



# MBA Program for Entrepreneurs and Intrapreneurs

**ASEBUSS - INSTITUTE FOR BUSINESS ADMINISTRATION**



## **MBA Program for Entrepreneurs and Intrapreneurs**

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 MBA Program for Entrepreneurs and Intrapreneurs 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

The MBA Program is organized by ASEBUSS - Institute for Business Administration – Bucharest, a top business school in Romania, ranked #1st in applicability and learning quality by Ziarul Financiar in partnership with Washburn University, a premier school in Kansas, US.

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.



“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 and one year after graduation I got an international offer .”

**Ioana Florea, Business Development 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 (November 2019-March 2021)

**Academic Delivery:** 12 courses

**Language:** English & Romanian

**Course location:** 6-10 Calea Grivitei

**Schedule:** classes every 2 weeks, during weekends

**Tuition fee:** 10.500€\*

\* individual or company discounts available

### **Tuition fee includes:**

- Course participation
- Materials, books, case studies, articles.
- Business simulations, including an International simulation with Washburn University
- Online support platform
- Graduation ceremony
- Light catering

**Degree:** Master of Business Administration diploma with European recognition. Certificate of attendance from Washburn University



## 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 Suciu**  
**Project Manager, Enevo Group, 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-Vandenbrent**  
**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: 33**

**Average work experience: 6-9 years**

**Average management experience: 4 years**

**Male/female ratio: 30/70**



## ADMISSION

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

Admission is based on:

- Application form
- A recommendation letter from workplace
- A financial letter
- Copy of university degree and transcript of grades
- An interview with one of our faculty team



There's a lot of discussion about entrepreneurship lately, internationally and in Romania.

Entrepreneurship can be practiced in any context, from a new business that solves a need on the market to your job or even at home. The good news is that entrepreneurship is a skill and it can be trained, at any age or stage in life. In our MBA, so much energy was created that, in my class, 2 colleagues launched their start-ups, while 3 others plan to do the same in the near future.

**Ruxandra Vasile**

**Head of IT, Bank of Cyprus, MBA 2015**

## 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.



I declare myself optimistic regarding the future of business in Romania, the future of generation of successful managers and entrepreneurs, and I am confident that ASEBUSS will have a great contribution to this future. Besides my fellow professors, we are always counting on our alumni, who are currently coming to classes, both in Executive MBA and Entrepreneurial and Intrapreneurial MBA Programs, to share their extraordinary experiences, to pass the professionalism in business, ethics and the human quality as well.”

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