



INTERNATIONAL
COOPERATION



INTERNATIONAL
RANKINGS



INTERNATIONAL
ACCREDITATION



ERASMUS+
PROGRAMME

NEWSLETTER

May - 2023

International Week
is an event organized by
the Bucharest University of Economic Studies,
coordinated by
the ASE International Relations Office

International Week

8th edition

8-12 MAY 2023

Erasmus+ news:

2.227.535 €

total awarded budget for 2023's KA131 project



● *International Week Events*

8th of May 2023

- ***The Path ahead for the European construction. The role of universities in this process***

The opening session of the *8th International Week* at our university focused on two key themes: the latest trends in the European Union related to inclusivity, sustainability, and digitalization and the completion of the EU's Economic and Monetary Union and the challenges and prospects that this process entails. The session began with an overview held by Prof. Constantin Marius Profiroiu, Vice-Rector for International Relations, of the EU's efforts to promote inclusivity, sustainability, and digitalization, highlighting the progress made in recent years and the challenges that still need to be addressed in university matters.

- ***Completing Europe's Economic and Monetary Union: Challenges and Prospects***

Following this, the session shifted its focus to the completion of the *EU's Economic and Monetary Union*. The speaker, Prof. Elena Dănescu, from the University of Luxembourg, presented the progress made in recent years toward greater economic integration within the EU, highlighting the benefits that a fully integrated economic and monetary union could bring. At the same time, she also identified the challenges that still need to be overcome, including issues related to debt sustainability, fiscal policy coordination, and banking union.

- ***Welcome meeting - 1st edition of the International Erasmus+ Staff Training Week in ASE***

This week also marks the 1st edition of the International Erasmus+ Staff Training Week in ASE, coordinated by Ms. Teodora Fulga, PhD, Head of the Erasmus+ Office, who presented the Erasmus+ Programme in ASE to a total of 17 foreign guests from 10 partner universities, from countries such as Azerbaijan, Chile, France, Georgia, Greece, Morocco, Poland, Ukraine and Uzbekistan. During this week, the guests followed 4 workshops, 7 meetings, as well as other leisure and visiting events.



9th of May 2023

- **British Transnational education partnership in Europe: The case study of Lancaster University**

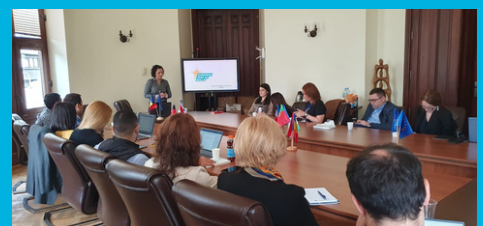
On the second day of the International Week, we started with Prof. Constantin Blome, Rector at Lancaster University in Leipzig, who described the University of Lancaster and all the branches it has: Sunway University from Malaysia was established in 2006 and has over 5500 students; Lancaster University College at Beijing Kiaotong University was established in 2016 with over 1500 students; Lancaster University from Ghana was established in 2012 with over 300 students; and the one from Leipzig was established in 2019 with over 220 students. Mr. Rector highlighted in the presentation the programs that the Leipzig branch makes available to students and included their opinions.

- **ANPCDEFP workshop: E+ staff training week**

Mrs. Nicoleta Popa from the National Erasmus Agency explained to us how important Erasmus is and how much you can develop with the help of this program. We also talked about the **European Year of Skills**. The initiative aims to raise awareness of the importance of skills and provide opportunities for individuals to acquire the skills they need to succeed in today's rapidly changing world. *The European Year of Skills* is part of the *European Skills Agenda* introduced in 2020, a comprehensive framework designed to increase the quality, relevance and effectiveness of skills development in Europe. It comprises twelve key actions that focus on areas such as digital skills, green skills and vocational education and training.

- **ESN workshop: E+ staff training week**

This event was held by Ms. Octavia Tudorache from the *Erasmus Student Network* who spoke about the international value of the advocacy for youth and the types of inputs that the young generation can be allowed to give in higher education institutions. The guests were then asked to brainstorm ways of increasing their students' implication in key decisionmaking of their home university.



10th of May 2023

- **SDGs workshop: E+ staff training week**

Prof. Elena Preda, Director of the *Research Center for Sustainable Development* organized a workshop on Connected and Engaged for a Sustainable Future - Sharing experience and tangible actions for mainstreaming SDGs in universities and increasing the societal impact. Prof. Preda highlighted that the SDGs are relevant to universities in several ways. Firstly, universities are institutions that produce knowledge and educate the next generation of leaders and professionals. As such, they have an important role to play in advancing the SDGs through research, teaching, and outreach. Universities can contribute to achieving the SDGs by conducting research that addresses pressing global challenges and developing innovative solutions to complex problems.

- **Promoting mobilities workshop: E+ staff training week**

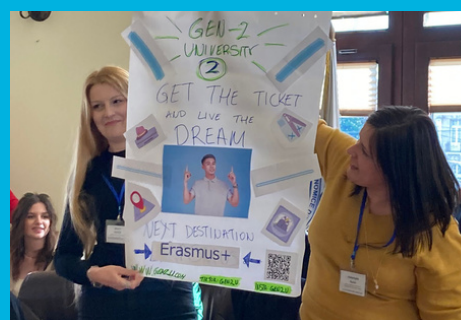
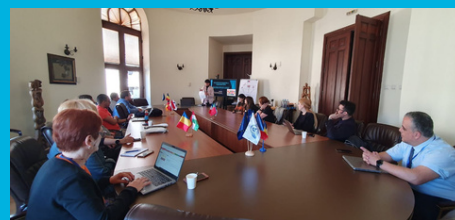
Ms. Camelia Vlăsceanu from the Erasmus+ Office presented methods used in PR for promoting international mobilities for students. The emphasis of this workshop was on learning more about the target audience, as an aid to the process of elaborating an impactful design. The guests were asked to DIY their own poster in groups of three and compete for the best design and for the most efficient use of available tools.

11th of May 2023

- **Erasmus+ info session for all ASE students**

Ms. Maria Todircan from the *Erasmus+ Office* presented the open opportunities for ASE students regarding the EU financed international mobilities. The two main focuses of this presentation were:

1. **Erasmus for studies** mobilities which refers to students experiencing a semester or a whole academic year abroad, at a partner university of ASE;
2. **Erasmus for placements** mobilities which refer to students spending a whole summer vacation or a predetermined post-graduation period abroad, at an institution or company of their own choice, enrolled in an internship, traineeship or volunteering experience, also financed by the EU.



Moreover, this year is a landmark for the new ***Blended Intensive Programs***, which consist of a few weeks of virtual courses on a subject, followed by a single week of abroad mobility, financed by the EU, consisting of intensive daily workshops related to the studied subject. The BIP initiative gives students the chance to equvalate the ECTS of a subject from their curriculum, similar to a modular course. The BIP mobilities are co-implemented with other partner universities and target specific hot topics.

- ***Erasmus+ destinations fair***

Held on the 1st floor hallway of the Ion Angelescu building of ASE, the fair and exhibition hosted a number of **14 promotional stands** and it was created especially for students, in order for them to meet and get familiarized with representatives of ASE's Erasmus+ partner universities, companies and organizations. **The exhibitors for the Erasmus+ for studies** opportunities were: *Azerbaijan Technical University, Dnipropetrovsk State University of Internal Affairs, East European University, Hassan II University, ENCG- Casablanca, Helena Chodkowska University of Technology and Economics, Hellenic Open University, IUT Aix-Marseille Université, Mohamed VI Polytechnic University, Tashkent Institute of Finance and Universidad Central de Chile*. **The exhibitors for the Erasmus+ for placements** opportunities were: *AIIESEC, ESN and TOA (The Orange Academy Netherlands)*. The Erasmus+ Office from ASE also had its own informational stand.

- ***Cultural workshop for ASE's foreign students***

This workshop was organized for the exchange and full-time foreign students of ASE with the aim of enriching the social connections, by describing arrays from their own culture within a guided communication environment. The students had to write down titles of books or movies made by artists from their own country and, in groups, to start writing an imaginary plot, which was afterwards presented in parallel with the real plot and actual meaning of the artwork.

- ***Leisure, visiting and other activities for the guests***

The guests of the staff week also attended a few of the faculty events, as well as other planned activities (guided tour & museum visits).





Full program and conclusions

- To consult all the events that took place during the 8th Edition of *The International Week*, scan the QR code.

Conclusions of the 1st Erasmus+ Staff Week

- The 1st edition of the *International Erasmus+ Staff Week*, which became a part of ASE's *International Week* events culminated with the following data:
 - 17 international guests from 9 countries;
 - 10 events and workshops for the visiting staff, organized by the Erasmus+ office.

● Erasmus+ Blended Intensive Programs (BIP) visiting students in ASE

8-12th of May 2023

- *FOReSiGHT project with Croatia*
Students visiting from the University of Zagreb.

15-19th of May 2023

- *FOReSiGHT project with Italy - 1*
Students visiting from the Sapienza University of Rome.

22-26th of May 2023

- *FOReSiGHT project with Italy - 2*
Students visiting from the Sapienza University of Rome.

The groups of students participated in courses and workshops with the theme *Intelligent Automation*, held by Prof. Roxana Voicu-Dorobanțu, Prof. Maria Popescu, Prof. Cătălin Ploae and Prof. Sorin Anagnoste. More details can be found on www.erasmusforesight.ro

● Erasmus+ budget from ANPCDFP

ASE's approved budget for the 2023 - RO01 - KA131 - HED - A2E1A5C5 project, targeting EU and third countries:

- SMS: 1.791.900 Euro;
- SMT: 179.985. Euro;
- STA: 22.660 Euro;
- STT: 39.780 Euro;
- SOM: 161.210 Euro;
- SO PIM: 32.000 Euro;

TOTAL: 2.227.535 Euro.



● *International cooperation*

3rd of May

- We welcomed in our University our newest interns: four students from *L'école Nationale d'administration de Tunisie*. They will take part in an internship exchange program at our *Department for International Relations* and at the *Bucharest Business School* during May and June this year.

5th of May

- Our Rector Prof. Nicolae ISTUDOR together with our Vice-rector for International Relations Prof. Constantin Marius PROFIROIU welcomed Prof. Jean-Michel EYMERI-DOUZANS, President of the *European Group for Public Administration (EGPA)*. The network our university is part of, is the major learned society in the domain of administrative sciences on the European continent, and a regional group of the *International Institute of Administrative Sciences (IIAS)*. EGPA aims at being the *European Platform for Public Administration* associating specialized researchers and practitioners.

8th of May

- Prof. Dorel Paraschiv, Vice-rector for Economic-Social Environment and Student Life Relations and Prof. Constantin Marius Profiroiu, Vice-rector for International Relations, introduced our university and the current challenges in the internationalization of the *Bucharest University of Economic Studies* to a group of students from the *University of Economics in Vienna (Wirtschaftsuniversität Wien)*. Prof. Profiroiu reiterated the invitation to Austrian students to join different internship programs in Romania and to create bridges of connection with the business environment between the two countries.

9th of May

- In the framework of the International Week in ASE Prof. Constantin Marius Profiroiu, Vice-rector for International Relations, met Prof. Constantin Blome, Rector at Lancaster University Leipzig. During the meeting, various opportunities for cooperation were discussed, resulting in the possibility of developing collaboration in the field of Cyber Security.
- Hosting our close friends and partners from the Republic of Moldova and thus intensifying cooperation in the field of education and scientific research.



11-12th of May

- Prof. Vasile Strat, Dean at the Bucharest Business School and Prof. Constantin Marius Profireoiu, Vice-Rector for International Relations welcomed to our University the academic delegation that is conducting the *AMBA* Accreditation Visit. The visit, organized by the Bucharest Business School as a private event, is a step in obtaining the *AMBA* accreditation, which denotes the highest standard of achievement in postgraduate business education. *The Association of MBAs* (*AMBA*) is a global organisation founded in 1967 which focuses primarily on international business school accreditation and membership. Based in London, *AMBA* is one of the three main global accreditation bodies in business education and styles itself as the world's impartial authority on postgraduate management education.

16th of May

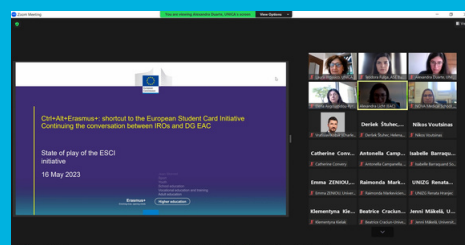
- Today we participated in the *Online UNICA IRO* meeting “ctrl + alt + Erasmus+: shortcut to the European Student Card Initiative – continuing the conversation between IROs and DG EAC. Together, representatives of the DG EA and Erasmus+ coordinators of the member universities of the network, discussed about the state of play of the *ESCI* initiative and implementation of *EWP* at *UNICA* universities, exchanging best practices and challenges encountered during these processes.

17th of May

- Prof. Constantin Marius Profireoiu, Vice-rector for International Relations and Prof. Liviu Adrian Cotfas, Director for International Relations, welcomed to our University the representatives of *Thi-Qar University* in the Republic of Iraq. On this occasion the possibilities of collaboration between the two universities were highlighted.

18th of May

- At the invitation of Her Excellency the Ambassador of the French Republic in Bucharest, Madame Laurence Auer, Professor Constantin Marius Profireoiu, Vice-Rector for International Relations, participated in the World Alumni Day France event.



11-12th of May

- The International Relations Office and the Erasmus+ Office had the pleasure to welcome to our university the representatives of *Wroclaw University of Economics and Business*. *Wroclaw University of Economics and Business* is ranked among the top economic schools of higher education in Poland, and an important centre of science and research. We discussed ways to develop and enhance the academic mobility among Ph.D. Students and faculty members.

23rd of May

- We are proud to be part of the *Global Federation of Competitiveness Councils*, starting this month. The Global Federation of Competitiveness Councils (GFCC) is a network of leaders and organizations from around the world committed to competitiveness and higher living standards. GFCC members strive to achieve innovation, productivity and prosperity in their nations, regions and cities. The GFCC develops and implements concepts, initiatives and tools to navigate the complex competitiveness landscape and take action.

26-27th of May

- Prof. Constantin Marius Profiroiu, Vice-Rector for International Relations attended the *31st NISPAcee Annual Conference* in Belgrade, organized with the National Academy for Public Administration in Serbia and addressing *the future of public administration enabled through emerging technologies*. Prof. Profiroiu's scientific communication is focused on the next-level public administration, overviewing the impact of Artificial Intelligence on the development of PA in EU. *The Network of Institutes and Schools of Public Administration in Central and Eastern Europe* (NISPAcee) was established in 1994 having set a goal to respond to the changing and increasing role of PA during the post-Soviet political. Between 2014 and 2016, the network was chaired by Prof. Constantin Marius Profiroiu.

26th of May

- The delegation from the FABIZ faculty, represented by Prof. Mihail Busu and Prof. Stere Stamule visited *The Turkish-German University of Istanbul*, Faculty of Business Administration and *Özyeğin University*, Faculty of Business. The two faculties are young, but fastly growing, with new incubators and dynamic research centers. We hope to start soon cooperating with them on research, students and professor exchanges.



The GFCC welcomes
Bucharest University of
Economic Studies as new
member

www.thegffc.org



30th of May - 2nd of June

- The delegation, led by Prof. Razvan Catalin Dobrea – Vice-Rector for Economic and Financial Management and made up of Prof. Liliana Ionescu Feleagă – Dean of the Faculty of Accounting and Management Informatics, Prof. Ion Popa – Dean of the Faculty of Management, Prof. Cosmin Octavian Dobrin – Director of the Management Department, Prof. Liliana Crăciun - Director of the Center for American Studies of ASE and Prof. Bogdan Ionescu – Faculty of the Faculty of Accounting and Management Informatics, participated in the 75th Edition of the International Conference - NAFSA 2023. This event annually brings together educational institutions, universities and research centers from more than 100 countries around the world, for the development and consolidation of international partnerships, in the field of education and advanced research. During this period, the delegation participated in a significant number of meetings and discussions on the internationalization of our university. The delegation was honored by the visit of His Excellency Ambassador of Romania to the USA, Mr. Andrei Muraru, who permanently supports the expansion of international cooperation and the development of new partnerships. The visit was facilitated by the implementation of the FDI project, coordinated by Prof. Marius Profireoiu – Vice-Rector for International Relations.



● ASE's mobilities for international missions

Table 1. Number of delegates from each faculty and department between 01.01.2023 - 31.05.2023

Faculties		FABIZ	AMP	BT	BBS	CIG	EAM	LAW	ETA	FABBV	CSIE	REI	MRK	MAN	STAFF+ DPPD	Resear chers	PhD students	TOTAL	
Indicators																			
International Conferences	funded by the research department - conference participation fund	2	4			3			1	1	2	3		1					
	funded from other sources	1	2		1	2			1	1	1	1	7			3	8		
	Teaching missions (funded from the Erasmus+ programme)		2	3		1			3	2		1						24	
• Erasmus+ staff training; • Documentation internships; • Partnership development meetings; • Other objectives.		12	2	16	5	5	2	4	7	2	4	4	2	9	14				
TOTAL		15	10	19	6	11	2	4	12	6	7	9	9	10	14	3	32	169	

Erasmus for Studies Testimonial

My name is Iulian and I'm a master's student at the Faculty of Administration and Public Management. In April 2023, I participated in the Erasmus+ Blended Intensive Programme (BIP) 'Good Governance: A Pathway to Resilient Organizations', hosted by the Faculty of Economics and Business at the University of Zagreb, Croatia.



It was definitely a very productive experience where I was able to develop both professionally and personally. From a personal point of view, I interacted with a lot of students from different cultures, especially since they came from three international universities: Bucharest University of Economic Studies (Romania), University of Zagreb (Croatia) and Complutense University of Madrid (Spain).

Even more interesting was that all the students from Spain came actually from Latin America, being natives from Chile, Colombia, Peru and Costa Rica. Basically, it was an explosion of multiculturalism, which impacted me a lot and made me very happy.

Regarding the main topic of the BIP, the theme was the relationship between corporate governance and organizational resilience. The discussions focused on good governance and sustainable development, governance at the corporate level and the role of the board in securing resilience, resilience in leadership and how to lead despite change and obstacles. The program also included a student workshop, a simulation game of good management practices, and three study visits to different organizations: the Croatian National Bank on the topic of management in regulators, the agricultural cooperative Hortico on the topic of management in cooperatives and the city of Sisak on the subject of local self-government management.

Finally, I would like to sincerely thank the entire project team that made this Erasmus+ experience possible and, in particular, the Faculty of Administration and Public Management, for giving me the opportunity to be an ambassador and take part in this great project!

Be innovative, be proactive!