



ASEBUSS
Romanian-American Business School



MBA Program

Entrepreneurial Mindset

ASEBUSS - INSTITUTE FOR BUSINESS ADMINISTRATION



MBA Program

Executive MBA by ASEBUSS was already a trademark in the Romanian business community when our school decided to take the next step and organize an MBA program, the first on the local market to be fully oriented towards entrepreneurs and SMEs, as well as managers with an entrepreneurial mindset.

The new MBA Program became a reality in 2013, after 20 generations of EMBA students have graduated ASEBUSS, bringing energy and hundreds of valuable stories and examples from the Romanian business market. Entrepreneurs, managers, business administrators and owners contributed to the biggest and most comprehensive Romanian case studies library, which, along with our professors and our experience, make MBA by ASEBUSS the strongest option in this field.

There is a great energy that you can capture being a student in our MBA Program. Whether you are a manager on his way up into a corporation or an entrepreneur trying to find his way, the MBA Program for Entrepreneurs and Intrapreneurs brings solutions and a special state of mind that can move things forward.

Our biggest joy is to see people reinvent themselves and the businesses they lead. That is why we created the Entrepreneurial MBA by ASEBUSS!



ASEBUSS Business School

- Since 1993, ASEBUSS Business School has been delivering the first Romanian-American Executive MBA in Romania, internationally accredited. ASEBUSS organizes the Executive MBA in partnership with Kennesaw State University (KSU), Atlanta – USA, **the largest university represented in Romania.**
- Our long standing tradition of 25 years of excellence comes from having an experienced team of professors, with a practical approach in class, as well as from the largest alumni community in Romania.
- **ASEBUSS was the first business school** organizing an Executive MBA program in Romania, in partnership with US university.
- We have a dynamic business community of **1300 graduates** representing 40% of total MBA and EMBA alumni in Romania.
- ASEBUSS is **the only private school accredited** by the Ministry of Education in Romania to organize **2 MBA programs: an Executive MBA** in partnership with Kennesaw State University, Atlanta and an **MBA Program** for entrepreneurial companies and professionals with an entrepreneurial mindset.

MBA Program Description

ASEBUSS MBA Program is addressed to professionals with a minimum of 2 years experience in management or active participation in decision making process within the company, as well as entrepreneurs who want to expand their knowledge of management and entrepreneurial skills in order to better manage their business.

The MBA Program is organized by ASEBUSS - Institute for Business Administration – Bucharest, a top business school in Romania, in partnership with Washburn University, USA, a premier business school.



“I became more confident in new business situations and prepared for critical decisions in my professional life. Towards the end of the program I got promoted and took over a new position abroad.”

**Ioana Florea, Sales Program Manager,
MuleSoft Salesforce Netherlands, Alumni
MBA 2017**

Program at a glance

Aimed at:

- Professionals with a minimum 2 years experience in management or active participation in decision making process within the company
- Entrepreneurs and liberal professions

Duration: 16 months (Nov 2021 -March 2023)

Curriculum: [12 courses](#)

New from 2020: One to one Mentoring Project with alumni members in our Alumni Association

Language: English &Romanian

Schedule: classes every 2 weeks, during weekends

Degree: Master of Business Administration diploma with European recognition



COURSES (CURRICULUM)

| First Year | | |
|---------------------|--|--|
| | Fall | Spring |
| Orientation Weekend | Accounting Reports and Financial Intelligence Strategic Management Winter Break Quantitative Methods for Organizations Management Human Resources Management | Organizational Behaviour Marketing Winning and Maintaining Your Clients Macroeconomics Financial Management |
| Second Year | | |
| | Fall | Spring |
| | International Business International Finance Winter Break Operations Management Management of SME's | Individual Final Paper |



“The MBA program helped my business partner and I decide what is the best solution for our company’s investment: bank loan or foreign capital. At the moment, I am following my passion for solar energy, but within a bigger company, where I can fully put to use the knowledge I gained during the MBA program.”

Alexandru Suci
Project Developer, Enevo Group, UK, Alumni MBA 2015

LEARNING EXPERIENCE

ASEBUSS has developed its own practical, active and participatory approach with an emphasis on applicability. Our approach reflects companies’ demand for professionals with skills such as the capacity to reflect, the ability to act in the face of change, the versatility to work in multifunctional teams and the adaptability to face the challenges of a global environment.

These competencies are developed at ASEBUSS through the Case Method, business projects, business simulations, analysis and discussion groups and team-working activities. Participants are consistently placed in real-life business situations and encouraged to think like executives or business owners.



„The program not only helped me to better structure my start-up, but also gave me the confidence I can do it.”

Katia Danila-Vandenbremt
Owner, Maison V Cakes, MBA 2015



„My colleagues were experienced managers, motivated and willing to share ideas. Working in smaller study groups was a major advantage.”

Cristian Darmanescu
General Manager, Alfredo Foods, MBA 2016

PARTICIPANTS' PROFILE

MBA participants have a university degree and at least 2 years of relevant professional experience in managerial positions or as entrepreneurs. Participants from companies having an entrepreneurial approach as well as business owners are especially encouraged to enroll.

Average age: 37

Average work experience: 8-10 years

Average management experience: 4 years

Male/female ratio: 35/65

ADMISSION

- o Bachelor's degree from an accredited university
- o Work experience of minimum 2 years
- o Good knowledge of the English language

Admission is based on:

- Application form
- A recommendation letter from a senior manager/partner
- A financial letter
- o Copy of university degree and transcript of grades
- o An interview with one of our faculty team



Lessons learning during this MBA helped me to see my company development in a different perspective, more efficient and more oriented toward the future. No matter your own business experience, when you interact with an integrated educational approach you can structure all you know in a more professional way.

Florin Tancu

General Director Weco Travel, MBA 2019

FACULTY TEAM

ASEBUSS has one of the most experienced faculty team of Romanian and American professors in the business education field in the country. Romanian professors were trained within the best American universities and in prestigious international business schools: Harvard Business School (PCL – Participant Centered Learning programs with focus on interactivity and case study debates), Wharton, Stanford, Cambridge, MIT.

The majority of our team has practical experience, many of them collaborate or had executive positions within multinational or Romanian companies such as: Vodafone, Agricover, PriceWaterhouseCoopers, Experian, Competition Council, EY, General Motors, Michelin, Toyota Motor Company, The Coca Cola Company, PepsiCo, AT&T, Citibank, Delta Air Lines, IBM, Xerox, etc.



“Taking into account that markets are continuously changing, even more since 2020 crisis, business decision can no longer be based on experience and intuition only, but there is a growing need for advanced business education to consolidate and structure someone’s business thinking and overall approach. Throughout the MBA Program, our participants will develop an agile, flexible and more entrepreneurial way of thinking, based on quick actions and initiative taking, irrespective of company size.”

Prof. Ovidiu Dimbean-Creta, Ph.D, RECTOR ASEBUSS