iftimie, PhD
Prof. Virginia Mărăcine, PhD
Prof. Mihai Daniel Roman, PhD
Prof. Ion Gh. Roșca, PhD
Prof. Gheorghe Ruxanda, PhD

The Faculty of Commerce

Assistant prof. Remus Ion Hornoiu, PhD
Prof. Nicolae Lupu, PhD
Prof. Cristian Bogdan Onete, PhD
Prof. Doru Alexandru Pleșea, PhD
Prof. Roxana Sârbu, PhD

The Faculty of Marketing

Prof. Laurențiu Dan Anghel, PhD
Prof. Gheorghe Orzan, PhD
Prof. Răzvan Zaharia, PhD

The Faculty of International Business and Economics

Prof. Corina Advina Cilianu Lascu, PhD
Assistant lect. Dan Gabriel Dumitrescu, PhD
Prof. Alexandra Lavinia Horobeț, PhD
Prof. Gheorghe Hurduzeu, PhD
Associate prof. Radu Lupu, PhD
Prof. Constantin Munteanu Gurgu, PhD
Prof. Laura Mihaela Mureșan, PhD
Associate prof. Radu Cristian Mușetescu, PhD
Prof. Mariana Nicolae, PhD
Prof. Ioan Popa, PhD
Assistant prof. Cristiana Doina Tudor, PhD

The Faculty of Business Administration in Foreign Languages

Associate prof. Mihaela Alina Dima, PhD
Assistant prof. Corina Monica Pelău, PhD

The Faculty of Agrifood and Environmental Economics

Associate prof. Gheorghe Jinga, PhD
Prof. Mirela Stoian, PhD
Prof. Gabriel Popescu, PhD

The Faculty of Economics

Associate prof. Corina Cace, PhD
Prof. Marin Dinu, PhD
Prof. Monica Dudian, PhD
Associate prof. Grigore Ioan Piroșcă, PhD
Prof. Angela Rogojanu, PhD
Associate prof. Cristian Socol, PhD
Prof. Marta Christina Suciu, PhD

Student Representatives

Ioan Lucian Alexa
Robert Bumbac
Metin Caiali
Anca Maria Dinu
Giulia Gavrilă
Raluca Anca Hoțescu
Ana Maria Ioniță
Andrei Pană

Cristina Veronica Partenie
Ioan-Radu Petrariu
Ionuț Pop
Ciprian Adrian Popescu
Andrei Răduțu
Ana Valentina Ruse
Camelia Cristina Stanciu
Daniel Alexandru Străchinariu
Cristian Vlaicu



The festive meeting of the Senate of the Bucharest University of Economic Studies held on October 23, 2012, on the occasion of the Conferral of the title of Doctor Honoris Causa to His Majesty King Michael I of Romania

In order to perform its duties, as the supreme representative body of the academic community, the University's Senate must have a strategic vision for the future of the University; address in a professional manner, with good faith and flexibility issues within its competence; ensure a balance between openness and firmness in its relationship with the executive management; observe and enforce the highest standards of academic ethics.

Afterword

A *Short History of The Bucharest University of Economic Studies. A Century of Existence* is a book dedicated to the 100th Anniversary of our University. It describes at length both diachronic and synchronic events. The current English version reproduces Chapter 1 “The 100 Year Journey” and Chapter 2 “The Journey Continues”.

Chapter 1 “The 100 Year Journey” relies on documents retrieved from the archives of our University and of other institutions to depict 100 years of academic history. It provides details on the establishment of the University by Royal Decree in April 1913 and on the way in which the ebbs and flows of history have influenced its organisational structure, the study programmes it has offered, the educational and professional partnerships it has concluded, the remarkable students and academics it has brought together, the outstanding figures that have been conferred the degree of Doctor Honoris Causa or the Virgil Madgearu Diploma with a Gold Medal by our institution.

Chapter 2 “The Journey Continues” highlights our University’s contemporary endeavours. Interested readers have discovered the strategies adopted by the University to adapt to the requirements of the labour market, the diversified range of national and international education and research projects and partners, the co-operation with educational and professional associations, as well as with representatives of the business environment, the modern management tools employed, as well as the current managerial structure (the University’s Board of Trustees and Senate – their members and responsibilities).

Having written our history, we have rediscovered and reasserted our values. We have taken great pride in receiving national and international awards for the complex service our University is providing society at large - the “*high confidence*” ranking granted by the Romanian Agency for Quality Assurance in Higher Education (ARACIS), the “Quality Award for the Education Section” and “Excellence Award for the Continuing Learning, Improvement and Innovation Section”, granted by the European Foundation for Quality Management (EFQM). We hope these awards reflect the fact that the University has succeeded in achieving the objectives its forefathers delineated, also stipulated in the *Law on the Establishment of the High Commercial and Industrial Studies* promulgated by Royal Decree No. 2978/ April 6, 1913 and published in the Official Gazette No. 12/ April 13, 1913: a) *to provide higher and in-depth knowledge in the field of commercial and economic sciences*; b) *to train professionals for commercial and industrial careers*; c) *to train professionals for economic public administration functions*.