



We are happy to announce that **Bucharest University of Economic Studies (ASE)** together with **Bratislava University of Economics (EUBA)** and **Varna University of Economics (UEV)** are opening the **pre-enrolment** for the first Executive Certificate **Business Development & Leadership in an International Context, Executive Certificate**.

Participants will study and learn how to develop a successful business strategy in an increasingly interconnected and competitive global economy, how to adapt and develop marketing strategies and fuel brand development, how to form and lead teams and organizations, and how to understand and exploit financial information in a smart business. All these will bring together participants in international teams and will challenge them to develop and adapt real business proposals.

The program will start in **March and finish in September 2023**. It will include **6 modules**, with **12 hours per module**. Each module will be delivered in a hybrid format, including one block of online content and a residency over one weekend (a Saturday).

The participants will have the opportunity to visit 3 and also explore the business and cultural lives of **3 cities during the 6 residencies: Bucharest, Varna and Bratislava**.

The topics covered in the 6 modules are: I Strategy and Business Agility / II Digital Marketing and Branding / III Talent Management and Team Development / IV Financial Intelligence / V Leading People and Organizations / VI Capstone Project - Start-up Team Challenge.

The tuition fee of the program is **2500 Euro** and excludes the costs of travelling and accommodation for the six residencies (a budget of 300 Euro – 500 Euro should be considered for each residency than will involve travelling) which will be covered by each participant depending on each particular case.

Very limited number of seats! **Only 24 for the entire program for all three countries**.

Check out more details [here](#)

Pre-enrolment is open until the beginning of February 2023. [here](#).



We are happy to announce that **Bucharest University of Economic Studies (ASE)** opens the **pre-enrolment** for the Executive Certificate **Business Strategy and Digital Transformation**. This program aims to provide participants with the opportunity to better understand and develop skills to become true leaders and drivers of the strategic digital transformation of their organizations. Participants will study and learn how to develop a successful business strategy in an increasingly interconnected and competitive global economy, how to better understand the key technologies and to identify and exploit future trends, how to get a better understanding of data and of their use in creating a smart organization, how to adapt their organization, culture and leadership style to the new digital world. All these will give the participants a tool box that will be first put to work in a final capstone project.

The program will start in **March and finish in July 2023**. It will include **5 modules**, with **10 hours per module**. Each module will be delivered in a hybrid format, including one block of online content and a residency over one weekend (a Saturday).

The topics covered in the **5 modules** are: I Business strategy & Innovation / II Technologies and trends for driving the Digital Transformation / III Organization, Culture and Leadership / IV Business Intelligence and Analytics / V Capstone Project – Your path to digital transformation. The lecturers have a wide experience in academia and top companies like: Bitdefender, mindit, EY, Bearing Point, OMV Petrom, etc.

The tuition fee of the entire program is **1400 Euro** and the number of seats is limited (20). The pre-enrolment is open until 2<sup>nd</sup> of February 2023.

Check out more details [here](#)  
Very limited number of seats!!! [Pre-book now](#)