



**REPORT ON UNIVERSITY INTERNATIONALIZATION**  
**- Reference period: 06.03.2016 – 30.06.2016 –**

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**Vice-Rector for International Relations**

**IP 1 Improving the quality of education and orientation to the labor market's requirements**

**IP 1.5 Numărul programelor de studii cu predare în limbi străine The number of study programs taught in foreign languages**

Reinforcing the master and doctoral programs taught in foreign languages

Minimum standard: 6 programs / term of office

Achieved: 15 master programs

In the current academic year, 15 master programs taught in foreign languages are running, as follows:

- 6 programs within the Faculty of Business Administration in foreign languages: Entrepreneurship and Business Administration (in English, French and German), Business Administration in English, Entrepreneurship and business administration in energy (in English), Romanian – German MBA on Entrepreneurial Management (in German);
- 3 programs within the Faculty of International Business and Economics: The Management of International Business (in English), English Language Education and Research Communication for Business and Economics;
- 2 programs at the Faculty of Accounting and Management Information Systems: Business Accounting (in English), Accounting, auditing and IT Management (in English);
- 1 program at the Faculty of Economic Cybernetics, Statistics and Informatics: Computer Security (in English);
- 3 programs in Bucharest Business School: Romanian-French MBA - INDE, Romanian-French MBA - INDE hybrid, Romanian-Canadian MBA (in English).

## **IP 1.6 The external evaluation of the quality of education**

International accreditation of the study programs in the Bucharest Business School

Minimum standard: 1 accredited program / term of office

In progress

We will start the process of accreditation / reaccreditation of the international study programs. Currently, the Romanian-Canadian MBA program is in a process of restructuring and consolidation, following the change of partnership (Université du Québec à Montréal).

Also in the process of preparing for the external evaluation of the quality of education an important step is the participation in the second U-Multirank evaluation, ranking conducted under the coordination of the European Commission. The 2016/2017 edition will include all the faculties within the University.

## **IP 2 Strengthening the excellence in scientific research and innovation**

### **IP 2.3 Fostering scientific research**

International conferences to be organized

Minimum standard: 6 annual conferences

Achieved: 9 international conferences

International conferences organized:

- Faculty of Administration and Public Management: International Doctoral Workshop in Regional Science, 19 - 05.20.2016, Bucharest, in collaboration with the Romanian Regional Science Association and the Regional Science Association International (RSAI) and the European Regional Science Association (ERSA);
- Faculty of Business and Tourism: BASIQ 2016 - New Trends in Sustainable Business and Consumption, 02 - 06.03.2016, Konstanz (Germany) in collaboration with the Association for Sustainable Business Innovation and Quality (BASIQ) and Allensbach University (Germany);
- Faculty of Accounting and Management Information Systems: Accounting and Management Information Systems - AMIS 2016 11th edition, 08 - 06.09.2016, Bucharest;
- Faculty of Economic Cybernetics, Statistics and Informatics: International Conference on Informatics in Economy, 02 - 03.06.2016, Cluj-Napoca; International Conference of Applied Statistics - ICAS 10 03 - 06.04.2016, Brasov; International Conference on ICT Security, 09-10.06.2016 Bucharest; Italian-Romanian Bilateral Conference on Statistical Methods for Service Evaluation - IES, 06/17/2016 Bucharest; Probability and Statistics Society Conference in Romania – 19th edition, 27.05.2016, Bucharest;
- Faculty of Finance, Insurance, Banking and Stock Exchange: International Finance and Banking Conference - FIBA 2016 24 - 05.26.2016, Bucharest.

Participations at prestigious international conferences

Minimum standard: 25 annual participations

Achieved: 104 participations

During the reference period, the number of teaching staff participating in prestigious international conferences organized in the country or abroad, was 104.

#### **IP 4.1 The internationalization of the university**

Participations at events organized in networks / professional associations and various international institutions

Minimum standard: 5 events annually

Achieved: 10 participations

In the reporting period, representatives of our university participated in events organized in networks / associations to which ASE is affiliated:

- ASPA Annual Conference "New traditions in public administration - Reflecting on challenges, harnessing opportunities", the American Society for Public Administration, 18 – 22.03.2016, Seattle (USA);
- OIV Congress- Organisation Internationale de la Vigne et du Vin, 06 – 09.04.2016, Paris (France);
- European Accounting Association Congress, 11 – 13.05.2016, Maastricht (Netherlands);
- 24th NISPACEE Annual Conference (The Network of Institutes and Schools of Public Administration in Central and Eastern Europe), 19 – 21.05.2016, Zagreb (Croatia);
- 45th EMAC 2016 – Marketing in the Age of Data, European Marketing Academy, 24 – 27.05.2016, Oslo (Norway);
- HERMES Annual meeting – Higher Education and Research in Management of European Universities, 02 – 03.06.2016, Limerick (Ireland);
- FemaleTalent@ECB Open Day, European Central Bank, 09.06.2016, Frankfurt am Main (Germany);
- Gender Diversity in the IT Market - An initiative of the European Central Bank, 10.06.2016, Bucharest;
- The 3rd China - CEE Countries Conference on Education Cooperation and Exchanges, 08 – 11.06.2016, Ningbo (China);
- International Conference on Integrated Quality Management in Tourism Destinations, 23.06.2016, Bucharest – The National Authority for Tourism in collaboration with the World Tourism Organization.

Affiliations to new university networks / international professional associations

Minimum standard: 2 annual affiliations

In progress

Concluded cooperation agreements with universities abroad

Minimum standard: 3 annual agreements

Achieved: 8 agreements

In the reference period eight agreements of cooperation were concluded as follows:

- Strategic partnership agreement with the Academy of Economic Studies from Moldova;

- Framework agreement with Université du Québec à Montréal, Canada;
- Framework agreement and Erasmus agreement with the University "Angel Kanchev" Ruse, Bulgaria (Faculty of Administration and Public Management);
- Framework agreement with ESSEC Business School Paris (Faculty of Accounting and Management Information Systems);
- Erasmus agreements with the University from Napoli Federico II, Italy (Faculty of Economic Cybernetics, Statistics and Informatics), University of Akureyri, Island (Faculty of Finance, Insurance, Banking and Stock Exchange), University of Angers, France and Leicester University UK (Faculty of International Business and Economics).

Participation in various consortia and alliances for accessing European and international funding programs (Horizon 2020 programs of the World Bank, Human Capital Operational Programme etc.)

Minimum standard: 10 participations / term of office

Achieved: 9 participations

International projects running or in contracting:

- H2020 Project IMAJINE, Director: Prof. Luminița Constantin, PhD;
- H2020 Project 690637: ETNA - European Transport Network Alliance 2020;
- H2020 Project 649263: MOVE – Mapping mobility – pathways, institutions and structural effects of youth mobility in Europe, Project Coordinator ASE: Prof. Monica Roman, PhD;
- 16\_PA07-C2 START-SoPI - Feasibility Study on Implementing a Pan-European Social Platform to Support Lifelong Learning and Employability, EU Financed through START – Danube Region Project Fund and Vienna City Hall, Project Coordinator ASE: Prof. Constanța Bodea, PhD ;
- Erasmus+ KA2 – Strategic Partnerships Project 2015-1-RO01-KA204-015155 OPORTUNIDANCE ”Dance your way to other cultures”, Director: Associate prof. Roxana Marinescu, PhD;
- Erasmus+ KA2 – Strategic Partnerships Project 2015-1-DE01-KA203-002161 “Social Entrepreneurship for Local Change”, Project Coordinator ASE: Prof. Monica Dudian, PhD;
- Erasmus+ KA2 – Strategic Partnerships Project 2014-1-DE02-KA200-001608 “Assessment Procedure for Micro and Small Sized Enterprises Successors in Tourism Industry – Best Boss”, Project Coordinator ASE: Prof. Gabriela Țigu, PhD;
- Erasmus+ KA2 – Strategic Partnerships Proiect 2014-1-DE02-KA200-001608 2014-1-UK01-KA201-000002 “Entrepreneurial Competences for School Leadership Teams”, Project Coordinator ASE: Prof. Marian Năstase, PhD;
- Erasmus+ KA2 – Strategic Partnerships Proiect 2014-1-UK01-KA000-000057 “Guidelines and Training Programme for Corporate Social Responsibility in Tourism Developed by VET and HE Providers for Micro and Small Sized Enterprises - Fair Tourism”, Project Coordinator ASE: Prof. Gabriela Țigu, PhD.

Participations at international fairs presenting the educational offer of the university

Minimum standard: 6 participations / term of office

Achieved: 3 participations

Participations at international educational fairs:

- World Education Forum, The Ministry of Research, Technology and Higher Education of Indonesia, 24 – 30.05.2016, Jakarta (Indonesia);
- China - CEEC Business School Summit & the Belt and Road Business School Forum on International Business Education, 08 – 11.06.2016, Ningbo (China);
- Access MBA, 09.05.2016, Bucharest.

There were also held a series of visits and meetings with diplomatic representations in Romania in order to promote ASE's educational offer abroad, to conclude new partnerships and recruit international students and academia: visits of academic cooperation in Vietnam (Faculty of International Business and Economics) and meetings with the ambassadors of Austria, Bosnia-Herzegovina, France and Germany.

Foreign students coming to study in The Bucharest University of Economic Studies (ASE)

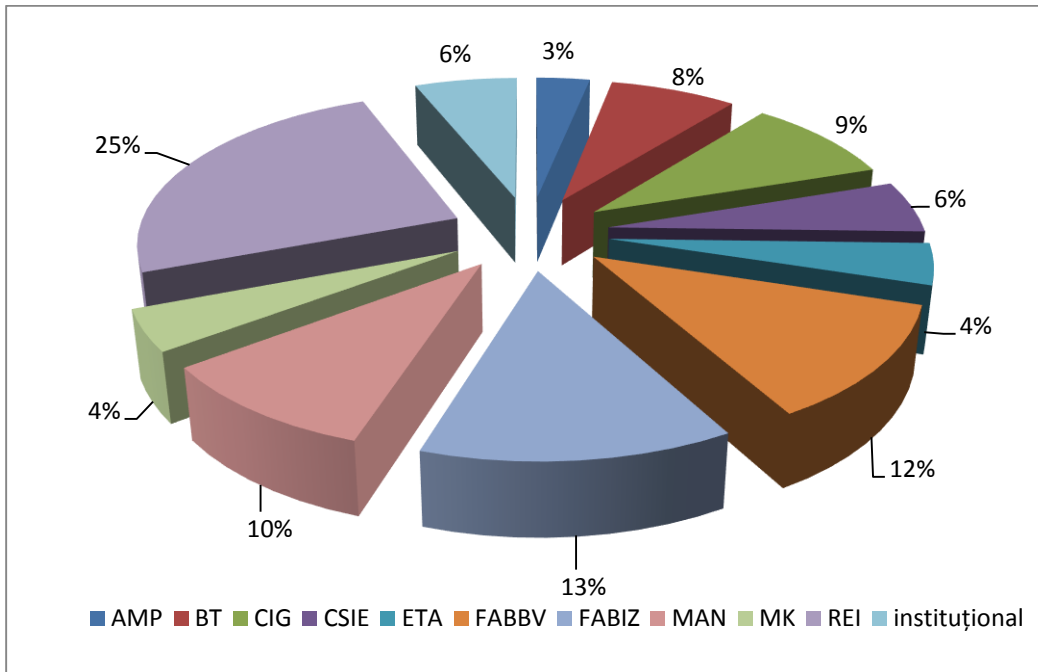
Minimum standard: according to the national average for higher economic education

Achieved: 688

In the reference period 688 foreign students were registered, as follows:

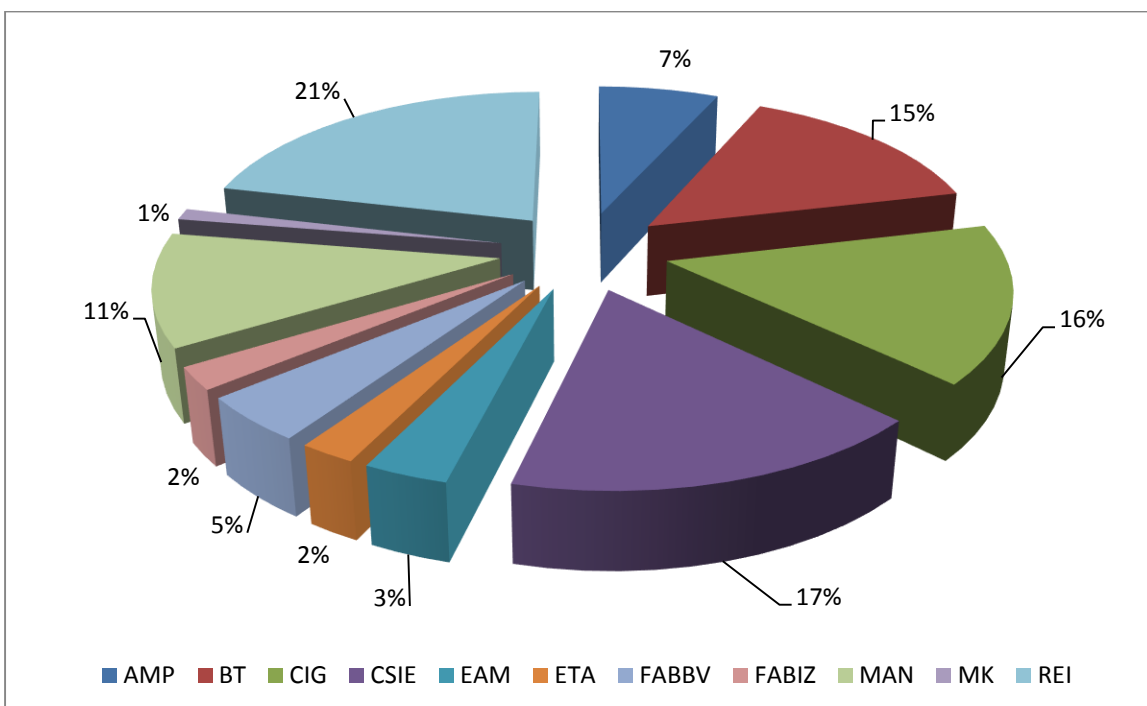
- 550 students enrolled in degree programs (386 licence, 118 master and 46 doctoral school),
- 71 students enrolled in preparatory Romanian language year (Faculty of International Business and Economics),
- 42 incoming Erasmus students,
- 25 students in short-term mobility (study visits at Indiana University, US, Russian Presidential Academy for Public Administration - Moscow, Russian Federation and Angel Kanchev University of Rousse, Bulgaria).

Distribution of foreign students per faculty:



Teaching and research staff beneficiary of international mobility  
 Minimum standard: according to the national average for higher economic education  
 Achieved: 89 visits abroad

During the reference period there were 89 visits abroad. The distribution according to the faculty of origin of the beneficiaries is shown in the following chart:



89% of trips were short-term (2-10 days), aimed at participation in international scientific activities, in international projects, missions of teaching, academic cooperation activities. The remaining 11% is represented by 3-6 weeks internship research / documentation visits.

#### Students beneficiaries of international mobility

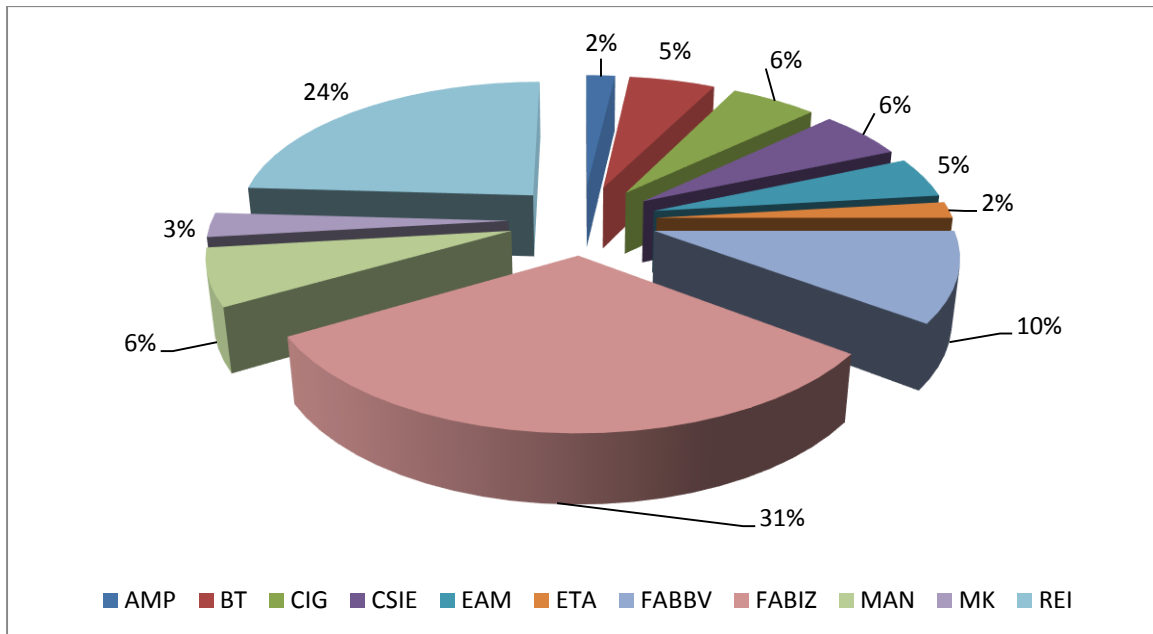
Minimum standard: according to the national average of higher economic education

Achieved: 108 mobilities

During the reference period there were 108 student mobility within the Erasmus +: 85 mobility studies undergoing in the second semester of 2015/2016 academic mobility and 23 placement mobilities in companies / European organizations.

Distribution of student mobility within the study programs: BA - 51.8%, master - 45.4%, Ph.D. - 2.8%

Distribution according to the faculty of origin of the beneficiaries is shown in the chart below:



## Other international activities

- The first edition of the International Week ASE 06 - 06.10.2016. 23 events were organized with international character both at the institutional and at faculty level: doctoral seminars, conferences, roundtables, workshops, cultural events, social events;
- English language course for the administrative staff : 23 trainees, module July-September 2016
- Open courses held by foreign lecturers participating in mobility programs (Erasmus or bilateral cooperation): University of Lille 1 - Sciences et Technologies, University of Orléans (France), Central European University - Budapest (Hungary), University of Queensland (Australia) Bielenfeld University (Germany), University of National and World Economy, Sofia (Bulgaria);
- Training Workshop in entrepreneurship for young people in Central and Eastern Europe, organized in cooperation with the World Association of Francophone Universities and the Canadian Embassy, 17 - 19.3.2016;
- ESN - Council of National Representatives, 26 - 05.29.2016, Erasmus Students Network in collaboration with ESA and the National Agency for Community Programs in Education and Training;
- International conferences:
  - ♦ Jimmy Wales –Wikipedia founder (22.03.2016),
  - ♦ Chowdhury Saber, President of the Interparliamentary Union (IPU) - Sustainable Development Goals, organized in the context of a regional seminar on the implementation of sustainable development goals - the Parliaments of Central and Eastern Europe,
  - ♦ Dominique de Villepin - "L'avenir de l'Europe" in cooperation with the Embassy of France.