



INTERNATIONAL
COOPERATION



INTERNATIONAL
RANKINGS



INTERNATIONAL
ACCREDITATION



ERASMUS+
PROGRAMME

NEWSLETTER

June - 2024



THIS MONTH'S HIGHLIGHT:

- *AACSB informative sessions within Departments;*
- *our University delegation participated to the Conference of the International Economic Forum of the Americas - Montreal, Canada*

Internationalization at home

4th of June

- AACSB

We at the Office for International Relations had the opportunity today to meet with members of the department of International Business and Economics @ Facultatea de Relatii Economice Internationale and to present them the status of AACSB accreditation as well as the challenges of this process and the opportunities for mobility and international cooperation offered by the Erasmus Plus programme. We thank the members of the department for the invitation and for the consistent dialogue.

5th of June

- 2 Blended Intensive Programmes (BIP)

During 3-7 of June, our university hosts 2 Blended Intensive Programmes (BIP) coordinated by Professor Andreea Șerban. The topics of our BIPs are "Convergence and Inclusion Policies in the European Union: Fostering Sustainable Integration, Resilience, and Prosperity" and "European Integration: Promoting Sustainable Development, Inclusion, and EU Prosperity". We are happy to welcome the 43 participants from Greece, Lithuania, Poland and Portugal. We had an exciting start with the opening session, the warm welcome of Professor Marius Proftiroiu, Vice-Rector for Internationalization, a campus tour, an interactive session of 'Introducing my country' and 'A Journey through EU History and Socio-Economic Significance' and a relaxing walking tour downtown Bucharest!

8th of June

- 2 Blended Intensive Programmes (BIP)

Our 2 BIPs (Blended Intensive Programmes) coordinated by Professor Andreea Șerban during 3rd and 7th of June successfully finished. Their topics: "Convergence and Inclusion Policies in the European Union: Fostering Sustainable Integration, Resilience, and Prosperity" and "European Integration: Promoting Sustainable Development, Inclusion, and EU Prosperity" offered the possibility to participants to engage in insightful courses and seminars targeting aspects related to: the European growth model, economic convergence, political inclusion, wellbeing and prosperity, innovation and technological evolution in the EU, etc. A highlight of our programmes was a workshop held in Sinaia focusing on "Tourism and Interculturality in the EU" along with enriching visits to the National Bank of Romania and the Palace of the Parliament.



A heartfelt thank you to our partners for the great collaboration and for joining us: University of West Attica (Greece), Vilnius TECH University (Lithuania), University of Applied Sciences in Elbląg (Poland), and University of Minho (Portugal)

12th of June

- **The visit Prof. Dr. Olgun Cicek**

We had the pleasure to welcome today to our University Prof. Dr. Olgun Cicek and to discuss the main challenges our University is facing in its international accreditation process. Having 29 years of extensive experience and broad networking in Europe, Mediterranean, Middle East, Far East and in the USA, Prof. Cicek is an international expert on Quality Enhancement and Accreditation within global higher education. He serves as Vice President for CEENQA, Executive Board Member of IQA and YÖDAK. He is an international reviewer and evaluator on internal and external quality assurance and accreditation processes for program and institutional level for many quality assurance agencies within Europe and worldwide. He is also serving as an advisory board member, accreditation committee member and international strategic council member for some agencies while participating in Quality Assurance related projects within the European Commission as well as World Bank with his teaching, research, accreditation and quality assurance experiences and networking in global higher education area.

18th of June

- **AACSB - Department of Marketing**

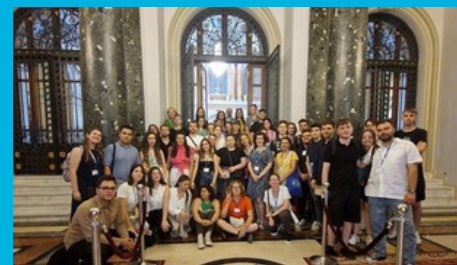
We are grateful to our colleagues in the Department of Marketing [ASE Bucuresti - Facultatea de Marketing](#) for the opportunity given to our colleagues responsible for the [#AACSB](#) international accreditation process to present the current status of this process as well as the main existing challenges.

19th of June

- **Visit from University of Foggia in Italy**

Happy to welcome to our university our colleagues and friends from University of Foggia in Italy.

Our vice-rector for international relations Prof. Constantin Marius Profiroiu took advantage of the opportunity offered by this visit to develop discussions on the double degree program with University of Foggia and the organization of internships for Italian PhD students at our University.



19th of June

- **AACSB - Department of Management**

We continue to present the current status and challenges of AACSB accreditation: today we were guests of the Management Department of the Faculty of Management ASE - Facultatea de Management and we thank all our colleagues for their interest and constructive discussions.

21st of June

- **Ceremony of the French-Romanian MBA**

From today: Participation of Vice-rector for international relations Prof. Constantin Marius Profiroiu in the graduation ceremony of the French-Romanian MBA program and awarding of diplomas.

21st of June

- **Agreement with a University in Costa Rica**

Also from today: We are delighted to initiate a first collaboration agreement with a University in Costa Rica. Together with Mr. Jean Carlo Monge Cascante, Director of Internationalization at the Universidad Central of Costa Rica, we reviewed the many opportunities that the points of convergence of our universities offer.

25th of June

- **MBA Romano - Francez INDE**

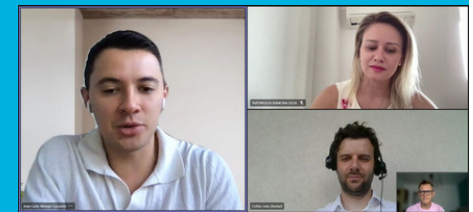
We are thrilled to share the joyous moments from the MBA Romano - Francez INDE graduation ceremony that took place on June 21, 2024, at the Bucharest University of Economic Studies!

The event was a remarkable celebration of our students' hard work, dedication, and achievements. Present at the ceremony were the Vice Rector Marius Profiroiu, Dean Vasile Alecsandru Strat, Vice Dean Madalina Meghisan and Prof. Jean-Michel Raicovitch, who honored the graduates with their inspiring words and support.

27th of June

- **The Regional Conference of Rectors**

Prof. Constantin Marius Profiroiu, Vice-rector for international relations participates in the Regional Conference of Rectors (#C2R) from Central and Eastern Europe, organized under the aegis of The Francophone University Agency (#AUF) and hosted by the Bucharest University of Economic Studies, taking place between June 27 and 28, 2024. The Regional Conference of Rectors brings together academic leaders, rectors and representatives of higher education institutions that are members of AUF in the region.



The main theme of this year's conference is "Francophone University in the context of global challenges: Perspectives for Central and Eastern Europe". Prof. Profiroiu opened the Conference by bringing to the attention of the participants a comprehensive perspective on the French-speaking dimension of our University in his speech entitled "La Francophonie et Académie d'études économiques de Bucarest - Etats des lieux et défis".

28th of June

- **Sign a Memorandum of Understanding on mutual academic cooperation**

We had the pleasure to welcome today Prof. Kakha Shengelia, Rector of Caucasus University from Tbilisi, Georgia and to sign together a Memorandum of Understanding on mutual academic cooperation.

Caucasus University is a leading private University in the Caucasus region, being ranked 1st by Eduniversal and the only university present in the FR ranking from Georgia, having the highest number of educational programs fully delivered in English by local and international faculty. All its educational programs are accredited by local and international reputable organizations (TEDQUAL, RIBA, WHO, WFME, ECFMG), while it is worth mentioning the fact that Caucasus School of Business is in the final stage of AACSB accreditation.

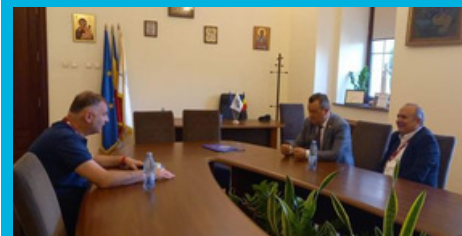
International missions

1st of June

- **Annual Conference & Expo- New Orleans, LA, USA.**

As [#NAFSA2024](#) is wrapping up, we are delighted to note that our University's participation in this renowned event has ensured that the proposed objectives have been achieved: identifying new partnership opportunities with universities and organisations from around the world, joining new academic networks as well as keeping abreast of the latest trends in global university education through participation in relevant sessions and workshops.

Our goal is to provide our students with relevant global educational opportunities and to continue to explore the latest innovations, strategies and best practices in international education and internationalisation in higher education.



1st of June

- **Erasmus+ doctoral mobility at University of West Attica - Greece**

Between May 26-31, the doctoral students of the Doctoral School of Economics I, coordinated by Professor Andreea Șerban, participated, as part of the Erasmus+ doctoral mobility at University of West Attica, Greece, at the 2nd International Business Hackathon 2024 with the theme Circular Economy, organized by the School of Administrative, Economics and Social Sciences, from the same university.

The event, attended by 33 students from Romania, Poland, Germany, Belgium and Greece, provided an opportunity to explore one of the most critical issues of today. The challenges during the competition aimed to identify solutions to support the transition to the circular economy.



10th of June

- **Montreal Conference of the International Economic Forum of the Americas - Montreal, Canada**

Between 09-15 June 2024, our University's delegation composed of Rector Prof. Nicolae Istudor and Vice-rector for International Relations Prof. Constantin Marius Profireoiu is on a working visit to Montreal in Canada. In the framework of this visit, the delegation of our University will participate in the 30th edition of the Montreal Conference of the International Economic Forum of the Americas, an event that will gather more than 2100 in-person participants and 130 speakers from over 40 countries.

At the same time, the delegation will have bilateral meetings with the management team of HEC Montréal - one of the world's elite business universities as well as with the new Rector of UQAM - L'Université du Québec à Montréal, ASE's institutional partner in the development of the double degree MBA program.

The working visit to Canada is part of our university's efforts to increase its international prestige and develop strong partnerships with North American universities.



11th of June

- **Montreal Conference of the International Economic Forum of the Americas - Montreal, Canada**

Our Rector Professor Nicolae Istudor and our Vice-rector for international relations Professor Constantin Marius Profireoiu attended the opening session of the 30th edition of Conference of Montreal organised by the International Economic Forum of the Americas [#IEFA](#), being welcomed by Mr. Gil Rémillard, the Founding Chairman of IEFA.



The Conference of Montreal ([#CDM](#)) was launched in 1994 and brings together decision makers from all spheres of society to address the most pressing issues of our time. Over the past three decades, [#CDM](#) has evolved to become an internationally recognised multi-day event attended by world leaders and decision makers from the worlds of government, business and academia, who convene to discuss topics ranging from the economy and global leadership to sustainability, energy and innovation. The event's geographic location in the heart of French Canada offers audiences a rare sociopolitical economic insight which spans both a North American and European perspective, while also examining best practice worldwide.

11th of June

- **Montreal Conference of the International Economic Forum of the Americas - Montreal, Canada**

The delegation of our University composed of Rector Prof. Nicolae Istudor and Vice-Rector Constantin Marius Proftiroiu were received today by Mrs. Director Agnes Darmaillacq and Mrs. program manager Audrey Bouchez from HEC Montréal.

During the working meeting, the two delegations agreed to develop a partnership between our University's Sustainable Development Centre and the HEC Sustainable Transition Centre, including the co-optation of a professor from HEC in the ASE Centre's Scientific Council. It was also agreed to sign an Erasmus agreement and to invite professors from HEC to Bucharest.

11th of June

- **Montreal Conference of the International Economic Forum of the Americas -Investissement Québec- Montreal, Canada**

Participation in the Montreal conference of the Forum of the Americas allowed the high-level delegation of our university to visit and obtain a consistent exchange of experience and best practices at "Investissement Québec", organisation established in 1998 under an act passed by the National Assembly of Quebec to favour investment in Quebec by Quebec-based and international companies.

Overviewing particularities of foreign direct investments is crucial for business education as it equips future leaders with the insights necessary to navigate the complex tapestry of global markets and fosters economic acumen essential for making informed strategic decisions.



12th of June

- **Montreal Conference of the International Economic Forum of the Americas - Montreal, Canada**

On the margins of the conference in Montreal, the Rector of our university Prof. Nicolae Istudor and the Vice-rector for international relations Prof. Constantin Marius Profiroiu met with the former director of the Canadian School of Administration, Prof. Jean Michaud, former advisor to the Prime Minister of Canada. He will be the guest speaker at the conference of the Faculty of Administration and Public Management on 18 October this year and will join the team of the doctoral school in the field of administrative sciences of ASE which is being created.

13th of June

- **Montreal Conference of the International Economic Forum of the Americas - Montreal, Canada**
- **Rector Istudor and Vice-rector Profiroiu signed the UQAM's book of honour**

Today, Prof. Nicolae Istudor, the Rector of our University together with Prof. Constantin Marius Profiroiu, Vice-rector for international relations met UQAM rector Stéphane Pallage and his managerial team.

Following the fruitful reunion, it was agreed that the very good collaboration between the two universities need to be continued and enhanced, encouraging parties to develop a double degree programme and to organise doctoral research in cotutelle.

20th of June

- **AACSB Assurance of Learning Seminar in Montpellier, France**

In the framework of the project aiming the support for the International Accreditation process and improving skills in the field of International Rankings, our Director for International Relations Prof. Liviu Cotfas attended the AACSB Assurance of Learning Seminar in Montpellier, France.

Focusing on Standard 5: Assurance of Learning of the 2020 AACSB Accreditation Standards, the seminar covered the entire AoL process step-by-step to help participants gain a clear understanding of assessment, competency goals (learning goals), learning objectives, data collection, and rubrics. The seminar also provided a variety of regional resources and examples for customized learning. The seminar was a perfect opportunity to further develop a working knowledge of how to create the best AoL process for our University.



20th of June

- **The 34th UNICA General Assembly & Rectors' Seminar "Strengthening the Africa – Europe cooperation: the Role of University Networking"- Stockholm University in Sweden**

A delegation of our University led by Vice-rector Prof. Dorel Mihai Paraschiv is attending the 34th UNICA General Assembly & Rectors' Seminar "Strengthening the Africa – Europe cooperation: the Role of University Networking", hosted by Stockholm University in Sweden, between 26 - 28 June 2024.

Detailed information regarding this event could be found here: AACSB Assurance of Learning Seminar in Montpellier, France

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28th of June

- **20th annual Erasmus Congress and Exhibition - ERACON 2024- Porto, Portugal**

Between 24-28 June, the European Association of Erasmus Coordinators (EAEC), organises the 20th annual Erasmus Congress and Exhibition - ERACON 2024, this year our host is Polytechnic of Porto, Faculty of Engineering. During these days Erasmus+ Coordinators, Placement and Internships Managers, Researchers and Professionals with an interest in the Erasmus+ Programme have a good opportunity for analyzing the current state of the programme, networking and settling future cooperation and joint projects.



● *ASE's mobilities for international missions*

Indicators		Manag. Acad.	FABIZ	AMP	BT	BBS	CIG	EAM	LAW	ETA	FABBV	CSIE	REI	MRK	MAN	STAFF+ DPPD	Resear chers	PhD students	TOTAL
International Conferences	funded by the research department - conference participation fund		5	7	19	1	1		2	1	1	6	11	2	10	1			
	funded from other sources	6	7	2	2	1	3		2		3	4	7		5	2		34	
Teaching missions (funded from the Erasmus+ programme)			4	1	4		2		7	4	1	3	2	1	8				
<ul style="list-style-type: none"> • Erasmus+ staff training; • Documentation internships; • Partnership developpment meetings; • Other objectives. 		3	20	5	3	6	7		17	8	4	11	6	1	12	20	2	6	
TOTAL		9	36	15	28	8	13	0	28	13	9	24	26	4	35	23	2	40	313

Number of delegates from each faculty and department between 01.01.2024 - 30.06.2024



About NAFSA

NAFSA: Association of International Educators is the world's largest and most comprehensive nonprofit association dedicated to international education and exchange, working to advance policies and practices that ensure a more interconnected, peaceful world today and for generations to come.



International Educator Magazine

International Educator (IE) is the flagship magazine of NAFSA. IE maintains the highest standards of intellectual quality, editorial excellence, and design to service its readers who are working worldwide to advance international education and exchange.