

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

Admissions  
2020-2022



GROW TODAY,  
LEAD TOMORROW.



## 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.

## 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.

# Why choose IMBA

## 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.

## 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.

## 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**.



“To any student joining this master: Throw yourself at every opportunity that comes your way! This master supported my vision and provided the right people and materials to set me up for success. Now I understand why our educational choices can make the difference between getting what we want and having to settle for second best.”

Elena Rădulescu | IMBA Class '18

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

Ștefan Durleșteanu | IMBA Class '20

## IMBA at a glance - class of '20 -

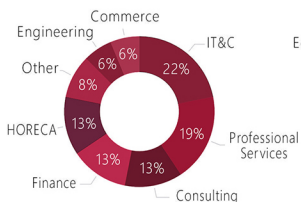
**2 years**

Average Work Experience  
(including volunteering)

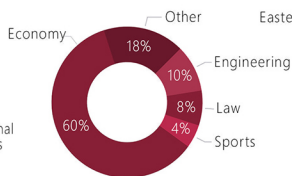
**14%**

International Students  
(Erasmus)

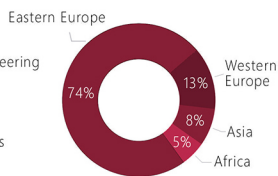
### Industry



### Academic Background



### Geography



# Key pillars of IMBA



## I. Strategy & Operations

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.

- Strategic Management
- Organization's Management
- Negotiation Techniques for Business
- Contract Law
- International Business and Sustainable Development

## II. Talent & Marketing

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.

- Change Management
- Human Resources Management
- Strategic Marketing
- Ethics and Academic Integrity



## 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

## 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.

- Online Business Administration Models
- Innovation Management
- Business Informatics
- Research Methods for Business Administration
- Scientific Seminar



# Our lecturers have careers within leading organizations



be distinctive  
**EM STRASBOURG**  
BUSINESS SCHOOL



**SAPIENZA**  
UNIVERSITÀ DI ROMA

**HUMBOLDT-UNIVERSITÄT  
ZU BERLIN**



**Erasmus  
University  
Rotterdam**



**INTERNATIONAL  
UNIVERSITY  
OF MONACO**



**Norwegian  
Business School**



**Bitdefender®**



**coface**



**UiPath™**

## Learn from real world experts

### Overview



Maria Grith  
Erasmus University  
Rotterdam, Netherlands



Iancu Guda  
Director  
COFACE



Karl Joseph  
German Federal Ministry for  
Economic Coop. and Dev.



Claude Chailan  
EM Strasbourg B.Sch  
France



Dominique Mazè  
International University  
of Monaco



Andreea Veress  
MK Manager  
LEGO Ro&B



Tănase Stamule  
ASE



Fabrizio D'Ascenzo  
Sapienza University  
Rome, Italy



Anca Bundaru  
Lead Product MK Manager  
BitDefender



Alina Dima  
ASE



Daniel Pele  
ASE



Dan Berte  
Director of IoT  
BitDefender



Francesco Bellini  
Sapienza University  
Rome, Italy



Dragoș Vespan  
CEO  
Perla Moldovei



Constantin Brătianu  
ASE



Petre Caraiani  
ASE



Mădălina Meghișan  
ASE



Andreea Mihnea  
HR Director  
UiPath



Mihai Marinescu  
Senior Manager  
EY



Sorin Anagnoste  
ASE



Wolfgang Karl Hårdle  
Humboldt-Universität  
Berlin



Daniel Moise  
ASE



Răzvan Hoinaru  
Queen Mary University  
London, UK



Cristian Constantin  
Senior Manager  
EY



Patrick Sensburg  
Verwaltung Nordrhein-  
Westfalen (Germany)



Bogdan Nistoreanu  
ASE



Sebastien Point  
EM Strasbourg B.Sch  
France



Mihail Bușu  
ASE



Cătălin Mădan  
Senior Manager  
EY



Oana Stănilă  
ASE



Ovidiu Ioan Dumitru  
ASE



Babak Mehmanpazir  
EM Strasbourg B.Sch  
France



Grzegorz Grabowski  
CEO  
Maspe Ro, Bg, Mld

+20 top guest  
speakers



## Life @ IMBA





# 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 career 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.”



# Online admission process

## 1 Registration of the APPLICATION FILE through [admitere.ase.ro](http://admitere.ase.ro) (20th-22nd of July, on 22nd until 16:00)

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

*Publication of the schedule for the language competence interview (22nd of July)*

## 2 ONLINE English language competence assessment INTERVIEW & results (23rd of July)

An eliminatory interview for assessing the English language proficiency will be organized for all students that did not graduate from a bachelor degree fully taught in English, or do not have a B2 or higher on one of the following certifications: FCE, CAE, CPE, BEC Vantage, BEC Higher, or IELTS (minimum Band 6.0), BULATS (minimum 60), TOEFL (minimum 87).

*Publication of the schedule for the admission exam (23rd of July)*

## 3 ONLINE ADMISSION EXAM & results (24th of July)

The exam has a multiple-choice format and is graded electronically. The final grade should be higher than 6.00 and is based on the following formula: final grade = 40% exam + 60% bachelor graduation grade. The bibliography for the admission exam, as well as the one for the English language assessment interview are available at [imba.fabiz.ase.ro/admission](http://imba.fabiz.ase.ro/admission).

*Registration of admission exam contestations by sending an email at [registratura@ase.ro](mailto:registratura@ase.ro) (25th of July, 8:00-10:00)*

*Publication of the preliminary admission results (27th of July)*

## 4 Place confirmation (27th-29th of July, 9:00-16:00)

Places financed from the state budget are confirmed through [admitere.ase.ro](http://admitere.ase.ro) by submitting an affidavit on the candidate's commitment to bring the original baccalaureate and bachelor diplomas (or the original bachelor graduation certificate, for current year bachelor graduates). The confirmation of places WITH fee is done by the payment of ½ of the yearly tuition fee through [admitere.ase.ro](http://admitere.ase.ro) or bank transfer. Registration of withdrawals is also done during this period through [admitere.ase.ro](http://admitere.ase.ro).

*Final results (3rd of August)*

## 5 Academic year start (1st of October) and signing of tuition contracts and original documents submission (28th of September - 16th of October)

During the admission period, all information regarding the registration and online exams, as well as the admission results will be published on [admitere.ase.ro](http://admitere.ase.ro)

## 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
19	26	5

### Fees

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

Application fee: 250 LEI  
Tuition fee: 5,000 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](http://imba.fabiz.ase.ro/admission)

“ We have always thought that education is just something more than what education seems. It's a whole thing how a sector works on so many different levels in a society. Ultimately, of course, interaction defines so much of our experience and here at IMBA we took this challenge fanatically.

From our office, watching our program grow has been rather like a city appearing in the middle of nowhere: a laptop here, a road there, an accelerating chaos of ideas, and then, somehow, the achievement of a coherent and indisputably splendid emersion.

At IMBA we mark a new educational start in two ways: (1) by serving our students with the latest knowledge and access to foreign and business professionals and (2) by supporting the women and the men alike to become better business leaders.

We like to think that our Master program will become the best place to start moving the debates from ideas to action.  
There is a time for choosing and we have chosen! ”

*Sorin Anagnoste*

Program Coordinator



Let's stay in touch:



Learn more and apply!  
[imba.fabiz.ase.ro](http://imba.fabiz.ase.ro)



[imba@fabiz.ase.ro](mailto:imba@fabiz.ase.ro)



Scan me!



Scan me!

