

ASEBUSS & KENNESAW STATE UNIVERSITY, ATLANTA, USA

EXECUTIVE MBA PROGRAM



organized by

ASEBUSS, Bucharest & Kennesaw State University, Atlanta

In 1992, an enthusiastic group of business professors from Bucharest decided to bring in Romania the first Executive MBA program, in partnership with a prestigious American University. With great enthusiasm, the faculty group wanted to launch the first and most powerful business school in Romania, and build a different learning environment for the local managers and entrepreneurs, who wanted to develop their companies or business right, to have the right management tools, and to learn from the best.

25 years later ASEBUSS is well-known as the destination school for experienced business people in Romania. More than 1.400 alumni enjoyed learning in a vibrant business school that always knew how to blend innovation and tradition.

Our students and our professors are our strongest assets. ASEBUSS educates people for strong and successful business careers, creating an elite learning community which consists of tremendous people and powerful ideas. When we put this two together, what you get is a solid education and powerful impact on your career.

Our Business School

- **First business school** organizing an Executive MBA program in Romania, with 25 years of experience in managerial education.
- Our EMBA program of ASEBUSS was ranked **the no. 1 program** in Romania in several categories: **applicability, quality of professors, quality of courses, networking, personal development** -according to **Top MBA/EMBA by Ziarul Financiar**.
- We have a dynamic business community of **1500 graduates** the biggest alumni community in Romania
- ASEBUSS is **the only private school accredited** in Romania to organize **2 MBA programs**: an **Executive MBA** in partnership with Kennesaw State University, Atlanta and an **MBA Program** for entrepreneurial companies.



“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. Together with 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, Rector ASEBUSS

Kennesaw State University, Atlanta



Ranked as #7 among Executive MBA programs in the US, according to CEO Magazine, April 2018 and **#1** in Georgia State. This recognition from a prestigious economic journal confirms Kennesaw's reputation- a university focused on global education, innovation, partnerships and executive level programs in different regions of

the world.

- [Kennesaw State University \(KSU\)](#) is the third-largest university in Georgia with more than 32,000 undergraduate and graduate students representing 132 countries
- Kennesaw State University (KSU) is **accredited** by the highest international forum: Association to Advance Collegiate Schools of Business ([AACSB](#)) in USA and became member of the European Foundation for Management Development (EFMD) in 2007.



“At Kennesaw, we pride ourselves in providing timely, value-added education that transforms students’ lives. For many years, we have enjoyed our deep collaboration with ASEBUSS because of their similar focus on education. The Alumni of both programs have engaged in a complex international business simulation and, more importantly, have forged lifelong friendships.” **Ken Harmon, Provost, Kennesaw State University, Atlanta, USA**

EMBA Overview

Our Romanian-American Executive MBA program addresses highly motivated business professionals with relevant managerial experience in Romanian or multinational companies, open to knowledge and sharing ideas and aiming to develop professionally. The Executive MBA covers all areas of management, encouraging participants to think strategically, expand their horizons and develop a broad global perspective.

The program we offer is based on an **accelerated learning model** designed for participants with managerial experience. It incorporates case studies, simulations, guest lectures, individual and team projects, company visits, as well as access to online materials.

Our Executive MBA meets the key priorities of today's executives:

Leadership

Strategic Thinking

Decision Taking

Entrepreneurial Mindset



„ASEBUSS Executive MBA settled the business principles in North-American way, being a real gain both professionally and personally – ever since graduation I get results on a continuous basis. Our company needs the whole management team to be performant and motivated, this is why supporting other management members in the program represented a good way to consolidate our company efficiency as well as provide recognition to my colleagues.” **Dragos Petrescu, President City Grill Group, ASEBUSS Alumni**

Program at a Glance

Start end October 2019

Length and schedule 16 months, mid-October to May, on alternating Fridays and Saturdays (9.00 -16.30)

Curriculum

- 7 courses each year
- 4 business simulations
- 2 Residence Sessions in Bucharest (October each year)
- International Residency in Atlanta (April 2nd year)

Language - English

Location - Bucharest, at our location at: 6-10 Calea Grivitei, District 1.

Degree - Executive Master in Business Administration, recognized in Europe according to Bologna Convention and an Executive MBA certification from Kennesaw State University, Atlanta, USA, recognized internationally.



“I valued the fact that all my colleagues had relevant business experience which grew constantly during the Executive MBA program, in real time. For me, getting to study in teams with both Romanian and American colleagues was the best differentiator and a big plus compared with

any other learning experience.” **Veronica Savanciuc - President & CEO
Lowe Partners, ASEBUSS Alumni**

Participants' Profile

The program addresses to highly motivated [business professionals](#) with relevant managerial experience in Romanian or multinational companies, as well as successful entrepreneurs, open to knowledge and new experiences.

The managerial experience refers to professionals that have middle or top managerial positions. Our participants are general managers, department managers in finance, sales or marketing, operations, business development, IT, consultants, entrepreneurs, or liberal professions (lawyers, notaries, engineers, architects, doctors, dentists and accountants)- anyone who coordinates teams, administrates resources or runs complex projects.

Average age: 35

Average work experience: 8-10 years

Average management experience: 7 years

Class size: 35 participants

Male/female ratio: 60/40



“I recommend ASEBUSS to those who want to learn new things, in a structured, applied way, together with other experienced colleagues. It is suitable for both executives as well as entrepreneurs. In my opinion, I think especially when we go through tough economic times, I believe it's learning that takes us forward”. **Daniel Boaje, CEO McDonald's Romania, ASEBUSS Alumni**

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: Harvard Business School (PCL – Participant Centered Learning programs with focus on interactivity and case study debates), as well as in other prestigious business schools, like Wharton, Stanford, Cambridge, MIT, Kellogg Northwestern.

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

The teaching methods used are varied, combining case studies, simulations, team contests, debates, presentations, individual studies and group projects, all of them combining interactivity, applicability and the work in teams.



“Classes and the assignments were all great experiences. But there were especially 2 key things I think were extremely important takeaways. Firstly, the international component, where we learned and interacted with American professors and colleagues. Secondly, the largest, very active and high-quality business network, I am convinced ASEBUSS has the best networking!”

Simona Titica, Chief Community Officer, Next Gen Club,

ASEBUSS Alumni



“The ASEBUSS Executive MBA program was a fantastic learning opportunity for me. I was able to boost my current expertise and leadership skills with a solid strategic, business and financial outlook. It was hard work, yet a very rewarding experience. The program gave me an outstanding big picture view of what it takes to effectively manage and lead business

today”. **Cosmin Bucur, Managing Partner, Moneycorp Romania, ASEBUSS Alumni**

ASEBUSS ALUMNI EXAMPLES

Nicolae Olteanu, President
Henkel Romania

Dragos Petrescu, President *City Grill Group*

Veronica Savanciuc, CEO
Mullen Lowe Group

Iulian Trandafir, CEO
Farmexpert

Lucian Trofin, CEO *Eisberg Romania*

Doru Lionachescu, Board Member *Transilvania Bank*

Radu Rasinar, Country President *AstraZeneca*

Silviu Manolescu, Managing Partner *BDO*

Aurel Baloi, GM *Intergraph Computer Services*

Florian Aldea, President
HeilderbergCement Romania

Emil Bituleanu, President *Libra Internet Bank*

Daniel Boaje, CEO *McDonald's Romania*

**Gabriela Beres, CEO-Puratos
Romania**

**Cosmin Bucur, Managing
Director Moneycorp Romania
Rucsandra Hurezeanu, CEO
Ivatherm**

**Isabelle Iacob, CEO Help Net
Emilia Bunea, CEO MetLife
Romania**

**Doina Ciomag, Executive
Director Foreign Investors
Council**

**Mihai Coca-Cozma, President
Alico Pensions MetLife**

**Gabriel Cernica, CEO Cegedim
Romania**

**Mugur Dogariu, Managing
Director Paypoint**

**Radu Comanescu, GM Artema
Victor Dragomirescu, GM
Romanian Software**

**Viorel Stan, GM Jetbull
Andi Dumitrescu, CEO GfK
Romania**

**George Frîncu, President Vel
Pitar**

**Vlad Grigoriu, Founder Co-
Factor**

**Ioana Iordache, CEO-Leo
Burnett**

**Zemy Apfelbaum Managing
Director- Wizrom**



“Success is a combination of more variables, such as: perseverance, knowledge, experience, critical thinking and interpersonal skills. ASEBUSS Executive MBA acts as a multiplier in different ways for each variable and each student. Upon program completion, each participant will find a personal success formula, this is the great impact of the program!” **Iulian Costea, Senior Consultant
Management, Telecom& Technology&, United Arab
Emirates, ASEBUSS Alumni**

Admission

Participants' selection is an individualized process that takes into consideration the fact that this program is specially designed for mature managers with relevant managerial experience. Evaluation is based on:

- **managerial or entrepreneurial experience of min. 3 years.** Participants with less than 3 years of managerial experience are evaluated based on their potential as well as company recommendation and support.
- **a written test** to assess the English language - **GMAT** and **an interview in English.** A **bachelor's degree** is compulsory.

More information is available upon request or a meeting can be scheduled to further discuss about program structure and key benefits.

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