

STRATEGIA BBS



# BUCHAREST BUSINESS SCHOOL

Academia de Studii Economice din București  
Facultatea Bucharest Business School

[www.ase.ro](http://www.ase.ro)  
[www.bbs.ase.ro](http://www.bbs.ase.ro)



BBS



# BUCHAREST BUSINESS SCHOOL



## Vision

**Bucharest Business School** aims to be recognized as an important contributor to the growth of professionals, managers and leaders in **South-East Europe**, offering **leadership through value**.

## Mission

**Bucharest Business School's** mission is to educate managers and professionals in **South-East Europe** by combining the latest technologies with experience of distinguished professors, and prestigious practitioners.



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## Objectives

**SO1:** Bucharest Business School aims to become a top educational venue in South-East Europe for professionals, managers and leaders.

**SO2:** Bucharest Business School aims to become a driver in the transfer of know-how from academia to the economic and social environments in Romania and the SE region.

**SO3:** Bucharest Business School aims to pre-test and validate innovative concepts to be further diffused across the university.

Bucharest Business School

**Tailored Executive Education...**

Bucharest Business School was established in 2014 as the postgraduate business faculty of Bucharest University of Economic Studies and has two major MBA programs: International Executive MBA (Romanian-Canadian MBA) and INDE MBA (Romanian-French MBA).

Bucharest Business School also develops Executive Education Workshops with open enrolment, tailored Executive Education Programs for companies, and Entrepreneurial Development Programs, under the BBS Executive Education brand. With more than 25 years of international experience in Executive Education through our MBA Programs, our faculty positions itself as one of the major players on the Romanian market with more than 2,000 graduates working in leading companies, and also strives in becoming a leader of the market in the South-East European region.



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## Values

The Bucharest Business School community guides itself by the following values:

Confidence

Professionalism

Accountability

Integrity

Dedication

Excellence

Leadership  
through  
value



Bucharest  
Business  
School  
Review



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## Strategic directions for action

**Bucharest Business School** defines the following strategic directions of action:

**Direction 1. Positioning BBS Executive MBA programs as top choice for professionals, managers and leaders in South-East Europe.**

- 1.1. strengthening and clarifying the positioning of the Romanian-Canadian MBA and Romanian-French MBA programs, so that the BBS offer covers the majority of the potential market;
- 1.2. expand BBS MBA programs in the main urban areas in Romania, South-East Europe, and Near (Middle) East, including delocalized programs;
- 1.3. developing and implementing a strategy for involving the alumni community to a greater extent in BBS programs;
- 1.4. increasing BBS prestige through international accreditation.

**Direction 2. Development of lifelong learning - Executive Education in Romania and South East Europe.**

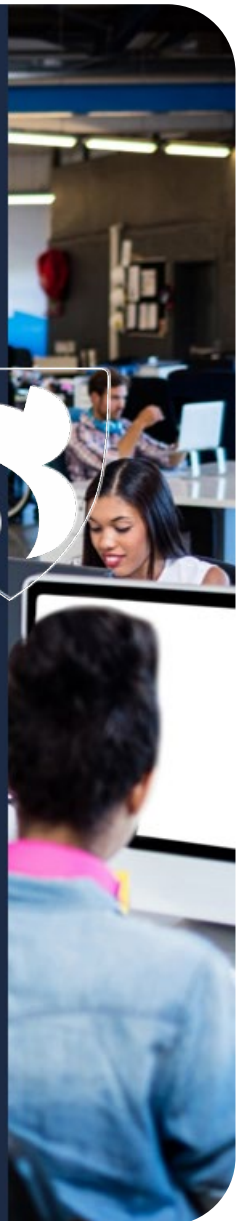
- 2.1. development of Executive Certificate programs with regional partners;
- 2.2. development of Executive Education Master Classes tailored for the business environment.

**Direction 3. Development of publications and events for business and academia for consolidating the position of BBS as science-based business skills provider.**

- 3.1. studies and publications dedicated to the BBS community, in particular, and the business community, in general;
- 3.2. virtual, hybrid and physical events dedicated to the BBS community, in particular, and the business community, in general;
- 3.3. an approach for involving the BBS community in scientific events for supporting the connection between business and academia.

**Direction 4. Increasing the integration of BBS activities and the brand coherence for increasing the university collaboration with the business environment.**

- 4.1. continuous development of the BBS MBA programs websites;
- 4.2. development of a coordinated and consistent communication strategy for BBS.
- 4.3. development of a dedicated executive education area on the BBS website;
- 4.4. developing the presence of the BBS and its programs on social networks (LinkedIn and Facebook);

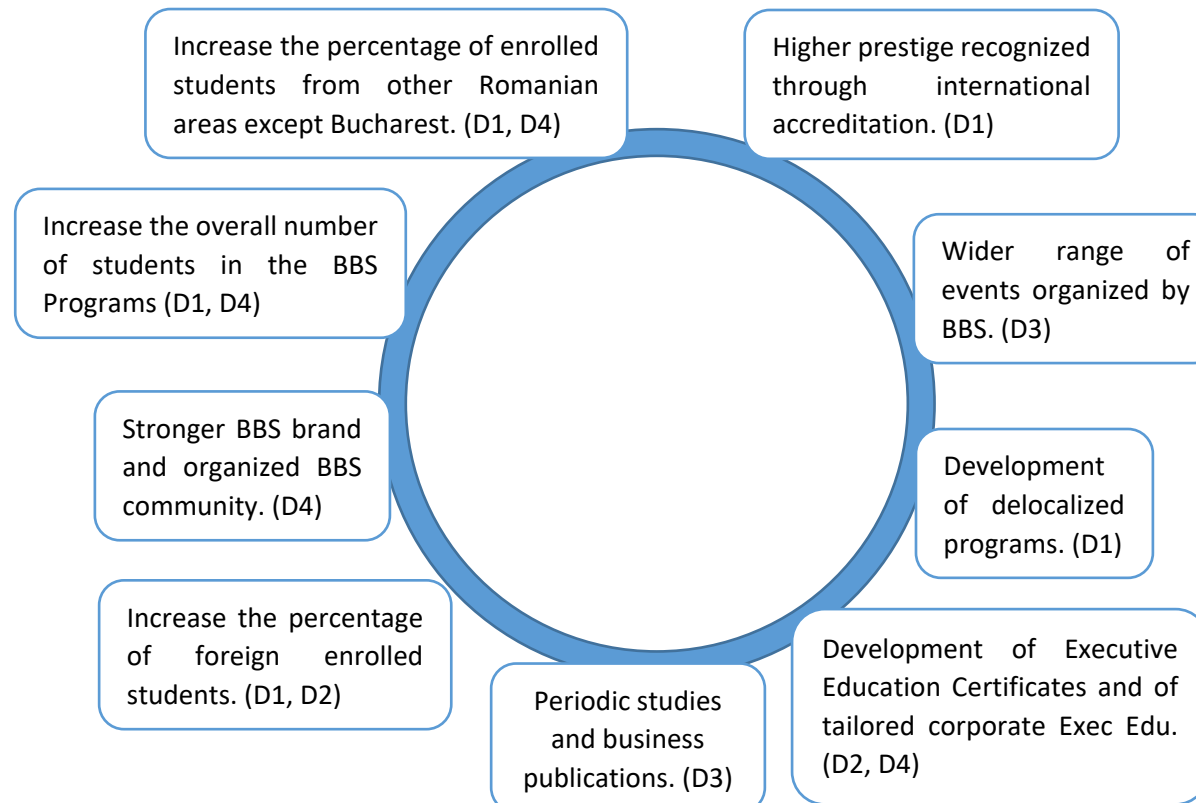




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- 4.5. support the organization and the development of the MBA alumni community (online platforms, events);
- 4.6. increase coherence at BBS level through operational, managerial and financial integration;







## Expected Outcomes





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Expected Outcome	Success Indicator	Target
Increase the overall number of students in the BBS Programs	I1 – Overall increase of the number of students enrolled in the BBS programs	Increase by 30% over the period 2020-2024
Increase the percentage of enrolled students from other Romanian areas except Bucharest.	I2 - Overall increase of the percentage of students from other Romanian areas except Bucharest enrolled in the BBS programs	Increase by 15% over the period 2020-2024
Increase the percentage of foreign enrolled students.	I3 - Overall increase of the percentage of foreign students enrolled in the BBS programs	Increase by 50% over the period 2020-2024
Higher prestige recognized by international accreditation.	I4 – International accreditation of BBS (individual or in ASE) or of programs of BBS	AACSB, AMBA, EFMD, IQA-CEEMAN (started during 2020-2024)
Development of delocalized programs.	I5 - Programs organized by BBS outside Bucharest	MBA Program organized in Romania hybrid format. MBA Program organized in partnership outside Romania
Development of Executive Education Certificates and of tailored corporate Exec Edu.	I6 – Tailored Executive Education organized for companies	Increase of the yearly income from Executive Education and Short Certificates with 50% (2020 – 2024)
Periodic studies and business publications.	I7 – Periodic business publication of BBS	One periodic business publication of BBS
Wider range of events organized by BBS.	I8 – Periodic events organized by BBS	An average of 8 business events organized by BBS per year
Stronger BBS brand and organized BBS community.	I9 – Functional and legally organized Alumni Community of BBS	A functional and legally organized community of Alumni and Students of BBS for each of its 2 MBA programs (during 2020-2022)

			Resources
			<p>Hiring the best suited faculty from the university, partner universities and also business environment.</p> <p>Involve best students and Alumni in developing the programs, contributing to the delivery in Guest Speaking sessions and Alumni Club</p> <p>2-5% of the yearly budget dedicated to Marketing activities.</p> <p>Yearly dedicated budget for International accreditations.</p> <p>Yearly dedicated budget for development of the programs in new locations.</p> <p>Yearly budget dedicated to special projects: BBS Review, BBS events.</p> <p>The BBS Alumni Associations will have separate budgets and will be able to support BBS activities.</p>
<p><b>"You're never too important to be nice to people!"</b>  <small>By BBSREDITORS   26 Jul, 22</small>            Ștefan Stavrositu muncește în asigurări încă de la vârsta de 17 ani iar în prezent este director național de vânzări la unul dintre marii asiguratori.</p>	<p><b>Nos Praesenti, agenția de creație care adaugă valoare brandurilor</b>  <small>By BBSREDITORS   26 Jul, 22</small>            Pagan Baniasad, Founder &amp; Chief Creative Officer (CCO) Nos Praesenti</p>	<p><b>Omul care vrea să digitalizeze legitimația de student în România</b>  <small>By BBSREDITORS   26 Jul, 22</small>            Mihai Tăpălagă este legat zilnic de comunitatea studențească și chiar a făcut un business din asta.</p>	
			
<p><b>Despre Revolut și trenduri în fintech</b>  <small>By BBSREDITORS   26 Jul, 22</small>            ...o cunoașteți pe Luiza Domnișoru,</p>	<p><b>Cum vede lumea și business-ul un CEO al unei mari companii IT</b>  <small>By BBSREDITORS   26 Jul, 22</small>            Lucia Stoicescu nu este doar un bun lider, ci și</p>	<p><b>"Investiția în piața de capital este o investiție pe termen mediu și lung, sunt niște bani de care uși există"</b>            -----</p>	