

INTERNATIONAL **M**ASTER of **B**USINESS **A**DMINISTRATION

Admissions
2022-2024

TAKE A LEAP FORWARD



Why choose IMBA

LEARN



Dual degree program

Our partner, Sapienza University of Rome, Italy, offers a one-year dual degree for three IMBA students. The program creates an **immersive** way to understand the culture, develop skills and gain a truly global mindset, a valuable asset for a successful career in Europe and beyond.



Field experts & decision makers

All the subjects are taught by **professors** from top universities (Humboldt, Sapienza, Erasmus, EM Strasbourg Business School, International University of Monaco, Norwegian Business School) and from leading organizations (EY, Bitdefender, COFACE, UiPath, P&G) based on a digitally driven syllabus.



Global perspective curricula

IMBA delivers a complex educational experience, mixing both local and global knowledge. It moves beyond disciplinary boundaries, connects ideas and people, helping the students see **the big picture**. IMBA is a 24-month journey that prepares the participants to disrupt and transform.

PRACTICE



Career visioning

IMBA is not a final destination, but a transformative experience. Therefore, our students are always connected to the best opportunities that arise in the **job market**. Every career path is different, and IMBA provides a spectrum of professional development offers.



Skill set approach

At IMBA, you will acquire the skills needed to challenge the status-quo and become proficient in terms of **business skills** and cultural intelligence, needed in order to navigate the increasingly complex world of international business.



Learn by doing

Our vision is that every student who walks through our doors has the opportunity to start real companies, to run large corporations, and we want them managing actual **business functions** in businesses embedded in their education.

EXPLORE



Global opportunities

Our program gives access to top worldwide universities via our **Erasmus** partnerships and, nonetheless, to the most influential business figures. In this way, we are preparing individuals for international leadership challenges, balancing expertise with effective management skills.



Unconventional thinkers

The education you receive at IMBA will empower you with the knowledge, skills, and long-term vision that lead to innovation and growth. Moreover, you will build a powerful network of accomplished, inspiring **colleagues** that will continue to sustain you, long after your graduation ceremony.



Challenge yourself

At IMBA you thoroughly study one subject at a time, for one-to-three weeks, during the evenings and sometimes on Saturday mornings. Given the changes brought about by continuous tech innovation, past success is no longer a guarantee as we step ahead, into the **future**.



Key learning pillars @ IMBA

I. Strategy

This pillar helps students adapt to changing global conditions and market challenges. Enterprises today must contend with constantly-evolving macro trends, global issues and industry challenges. Our topics start with an overview, before narrowing it down to reflect the organization's most pressing concerns, including growth acceleration, and turnaround projects.

- Business Digital Transformation
- Negotiation Techniques for Business
- International Business and Sustainable Development
- Strategic Management

II. Management & Operations

Talent management is growing in significance and interest in the context of organizational change management and leadership assessment. Businesses need leaders who can act strategically, by spotting opportunities for efficiency and new marketing channels. In this regard, IMBA is an inspiring and unique program for a new generation of strategic leaders.

- Human Resources Management
- Business Analysis
- Ethics and Academic Integrity
- Contract Law



III. Finance

Assessing financial indicators is fundamental in having a working strategy and a sustainable business. At IMBA, we are embracing a practical approach on the world of finance, which allows students to view a business organization from all angles, including mastering and obtaining capacities as diverse as financial management, risk management, or business accounting.

- Financial Management
- Risk Management
- Business Accounting
- Scientific Seminar

IV. Tech & Innovation

Technology trends are creating new opportunities in the business world. Innovation nourishes businesses, and technology creates the appropriate path for its development. Therefore, we are making sure our students can perceive technology in all its forms, in order to stay afloat in today's competitive and globalized market.

- Design Thinking
- Online Business Administration Models
- Innovation Management
- Business Informatics
- Research Methods for Business Administration

Our lecturers have careers within leading organizations



Learn from real world experts

Overview



Simona Goia
Associate Professor
ASE



Sorin Bănulescu
HR Director
Heineken



Dan Berte
Director of IoT
BitDefender



Anca Bundaru
Product Marketing Lead
BitDefender



Mihail Bușu
Associate Professor
ASE



Petre Caraiani
Associate Professor
ASE



Claude Chailan
EM Strasbourg B.Sch
France



Fabrizio D'Ascenzo
Sapienza University
Rome, Italy



Alina Dima
Professor
ASE



Ovidiu Ioan Dumitru
Associate Professor
ASE



Oana Garcia
Manager
EY



Sorin Anagnoste
Lecturer
ASE



Grzegorz Grabowski
General Manager
Masplex



Maria Grith
Erasmus University
Rotterdam, Netherlands



Iancu Guda
Executive Director
COFACE



Shahrazad Hadad
Lecturer
ASE



Wolfgang Karl Härdle
Humboldt University
Berlin



Gabriela Horga
Lecturer
ASE



Mihai Marinescu
Business Transf. Dir.
EY Romania & Moldova



Dominique Mazé
International University
of Monaco



Mădălina Meghișan
Professor
ASE



Babak Mehmanpazir
EM Strasbourg B.Sch
France



Bogdan Nistoreanu
Associate Professor
ASE



Vlad Panait
Business Angel
Sparkling Capital



Daniel Pele
Professor
ASE



Joseph Karl Pelikan
German Fed. Ministry for
Economic Coop. and Dev.



Sebastien Point
EM Strasbourg B.Sch
France



Dalia Poleac
Designer and Trend
Forecaster



Oana Popovici
Lecturer
ASE



Patrick Sensburg
University of Pub. Admin.
NRW, Germany



Oana Stănilă
Professor
ASE



Andreea Veress
Commercial Manager
Estee Lauder



Dragoș Vespan
Associate Professor
ASE

+30 guest speakers

On IMBA from our lecturers



“ Navigating in the international business context is pretty common nowadays. Digital interconnectivity and real time access to trends and insights are part of the day to day activities of consumers/shoppers around the world. During the program, we are sharing, discussing and challenging practical experiences meant to address current or future needs and we aim to generate ideas that can be easily adopted or further developed anywhere. ”

Andreea Veress

Commercial Manager at Estée Lauder

“ Making deals globally is a major building block in the business strategies of companies. The International Negotiations & Conflict Resolution course offers practical insights into the management of the deal-making process. Through various real world examples and business cases, students will learn how to effectively negotiate in Europe, North America, Latin America, Asia-Pacific, Africa, and the Middle East. They will acquire the mindset, skills and knowledge in order to become great negotiators in intercultural contexts. ”

Dr. Dominique Mazé

International University of Monaco



“ It's kind of surprising that in a world of interconnectivity and easily available knowledge some of the best real-world tricks to building products, platforms or businesses are not quickly shared. We explore these industry secrets together with the students, doing dry runs and learning through practical experience, to shape the future generations of business leaders. ”

Dan Berte

Director of IoT and Chief Architect at Bitdefender

Gain a Perspective Global



Why not study abroad for a few months?

IMBA students can apply to **Erasmus** mobilities at **+45 universities** with programs fully taught in English, and **another +45** with programs taught in French, German, Italian or Spanish. Here is a selected list of top university partners:

	KU Leuven (Belgium)
	University of Hradec Králové (Czech R.)
	HHL – Leipzig G.Sch of Mgmt.(Germany)
	Globis University (Japan)
	BI Norwegian Business School (Norway)
	University of Groningen (Netherlands)
	Kraków University of Economics (Poland)
	Instituto Superior de Gestaõ (Portugal)
	Université de Bordeaux (France)
	Ruhr Universität Bochum (Germany)



Dual degree

Enrich your skills and develop a global mindset by studying during one of the two IMBA years at our partner - **Sapienza University of Rome**.

IMBA offers you a valuable academic experience, and empowers you to get a double degree, expand your perspectives and tailor your education for a better fit with your goals.

By following the dual degree program and successfully presenting your master's thesis at both universities, you will receive the IMBA master's degree and a second master's degree in the business and administration domain, from Sapienza University of Rome.



Mădălina Vlasie
Class of '20

“What I enjoyed most about life at IMBA was being exposed to new ideas, professors from all over Europe, interacting with truly brilliant people and obtaining a double degree. During the second year of the masters program, I studied at Sapienza University where I had the chance to learn from my colleagues by finding similarities and challenging each other's perspectives. This is how I became a global citizen. When studying abroad, you gain business and political insights from all over the world so you always know the latest news. More importantly, you have access to lifelong networking opportunities.”



“IMBA is, probably, the best choice in Romania for those of us looking for a modern, holistic, international master in business. But not a good choice for those who only want an easy to get, meaningless diploma! The numerous business professionals and teachers from top universities, the networking opportunities, the pragmatic approach and learning by doing attitude, the high standards as well as the modular structure are all unique among the many business masters in Romania, and make IMBA, in my opinion, the best degree of its kind. As a 2020 bachelor's graduate, my personal plans of doing my master's abroad were shattered by the pandemic, but now I am glad that I have chosen IMBA to develop both my career skills and academic proficiency, as I consider the experience comparable to the ones you can get internationally!”

Petronela Cirstea | IMBA Class '22



“You will learn from some of the brightest minds on the planet, collaborate with proven leaders of top-notch industries. Embark yourself on this incredible journey and you will be rewarded with great skills, lifelong connections and invaluable knowledge that will boost your career and will guarantee you a great start in your race.”

Ștefan Durleșteanu | IMBA Class '20

IMBA at a glance - class of '22 -

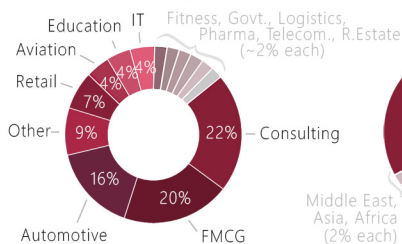
2.8 years

Average Work Experience
(including volunteering)

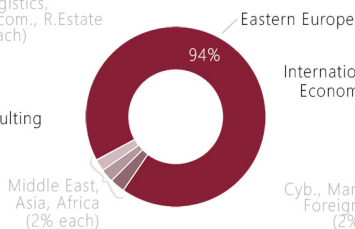
10%

International Students
(Erasmus)

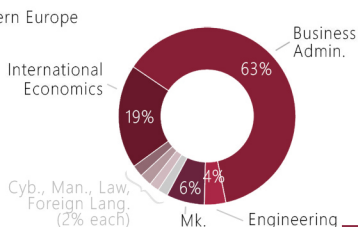
Industry



Geography



Academic Background



Online admission process

- 1 Online registration on admitere.ase.ro - 22nd-26th of July (Friday-Tuesday), Tuesday until 12:00**

Documents required for registration are differentiated based on student origin, a complete list being available at imba.fabiz.ase.ro/admission (see QR code below).

Publication of the schedule for the oral exam/specialty assessment (interview) - 27th of July
- 2 Online interview in English (knowledge assessment, according to the bibliography) - 28th of July**

The admission exam has an interview format structured around questions based on the bibliography available at imba.fabiz.ase.ro/admission. The final grade is = 50% exam grade + 50% application file grade. The application file grade is = 40% motivation letter + 40% bachelor graduation grade + 20% professional experience and/or recommendations and/or extracurricular activities. A minimum of 60/100 points is required in order to be admitted.

Registration of contestations regarding the oral exam/specialty assessment (interview) via email: registratura@ase.ro - 29th of July, 8:00-10:00

Publication of the preliminary admission results - 29th of July
- 3 Confirmation for places financed from the state budget - 1st-2nd of August (Monday-Tuesday), Tuesday until 14:00**

Places are confirmed by submitting the original baccalaureate and bachelor diplomas (or the original bachelor graduation certificate, for current year bachelor graduates) and the transcripts.
- 4 Confirmation for places with tuition fee - 29th of July - 1st of August (Friday-Monday), Monday until 16:00**

Confirmation is done by the payment of ½ of the yearly tuition fee.

Final results - 3rd of August
- 5 The tuition contracts are signed in the first three weeks of the 2022-2023 academic year.**

More information on registration, exams and the final results will be published on admitere.ase.ro during the admission period.

IMBA's Student Profile

IMBA students are curious and driven. They are actively sharing and challenging ideas during the classes, and take IMBA as a great opportunity to develop their leadership skills and business acumen.

Number of places

Romania, EU, EEA, and Swiss Confederation		NON: EU, EEA, Swiss Conf.
Without tuition fee	With tuition fee	With tuition fee
5	40	4

Fees

Romania, EU, EEA, Swiss Confederation, or Romanian international protection or right to reside:

Application fee: 250 LEI
Tuition fee: 7500 LEI/year

NON: EU, EEA and Swiss Confederation:

Application fee: 400 EUR
Tuition fee: 3,600 EUR/year

Take the decision

Check out the list of required DOCUMENTS for your application file:



imba.fabiz.ase.ro/admission

Here at FABIZ we are always striving for the better. Through our programs one can really make the leap forward. By learning the skills of the future all FABIZ Alumni will make an impact in the business world. Join this transformation journey!

Executive short programs (5 weeks)

- Design thinking
- Business analytics
- Digital communication strategies and social media analytics
- Effective communication, design and presentation
- Start-up and business venture
- Critical thinking in the Information Age
- Effective Agile practices
- Leadership and social influence

PhD

- Doctoral School of Business Administration

Let's stay in touch:



Learn more and apply!
imba.fabiz.ase.ro



imba@fabiz.ase.ro

